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Market Value of Logic Pro in Popular Music Production under Digital Transformation

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Abstract: With the development of digital technology, Digital Audio Workstations (DAWs) have become important tools for popular music production. This study focuses on Logic Pro and examines its market value in the context of digital transformation. The research materials include domestic and international literature on DAWs, the platformization of music production, and the digital music industry, as well as music distribution cases from digital platforms such as Spotify, TikTok, and NetEase Cloud Music. Using literature review, case study, and comparative analysis, the study analyzes the market value of Logic Pro from the perspectives of production costs, independent musicians, production efficiency, and industry-chain development. The findings show that Logic Pro, with its integrated functions for arrangement, recording, mixing, virtual instruments, and AI-assisted production, reduces the technical and financial barriers to music production, improves the efficiency of independent musicians, and promotes a shift from traditional professional production toward a more accessible and independent digital model. However, its market value remains constrained by the limitations of the macOS ecosystem, music homogenization caused by template-based production, digital platform distribution mechanisms, and limited monetization channels for independent musicians. Therefore, the value of Logic Pro lies not only in its production functions but also in its contribution to the supply of digital music content and the transformation of the music industry. Further realizing its market potential requires coordinated development among creators, software developers, digital platforms, and the wider music industry.

Keywords: Logic Pro; Digital Audio Workstation; Popular Music; Digital Music Industry; Market Value

1. Introduction

1.1 Research Background

In recent years, digital technology has developed rapidly, and the music industry has entered the digital age. In this way, great changes have taken place in the production, distribution, dissemination and listening of music. With the development of internet technology, cloud computing, artificial intelligence and streaming platforms, the previous method of making music only by using professional recording studio is becoming more and more easy to use, Digital Audio Workstations enables musicians to complete all the work such as recording, arranging, mixing and mastering with computers. It doesn't cost much, and the production speed is also accelerated [1]. Among all kinds of DAW software, Logic Pro has complete functions, stable movements and rich audio materials, and has become one of the indispensable props in the production of pop music in the world. Many independent musicians, online music producers and professional music producers use Logic Pro to create music, and use Spotify, Apple Music, NetEase Cloud Music, QQ Music and TikTok [2]. Thanks to the development of digital technology, people who like ordinary music can gradually make music, and music making can also make more people enjoy it easily.

On the other hand, the evolution of digital platforms has changed the way music industry competes. In the past, if songs wanted to sell well, they largely depended on the massive support of record labels and the promotion of traditional media. But in the digital era, the recommendation algorithm of platform, the promotion in short-video and the communication in social media have become very important factors in spreading songs. Even works of good quality may not be successful in the market because of the small number of visits to the platform. On the contrary, even simple works sometimes spread quickly through the platform

algorithm [3]. From this phenomenon, we can see that the market value of music works is not only determined by the quality of the works, but also influenced by the communication mechanism of digital platforms.

According to the statistics of China Music Industry Development Report, the digital music market in China has been growing in recent years. Streaming media platform has become the main place to enjoy music, and the proportion of digital music in the income of the whole music industry has been increasing [4][5]. Similarly, the "China Digital Music Industry Report (2022)" also wrote that the digital music platform is building a new industrial mechanism. There, the recommendation mechanism of platform, users' personal data and data analysis have become important factors that affect the way of music transmission [6]. Therefore, with the continuous development of digitalization, exploring the function of Logic Pro in the pop music market can not only know what the technology of digital music production will become, but also know in detail how to create new music works in the digital platform.

1.2 Research Significance

1.2.1 Theoretical significance

At present, the research on Logic Pro in China mainly focuses on the teaching of digital music production, MIDI arrangement and the use of software. On the other hand, there is not much research to investigate the impact of Logic Pro on the market value of popular music [7]. However, overseas scholars are more concerned about how digital audio workstations affect the way of music creation and the way of industry operation. Reuter claims that the new generation of DAW is not only a recording and arrangement tool, but also fundamentally changes the creative way of modern pop music [1]. In addition, Kjus pointed out that DAW is increasingly platform-based and has established stronger links with digital music industry [2]. To this end, the paper will summarize the research results at home and abroad, examine the market value of Logic Pro from the perspective of the development of digital music industry, and enrich the academic content of digital music creation and music industry.

1.2.2 Practical significance

With the increasing use of DAW software like Logic Pro, many independent musicians can make music with cheap money and enter the digital music market. Through the actual case study, this article understands the application characteristics of Logic Pro in pop music creation and the promotion mode of digital platforms, and discusses the modern application of music learners in digital music industry. In addition, It also provides independent musicians with helpful suggestions for music production, artwork promotion and platform management, and introduces the coverage and market competitiveness of digital musical works [8].

2. The Development of Logic Pro and Digital Music Production

2.1 The Evolution of Digital Audio Workstations (DAWs)

With the progress of digital technology, the way of making music has changed a lot. Before the end of the 20th century, large recording studio, analog mixing console and tape recording equipment were mainly used in the production of pop music. These costs a lot of money, and the work takes a long time. Besides, they have to rely on special machines and professionals. With the development of computer technology, DAWs gradually entered the world of music creation, and digitized the old things such as recording, arrangement, mixing and mastering. Basically, DAW is a computer-based music production system, which combines software and hardware and can use recording, MIDI processing, audio editing, mixing and mastering. Compared with the previous tape recorder, DAWs has the advantages of not spending too much money, working fast and being able to re-edit many times. In this way, music production has got rid of the limitations of time, place and machine. Software such as Cubase, Pro Tools, Ableton Live, FL Studio and Logic Pro are emerging one after another, and their functions are getting better and better, which has become an indispensable prop in music production.

Reuter said that the new generation of DAW is not only digital recording software, but also greatly changed the way of making modern pop music. Among hip-hop, EDM and mainstream pop, looping, sampling and MIDI editing have become essential elements in music creation, giving digital music creation a special way [1]. Compared with the band's previous live recording method, DAW pays more attention to composition and digital editing according to

component combination, and gives more freedom in music production.

With the development of the Internet, DAW software Kjus increasingly used with cloud storage, plugin platforms, online collaboration tools and digital distribution platforms. Digital audio workstations have surpassed the role of traditional software tools and become an important bridge connecting composers, plugin developers, digital platforms and users [2]. As a result of the whole work, the evolution of DAW not only changed the workflow of music production, but also accelerated the changes in the structure of digital music industry.

2.2 Development Features of Logic Pro

Logic Pro is a professional-oriented digital audio workstation software made by Apple, and it is one of the tools used in the production of pop music in the world. It has been updated for many years and has become a music production system integrating arrangement, recording, mixing, mastering and virtual instrument. It is widely used in pop music, film scoring, advertising music and game soundtrack production.

Compared with other DAW software, the best thing about Logic Pro is that there are many kinds of functions in the software. Many sound sources, props for processing the effect, and virtual instruments were added from the beginning, so users can complete most of the music production work without buying additional plugin. Functions such as Alchemy synthesizer, Drum Machine Designer, Sampler and Studio Strings can prepare many sounds according to the styles of various music. Moreover, the effect such as equalizer, compressor, mixer and delay added from the beginning fully meet the needs of professional music production and greatly reduce the cost of producers.

In recent years, Apple has been putting AI technology into Logic Pro. Tools such as drummer, intelligent harmony generation, automatic rhythm matching and Stem Splitter make music production very efficient. These functions not only reduce the technical barriers of difficulty, but also let non-professionals experience the fun of creating music. With the growing market of digital music, logic specialty has become an indispensable teaching material for digital music teaching in universities and an important place for commercial projects with independent activities.

2.3 The Application Scope of Logic Pro in Popular Music Production Continues to Expand.

From the perspective of music creation, Logic Pro covers almost all stages of song creation. It includes composition, accompaniment, listening to songs, arrangement, mixing, arrangement and so on. In the stage of composing songs, creators always use Logic Pro to record melodies, think about harmony and arrange rhythms. Using the MIDI editing function inside, you can immediately correct the pitch, rhythm and timing, and the working speed will be greatly improved. Moreover, there are many loop materials prepared in advance, and there are many things that can be used when making. Especially in line with R&B, hip-hop, EDM, pop electronic music. When recording and editing songs, Logic Pro has functions such as Flex Pitch and Flex Time, which can finely modify the pitch and rhythm and improve the recording quality. The software can also simultaneously register and automatically operate multiple trucks. Therefore, producers can freely adjust the sound intensity and changes of different parts of the music, and the performance of the music will be more abundant.

The mixing stage is a very important stage, which determines the sound quality of the song. Logic Pro is not only suitable for professional recording studios, but also suitable for the needs of creating music at home. Many independent musicians create music in their own studios and launch their works on platforms such as Spotify, Apple Music, NetEase Cloud Music and QQ Music. So you can spread music and make money. This production method further reduces the difficulty of entering the music industry and helps the growth of independent music [9].

In addition, the development of digital platform has further changed the way of creating and spreading music. Streaming media platforms such as Spotify, Apple Music and NetEase Cloud Music have become the main ways to listen to music. On the other hand, a short video platform like TikTok has become the main entrance to spread songs [3]. Many songs did not become popular in the traditional music charts first, but quickly gained attention on the short video platform and then entered the streaming media platform. This can improve the number of plays and commercial value.

However, with the wide use of digital

technology, new problems have emerged. First, the barriers to music creation have been lowered, the number of musical works in the market has increased dramatically, and the competition has become fierce. Second, the chances for people to see the works are mostly determined by platform algorithms, and even high-quality works may not spread smoothly. The trend that the platform has power is getting stronger and stronger. Nowadays, the competition in the music industry is not only the manufacturing technology, but also the resources, the distribution of people and the user data of the platform [2].

In addition, people who create music pay more and more attention to the platform layout and users' preferences. In order to match the recommendation system of short-video and streaming platform, the length, climax position and rhythm of songs are decoded. This shows that the production of digital music not only pursues artistic expression, but also considers the effect of communication in the market, thus making the music production method closer to the distribution method of digital platform [11].

3. The Positive Market Value of Logic Pro's Contribution to Pop Music in the Digital Era

3.1 Reduce the Overall Production Costs of Pop Music and Expand the Industry's Content Supply Base

In the era of tape analog recording dominating the music industry, it takes a lot of money to make a marketable pop single. The rent of the studio, the cost of professional musicians, the cost of professional engineers for recording and mixing, and the cost of materials for tapes are all included, and all the production costs often exceed tens of thousands of yuan. This fee is beyond the reach of ordinary music lovers. As a result, the music content in the market is monopolized by rich big record companies, and the song list is updated slowly, only focusing on the best-selling themes. Using Apple's integrated ecosystem design, Logic Pro greatly reduced the production cost in three aspects: hardware procurement, software support and human resources. Therefore, the output of domestic original pop music has increased, and it can always provide new content to the digital platform.

In terms of hardware, Logic Pro does not need an expensive external sound card or a special hybrid console. You can organize songs and do all the mixing work with a laptop or desktop computer of your Mac. The combination of cheap entry sound card and condenser microphone can create an environment where you can record at home. In contrast, the commercial version of Pro Tools will inevitably require dedicated HD series audio equipment to complete the complete professional action. Although Cubase and FL Studio support Windows, if you want to make a good quality pop music arrangement, you must buy a lot of third-party paid audio-visual libraries and mixing plug-ins, which will cost a lot of money in the long run. In terms of software, Logic Pro is a way that can be updated for free at one time. From the very beginning, it has an Alchemy synthesizer, a complete set of orchestral audio-visual libraries, drums with various styles, and tens of thousands of circulating samples. Lei Lei used by professionals is very cost-effective for independent musicians who make many songs because producers don't have to pay extra for audio-visual libraries and plug-ins every year.

With the gradual reduction of production barriers, the supply of domestic original pop music will increase directly and rapidly. According to the statistics of China Digital Music Industry Report (2022), the total number of original popular songs published by individuals in China has increased by more than 10 times in these 10 years. More than 70% of these works are produced by independent musicians in home studios equipped with Mac and Logic Pro [5][6]. Because there are many original contents, the platform can separate the target audience, including Chinese-style pop, urban R&B, niche rap, healing-style light music, etc., and the environment of various contents in the pop music market has become rich.

3.2 The Rise of Empowered Independent Musicians is Reshaping the Landscape of Creative Forces in the Pop Music Market

In the ancient record industry mechanism, the market of pop music is mainly dominated by the professional machines signed with record label. The creator's copyright, communication channels and ways of making money are all controlled by the company. Independent musicians have neither professional production equipment nor exposure opportunities. Even if you have the skill of composing music, it is difficult to make a finished song that meets the

commercial standards, and you can't get a stable music income.

First of all, Logic Pro can solve the weakness of independent musicians production process since ancient times. In the past, most independent composers only studied lyrics and composition, without professional arrangement and mixing skills. Limited by limited equipment, only basic demonstrations can be made, and commercial distribution channels cannot be entered. However, even ordinary creators without formal training can produce pop singles that meet the standards of streaming media and short-video distribution as long as they use Logic Pro's full set of original audio materials, automatic mixing tools and functions that AI can help. Completely eliminate the dependence of record company on the post-production team. Nowadays, college music students, short-video content creators and amateur music lovers also use Logic Pro, and creating original works through pop, rap and Chinese-style electronic genres has become a new creative force in the pop music market.

Secondly, the integration of production tools with online self-publishing channels establishes a complete closed loop for independent musicians covering "creation-release-monetization." After completing song production using Logic Pro, creators can directly upload and distribute their works through the NetEase Cloud Music Creator, TikTok Music Creator, or Apple Music Creator platforms without undergoing record company contract reviews, while retaining full ownership of both lyrics/chorus copyrights and recording rights. All revenue from platform playback shares, commercial short-video licensing fees, and offline live performance earnings belongs entirely to the creators, breaking the traditional model where record companies monopolized copyright revenue distribution. Morris noted that low-cost DAWs have fundamentally transformed digital music copyright transaction rules [9]; numerous niche independent musicians specializing in short-video scoring now rely on Logic Pro to mass-produce lightweight pop BGMs and generate stable monthly income through TikTok's commercial music library licenses, establishing a completely independent business model distinct from the traditional recording industry [10].

3.3 Significantly Enhance Music Production Efficiency to Meet the Frequent Update Requirements of Digital Platforms

Streaming and short-video platforms strongly demand the replacement of new content. The function of editing TikTok and Kuaishou short-video editing features must always update different types of background music. On the other hand, long audio streaming platforms like NetEase Cloud Music and QQ Music upload tens of thousands of new songs every day to attract users with fresh content. The previous off-line professional recording studio took a long time to produce. According to the interview, it takes more than a week to make a pop single from making the arrangement framework to finally sending out the data. In this case, you can't keep up with the rapid update of content on the online platform. Logic Pro uses modular materials and AI's auxiliary editing function to greatly reduce the time required for production. This is just in line with the market's desire to quickly make content on the digital platform.

The standard Loop library in this software is an important tool to improve the production speed. The creator can immediately create the basic shape of the song by dragging the pre-created parts of drum sets, bass lines and chord loop. From the beginning, you don't need to do MIDI accompaniment by hand. With the audio track classification function of Stem Splitter, the existing audio materials can be separated and immediately arranged or remade for the second time. It takes a very short time to make a light BGM for short videos. The functions of AI-driven automatic drummer generation and intelligent harmony matching reduce the obstacles of music theory and arranger technology. Even if the creator doesn't remember the configuration of chords and the arrangement rules of percussion instruments, he can efficiently complete the work of trying many versions. For example, it takes only 1 hour to 3 hours to make a pop soundtrack suitable for a 60-second short video.

Higher production efficiency brings better market value for both: * For large digital platforms, with the continuous addition of more new pop music content, the short video world will become more interesting. Then, e-commerce people and short-video creators who make stories will buy commercial music, and the income from copyright licensing will increase. For people who create music, this method is very efficient, and all kinds of works can be made together and released to various short videos and

streaming platforms. In Morris's algorithm-driven production optimization theory, the creative method of creating a large number of works and making secondary subdivision arrangement is as efficient as Logic Pro through high-efficiency digital audio workstations. It can be seen that the productivity of software is completely consistent with the traffic requirements of digital platforms, and there is a relationship of mutual help.

3.4 Serving as an Industrial Intermediary Platform to Enhance the Digital Music Industry Ecosystem Across its Entire Value Chain

DAW platformization theory of Kjus, a new generation of digital audio workstation is no longer just a software tool, but a musician, player and streaming player Logic Pro uses the ecosystem of Apple hardware and software to continuously improve the whole value chain of digital music and expand the market scale [2]. Apple connects Logic Pro with mobile's GarageBand, Mac, iPad, and Apple Music's ecosystem: the creator uses GarageBand to make lyrics and draft songs on the iPad, and can use lossless to put audio files into Logic Pro for careful arrangement and mixing, and then immediately upload the works to Apple Music and convey them to the world. Moreover, all audio formats and project rules of Logic Pro conform to the distribution rules of NetEase Cloud Music, QQ Music and TikTok. Third-party operators have made special audio tools for Logic, and online and offline music education institutions have specially arranged and mixed courses, and peripheral industries such as audio tutorials, custom plugin and personal mixing services have emerged.

In the traditional division of labor in the music industry, music creation tools, online communication platforms and related service fields are different, and it is impossible to easily access the resources of each part. With the widespread use of Logic Pro, these walls are broken. There are many professional subdivisions, and a production tool can drive the process of the whole industry and realize the special market value of strengthening the whole field with tools.

4. Current Development Challenges in the Pop Music Market Under the Empowerment of Logic Pro

4.1 Closing the Operating System Ecosystem and Creating Stratified Barriers Among Creative Communities

Logic Pro can only run on the operating system of macOS, not on commonly used Windows computers. In this way, the original hardware barriers have been formed, the scope of the market has become smaller, the popular music production communities have been further separated, and the gap between the market layers is very large. In China, almost all people who usually use computers are using Windows, so those who want to create music with Logic Pro must buy extra Mac laptops or desktops. This is the cost of the first hardware, which is much higher than the DAW software available on many platforms such as FL Studio and Cubase. For amateur creators, this is a high financial obstacle.

Most of the students and amateur musicians with little money use Windows devices, and the only thing they can use is software like FL Studio. So you can't use any special features like the good Alchemy synthesizer in Logic or the orchestra library in Studio Strings. As a result, the sound quality and subtlety of the last song I made will be different from the original.

In contrast, professional producers with steady income, music schools, and small studios that are already open are mostly using Logic Pro in conjunction with their Mac. These two groups use different tools and material structures, which creates a big difference in the likelihood that the work they create will sell. Long-time Logic Pro users have created specialized works folders and communities to share their music materials. Therefore, the industry's job opportunities and the resources of music licenses to sell are gradually going more and more to the people who use Logic, and the market's resource bias is even worse.

The class walls created by this closed structure undermine Logic Pro's core market value - its ability to lower the walls of creation and benefit music lovers at large. It's also getting in the way of this tool further expanding the pop market's content supply, and it's a major internal obstacle to Logic Pro unlocking the full potential of the market.

4.2 Excessive Use of Modular Elements Exacerbates Homogenization Issues in Pop Music

Logic Pro includes free loops, pre-made MIDI segments and standardized sound preset libraries, which makes the work of composing music very simple. However, many creators just drag and drop materials to assemble songs, without personal adjustment, arrangement of new instruments and adjustment of chords. In this way, the current market singles and short-video BGM will be homogenized, and the competitiveness of original music will also weaken. The short video music market is facing the most serious homogenization problem: many trap tracks, pop electronics and Healing light music use the built-in drum loop mode and fixed code of Logic to perform such songs. People who listen to such songs many times will soon get bored, and the average number of similar songs played on the platform will decrease continuously. Reuter said in his research on the new generation DAAW that modular and template-based production is already the limit of digital audio workstations. Creators rely too much on prefabricated software materials, which will gradually lose the artistic independence of music works and eventually damage the content quality and sustainable development potential of pop music industry [1]. Logic Pro efficient material library is a double-edged sword: the creation speed is very fast, but in the long run, it will also bring the risk of market homogenization.

4.3 The Platform's Algorithmic Traffic Distribution is Imbalanced, Making it Difficult to Convert Production Quality into Commercial Revenue.

In the previous analysis, we found that Logic Pro can adapt and mix songs very well. However, the value division of digital music in the market depends on the algorithm of the platform and the rules of traffic. Making high-quality works will not automatically be seen by many people, and there will be no great income.

This imbalance in traffic division is the main external limitation that prevents Logic Pro from realizing its value in the market. First of all, the algorithm likes short and detailed content, so the finished pop songs are very unfavorable in traffic. The songs produced by Logic Pro are generally organized and last for more than 3 minutes, which is contrary to the fact that algorithm likes short clips of about 60 seconds, so it is difficult to find them on the home page of the platform. In contrast, using a simple Loop of the same software to make a simple BGM immediately is easy to collect more traffic. This brings a strange contradiction to this industry: elaborate works don't earn much, but things that use simple templates will have a great increase in income.

Secondly, small and medium-sized independent musician are rarely seen. Traffic resources of the platform, such as TikTok and NetEase Cloud Music, have been given priority to top-level musician and signed MCN institutions. Even though ordinary independent musician uses Logic Pro to create high-quality original works, due to the insufficient budget of professional operation team and paid publicity, the number of plays of the works after their launch has been very low, and it is difficult to earn income from copyright fees and commercial licenses.

This puzzle will reduce the market value of Logic Pro: the software can solve the basic problems of music creation quality, but it cannot change the traffic allocation rules of platform. As a result, a lot of high-quality content can't bring the number of broadcasts and the income of copyright, and the useful power of this tool will be wasted by the distribution mechanism of the platform.

4.4 Independent Musicians Face Limited Commercial Monetization Channels and Insufficient Profit Stability.

Because Logic Pro has become easy to use, many independent musician have entered the world of pop music. However, there are few sound commercial organizations in the digital music market in China. Most independent musician have few ways to get money, and their income tends to fluctuate greatly, so it is difficult to get stable money just by making music. Live performance, customized recording, soundtrack of film/tv and other means to get high income from it are mostly occupied by producers who have signed contracts with large record companies, and ordinary independent musician uses these resources.

In *The Music Industry: music in the cloud*, Wikstrom pointed out. In the world cloud music industry, individual creators who use cheap DAW usually have few channels to get money and their income is unstable. On the other hand, the platform copyright income distribution mechanism is beneficial to equity investors, and grassroots creators cannot benefit from the development of the industry [12]. Logic Pro has

brought the power of music creation to ordinary people, but at the same time, it will not broaden the road of diversified and profitable commercial monetization for us. As a result, the benefits of this tool to our creation have not completely changed the economic benefits that the creators can see, but limited the long-term market value.

5. Optimization Strategies for Logic Pro to Unlock the Value of the Pop Music Market in the Era of Digital Transformation

5.1 Creator Level: Balance Template Usage to Create Distinctive Original Content

In order to solve the problem that excessive use of logic pro template makes the music of the whole industry almost the same, independent musicians adjust their creative methods, skillfully use modular tools of software, create their own works, and enhance the power to win the market for a long time.

First, appropriately modify the materials prepared by Loop to avoid direct copying. Creators use MIDI editing, audio slicing, modulation/vibrato functions of Logic Pro to adjust the rhythm, pitch and arrangement level of the built-in loop material, and overlap their own melodic lines and sound change designs. template Next, mix the original instruments and original samples to enrich the depth of the sound. Using the multi-channel recording function of Logic, the original guitar performance, voice humming and ambient sound can be recorded. With the built-in virtual sound source, the monotonous electronic premixed sound can be eliminated and the uniqueness of the work can be improved. Third, adjust the content for different platforms. While seriously making full-size pop singles, while making short clips that can be remembered immediately for short video formats, we should not only pay attention to the eye-catching effect of short videos, but also pay attention to the experience of listening to streaming media albums carefully.

On the other hand, creators must also learn the operational logic of digital platform. Change the structure of songs to suit the algorithmic preferences of TikTok and NetEase Cloud. For example, move chorus first, or shorten the length of prelude. Then, use Logic Pro to immediately create multiple versions of the array. Then test what happens to the transmission response of the platform on each version.

5.2 At the Software Vendor Level: Optimize Cross-Ecosystem Compatibility and Enhance Layered Content Creation Capabilities

As a developer of Logic Pro, Apple can optimize the closed ecosystem of software and eliminate the restrictions related to templates. This will allow more people to use it and further explore the possibility of the market. On the other hand, a lightweight Logic project editing tool using cloud is introduced to lower the threshold of using Mac hardware. This tool can view and edit simple items online on Windows devices, thus reducing operating system restrictions. On the other hand, new tools such as random melody generation and harmonic innovation analysis are used to enhance the original creation function, reduce the dependence of creators on standardized loop materials, and promote the creation of personalized arrangement. In addition, Apple will also open up cooperation channels between Logic Pro and major domestic digital publishing platforms, and upload them to the management screens of NetEase Cloud and TikTok Musician with one click after the project output, so as to realize independent music. Next, it will also establish a creative resource exchange community for logic users, distinguish free commercial original materials from official loop, and encourage musicians to share some original speakers and arrangements, thus enriching and diversifying creative resources.

5.3 At the Digital Platform Level: Optimize Traffic Distribution Mechanisms and Expand Monetization Channels for Musicians

As the core platform connecting creative works and audiences, streaming media and short-video platforms must refine their algorithmic traffic distribution rules and enhance diversified commercial monetization mechanisms so that high-quality works made with Logic Pro have real market value. In the traffic division part, the platform provides a dedicated traffic pool to support the original works of new creators. Make basic exposure and recommendation for the songs of original independent musicians that are completely produced and arranged. You don’t just look at the number of plays and the number of fans to divide traffic. A mechanism for manually checking the content quality is also established to distinguish BGM made only by templates from the original arrangement of popular songs. Encourage original content to give priority to traffic and reduce everyone’s

creation of similar works.

In terms of commercialization, we will expand the cooperation channels between film and television productions, game and offline advertising for music scoring. Make a platform that meets the business needs of musicians, so that small and medium-sized independent musician can get middle-range to high-level scoring contracts. Increase the income proportion of original independent work, reduce the platform handling fee, and improve the calculation rules of streaming platform usage fee. Then, fan opened up various income channels, such as paid customer service, digital single sales and instant streaming service, which brought income to musician today.

5.4 Industry Regulation and Education: Standardizing the Industrial Creative Ecosystem and Enhancing the Cultivation of Digital Music Talent

Industrial associations and industrial institutions must cooperate, take the ecosystem of digital music creation as the standard, and make full use of the role of good industries in logic specialty. In terms of rules, China Audio-Video and Digital Publishing Association put forward the guidelines for the digital education industry, and formulated the original commercial standards to fight against a large number of template piracy and the spread of similar bad content, and protect the healthy competitive market environment [6].

In the aspect of music education, the digital music courses in universities now include not only the instruction of the use of Logic Pro, but also the courses of the operation of the pop music industry, the release through the digital platform and the commercialization of copyright. In this way, we can correct the teaching method that only attaches importance to technology and forgets market trends [7]. The arrangement training organization outside offers original composition courses to teach learners to do a good job in Loop template, cultivate new creative ideas, and reduce the production of similar works in the whole industry from the beginning.

6. Conclusion

First of all, Logic Pro has given the industry great good value by changing the market form of pop music from suppliers. Second, due to the limited software ecosystem, platform publishing mechanism and industry support system, the market potential of Logic Pro has not been fully utilized. Thirdly, to fully realize the overall value of Logic Pro in the pop music market, we need the joint efforts of creators, software developers, digital platforms and industry education and regulatory agencies.

In the future, digital technology and artificial intelligence will be integrated into the update of Logic Pro to further enhance its role as the basic platform of digital audio workstation industry. Generally speaking, Logic Pro is not only a music creation software, but also a core tool to promote digital transformation in the field of digital music. With the continuous development of the industry, the market value of changing the supply form of the industry is gradually emerging.

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