

Consequences of Remuneration Policies of Aggregators for Service Providers

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Cite as:

Meyn Janek, Kandziora Michael, Albers Sönke , Clement Michel (2020),
Consequences of Remuneration Policies of Aggregators for Service Providers.
Proceedings of the European Marketing Academy, 49th, (63278)

Paper from the 49th Annual EMAC Conference, Budapest, May 26-29, 2020.



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Abstract

Today, aggregators face the problem of choosing between different policies for the remuneration of their supplying service providers. In this paper we will describe how these policies reflect the preferred allocation of the payments by the customers to the original service providers and what consequences different remuneration policies have for the supply of such services or the creation of digital media products. We will investigate these consequences in the context of the currently heavily debated business model of music streaming services. Here we find financial and cultural consequences of the dominant remuneration by proportional usage that lead to a change in how we consume music nowadays.

Keywords: *aggregators; remuneration; streaming*

Track: Services Marketing