ABSTRACT
This dissertation analyses the role of YouTube in today’s Music Industry and its impact and effectiveness in the Pakistani Music Industry. It also sheds light on how YouTube Fame has changed the trends in the Pakistani Music Industry. The analysis draws a comparison between international and local trends in the Music Industry from the perspective of music critiques and professors, YouTube officials, and local artists. In addition to this, the findings have been backed by questionnaires and surveys conducted via the Internet. The following research studies the influence of YouTube on young artists and their audiences within a commercial and cultural context, and also emphasizes on YouTube’s limitations. The research strategy utilized is qualitative and quantitative through content analysis of interviews conducted and numerical analysis of the survey results on Music Industry trends. The findings of the research have been compared and contrasted with secondary research from books, journals, articles, and websites. This paper also studies the role of the YouTube ban by the Pakistani governments, and its response and repercussions.