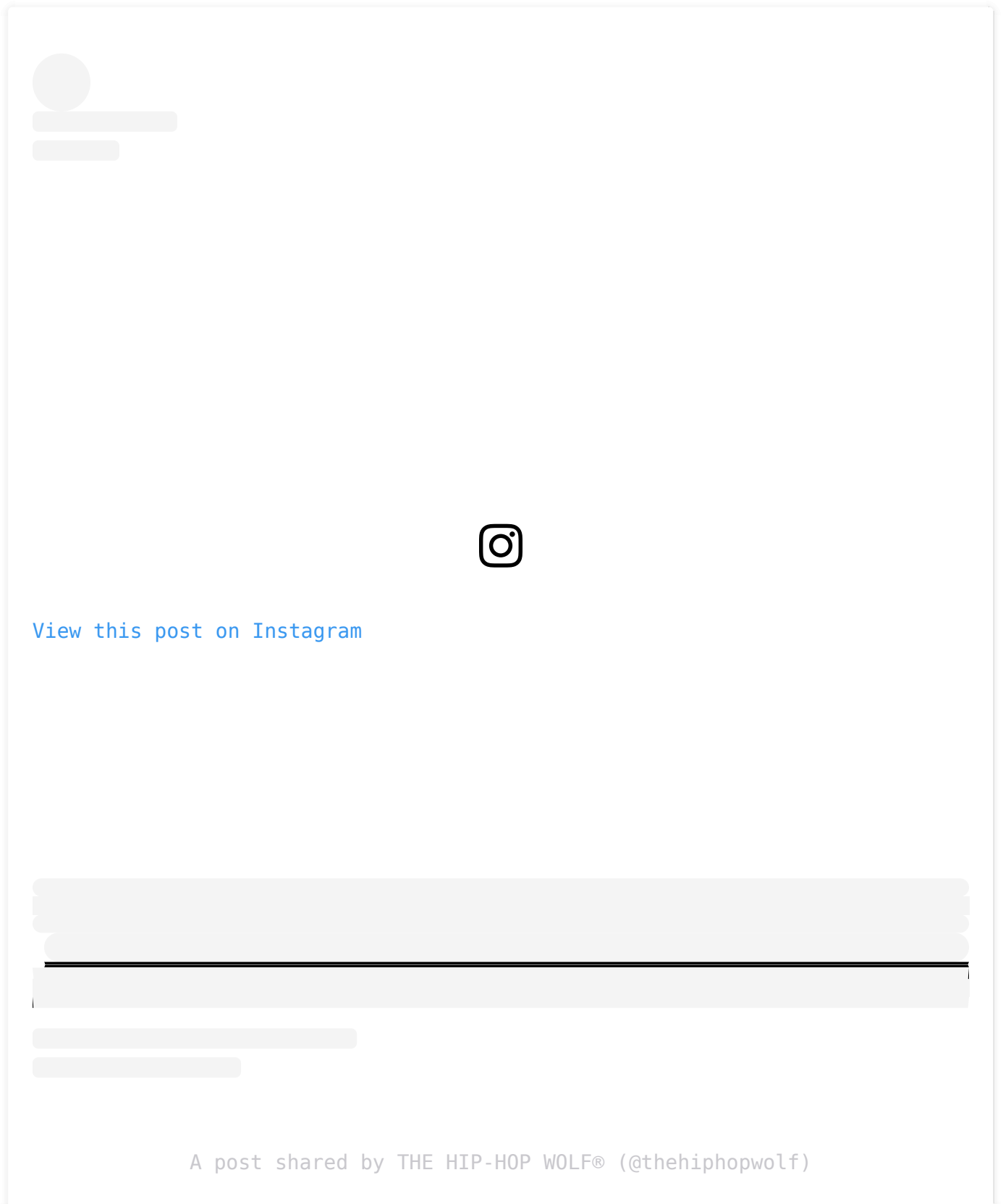


Media Questions Of The Week



The image shows a placeholder for an Instagram post. At the top left, there is a circular profile picture placeholder and two horizontal bars representing the name and bio. In the center, there is the Instagram logo. Below the logo, there is a blue link that says "View this post on Instagram". At the bottom, there is a caption that reads "A post shared by THE HIP-HOP WOLF® (@thehiphopwolf)".

Will more of Nas's rap peers take him up on the challenge to create new music focused on the art of rhyming instead of following trends?

Music executives tell Billboard that they are worried and depressed as the industry struggles to find big artist breakthroughs, noting Olivia Rodrigo and Ice Spice as the last recently successful ones.

“Nobody knows how to break music right now... Each person I talk to in the... pic.twitter.com/keFA5T3X8l

– Pop Base (@PopBase) [August 9, 2023](#)

Why are music executives perplexed about how to break the next big artist?