

Philosophy Of the Internet

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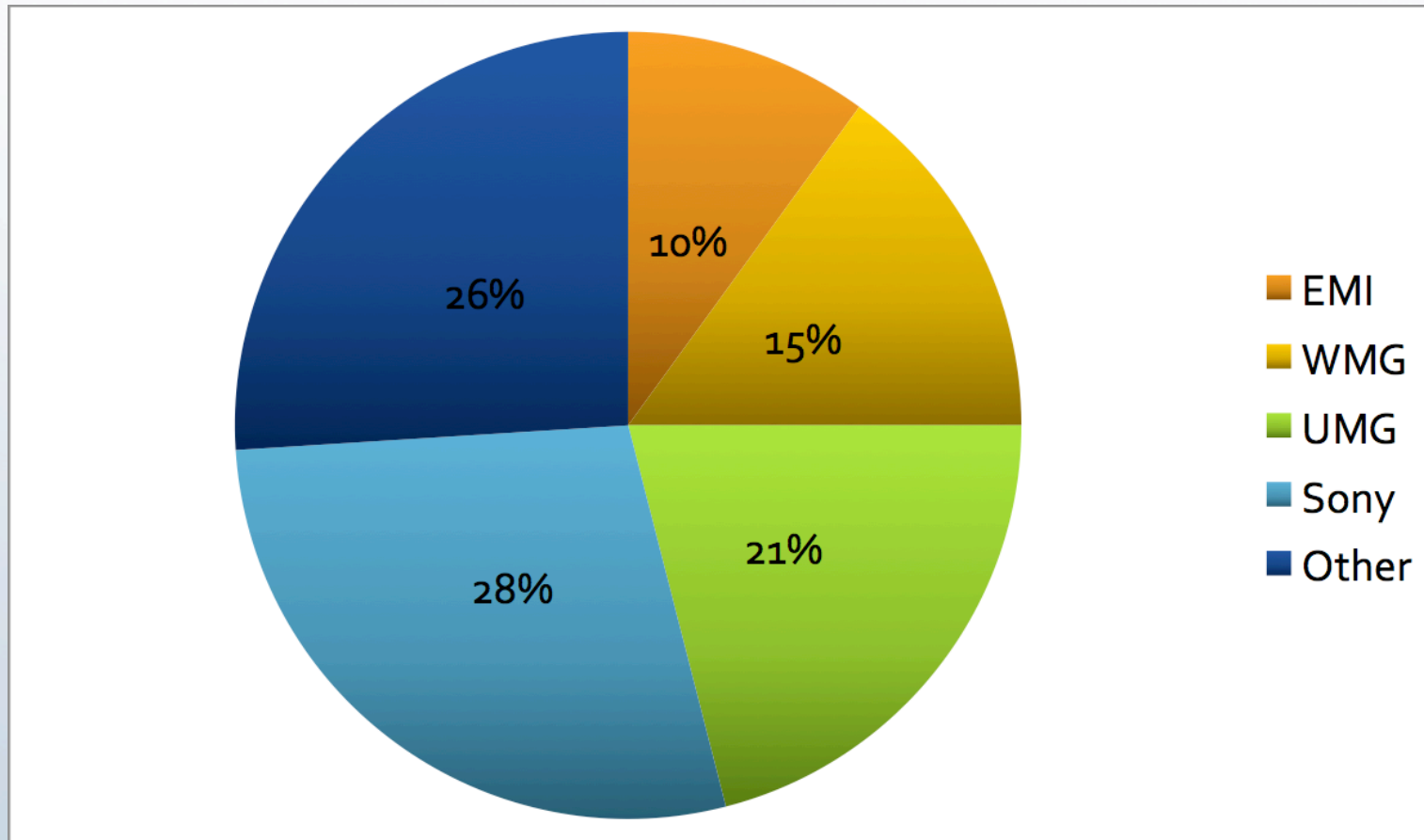
Intro

- Case Statement: This project focuses on how the internet helps artists gain exposure in order to better conceptualize publicity on the internet.
- Problem statement: How does the internet effect the publicity of artists and the success of record companies?
- Hypothesis: Over the course of the term, the goal for this project will be to determine the most successful means of gaining publicity for an artist trying to expand.

Internetworking

- There is an exhaustive list of online media sources that are accessible to musical artists.
 - Soundcloud, iTunes, Spotify, YouTube, Limewire, Rhapsody, Amazon, eMusic, AudioDish, last.fm, turntable.fm, Pandora, etc.
- The Big 4 record companies in the music industry have the greatest ability to expose their product by accessing these online media sources.
 - These companies are Sony, Electrical Music Industry, Universal Music Group, Warner Music Group

Market Share of Record Companies



EMI

- Founded by Emile Berliner, Electrical and Music Industry, or EMI, is the smallest of the big 4 record companies.
 - Controls 10% of the market share in the music industry
- 1st major label to make concerts and music videos available on Hulu as publicity method
- In 1998 they streamed their first complete album over the internet.
 - Song: Mezzanine
 - Artist: Massive Attack

Warner Music Group

- In 1958 Warner Brothers Pictures branched off into the music industry and started Warner Brothers Records which developed into Warner Music Group.
- WMG is the third largest company of the big 4
 - Controls 15% of the market share in the music industry
- Supporters of SOPA due to the loss of revenue because of online piracy

Universal Music Group

- Universal Music Group is the second largest company of the big 4
 - Control 21% of the market share in the industry
- UMG recently allied with Ingrooves, an international digital distribution and marketing service
 - Ingrooves has relationships with online download retailers such as Amazon.com, iTunes, eMusic, and Rhapsody
- Last year's total revenue of all music distributed and sold is an estimated €2.8 billion

Sony BMG Music Entertainment

- Largest of the Big 4 record companies
 - Controls 28% of all market share in the industry
- Bought out Bertelsmann Music Group in 2004 and expanded their market share.
- Struggling with the digital record sales due to internet piracy.

Willis Earl Beal

- Willis Earl Beal is an artist, vocalist, and instrumentalist.
- Gained his fame by not using the internet.
- <http://www.willisearlbeal.com/> -- call and he will sing you a song, write him and he will draw you a picture
 - Posted these posters all over hometown of Chicago.
 - Gained fame through attention from posters and talent as guitarist/singer/songwriter/artist
- Now touring with Sasquatch Music Festival

Internet levels playing field

- International record companies and independent artists both have access to the same media outlets
 - Soundcloud, iTunes, Spotify, Myspace
- However, Independent artists do NOT have access to the massive marketing techniques available to large record companies.
 - Ingrooves, Youtube ads, Radio, T.V. ads
 - Can't afford massive distribution and manufacturing costs needed to publicize on record company level
- Expands beyond local community

Internet as an enemy

- File sharing and other tactics such as that are employed on the internet to provide a large public with free music
 - Multiple file sharing and torrenting websites exist for this purpose
 - Piratebay, mediafire, hulkshare, etc.
- Though these methods of distributing music are detrimental to a large record company, an individual artists music will be spread much more efficiently

Publicizing yourself on the internet

- Accessing social media sources
- Provide digital copies of your music or art to be spread through out the internet on media sources
 - Soundcloud, Mediafire, Facebook, Myspace, Limewire, iTunes, Spotify, last.fm, datpiff, etc.
- Establish yourself on a local level
 - Posters
 - Shows at local venues

Interview

Telos Music Studio Eugene, Oregon

<http://telosblog.com/>

<http://www.youtube.com/watch?>

[v=JYNte5QGmoQ&feature=g-](http://www.youtube.com/watch?v=JYNte5QGmoQ&feature=g-)

[upl&context=G2f7ea58AUAAAAAAAAAAAA](http://www.youtube.com/watch?v=JYNte5QGmoQ&feature=g-upl&context=G2f7ea58AUAAAAAAAAAAAA)