Keep Your Listeners Close and Your Competitors Closer

Editor’s note: This piece is part of our Columnist Network series, which explores the tactical thoughts and actions from Adweek’s community of high-level experts. Today, Dorothy Hui of Sony Music UK shares examples from the music industry of adapting to new media landscapes and pursuing authentic audience engagement. Below, in her own words, she discusses the importance of brand partnerships and integrative experiences for holding users’ attention.

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