Philosophy Of the Internet

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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: 26%
- WMG: 15%
- UMG: 21%
- Sony: 28%
- Other: 10%
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.willisearbleal.com/](http://www.willisearbleal.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 throughout 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-upl&context=G2f7ea58AUAAAAAAAAAAAA