

Alternative Platforms for Music

Multiplatform Content and Creation 222
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Schedule

1. STATE OF PLAY

2. LEVERAGING DIGITAL PLATFORMS CASE STUDIES

- Twitterdammerung
- Sydney Symphony Orchestra
- YouTube live
- Ustream & LiveStream

- Mobile instruments
- SoundCloud
- SXSW Interactive
- Pogo & Kickstarter

3. ASSESSMENT 2 & 3



STUFF TO CONSIDER

The following are some technologies to consider but are really background to what we will talk about in this session.

P2P & Torrents

iTunes & other marketplaces

Digital music equipment

Desktop studios and personal software

Improvements in production equipment



SO YOU WANT TO BE A ROCK STAR



THE OLD MODEL



Learn an Instrument/ Form a band

Write some songs

Play some live shows

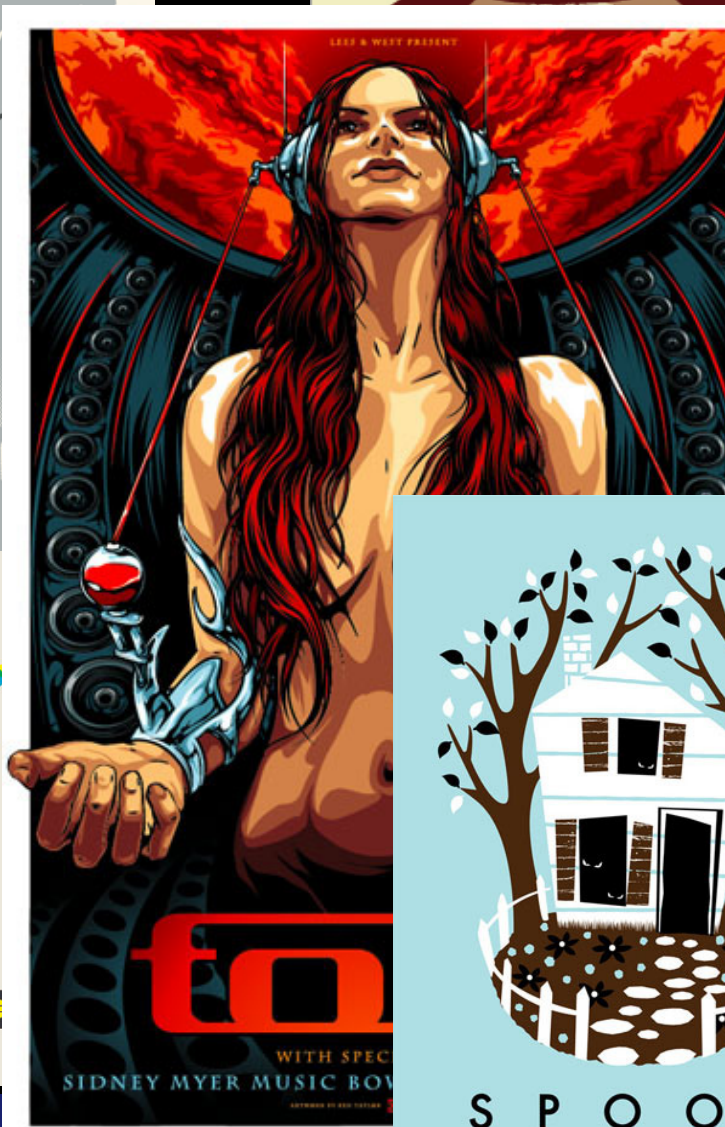
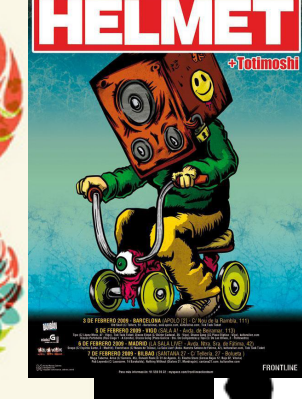
Record an EP

GET SIGNED!!!

Release a studio album

Tour the world

So what's changed??



Go to Ark Music Factory

Make up some bad lyrics

Auto tune the bejesus out of it

Make a film clip

Release it on YouTube

Get 64m views



OK SO THAT'S A LITTLE MEAN



APPLES
AKA THE PAST

Non-Transferable

Studio Centric

Sales Driven

Charts

Mono-media

ORANGES
AKA THE PRESENT

Sharable

Independent Releases

Audience Driven

Hits/ Views

Multimedia



“I'm not sure how common this is, but I've never really had a use for physical CDs lying around, and I know most of the money goes to the record label, so this is something I've always done.

I have over five dozen band tees, mostly bought at shows. Is this a common practice?”

– *readit user*



LEVERAGING DIGITAL PLATFORMS



TWITTERDAMMERUNG

- The Royal Opera House in London invited twitter users to help write an opera
- Users were asked to tweet to the #youropera or @youropera
- 900 users combined to create the lyrics
- Music was written very quickly and the rehearsals only lasted 3 days

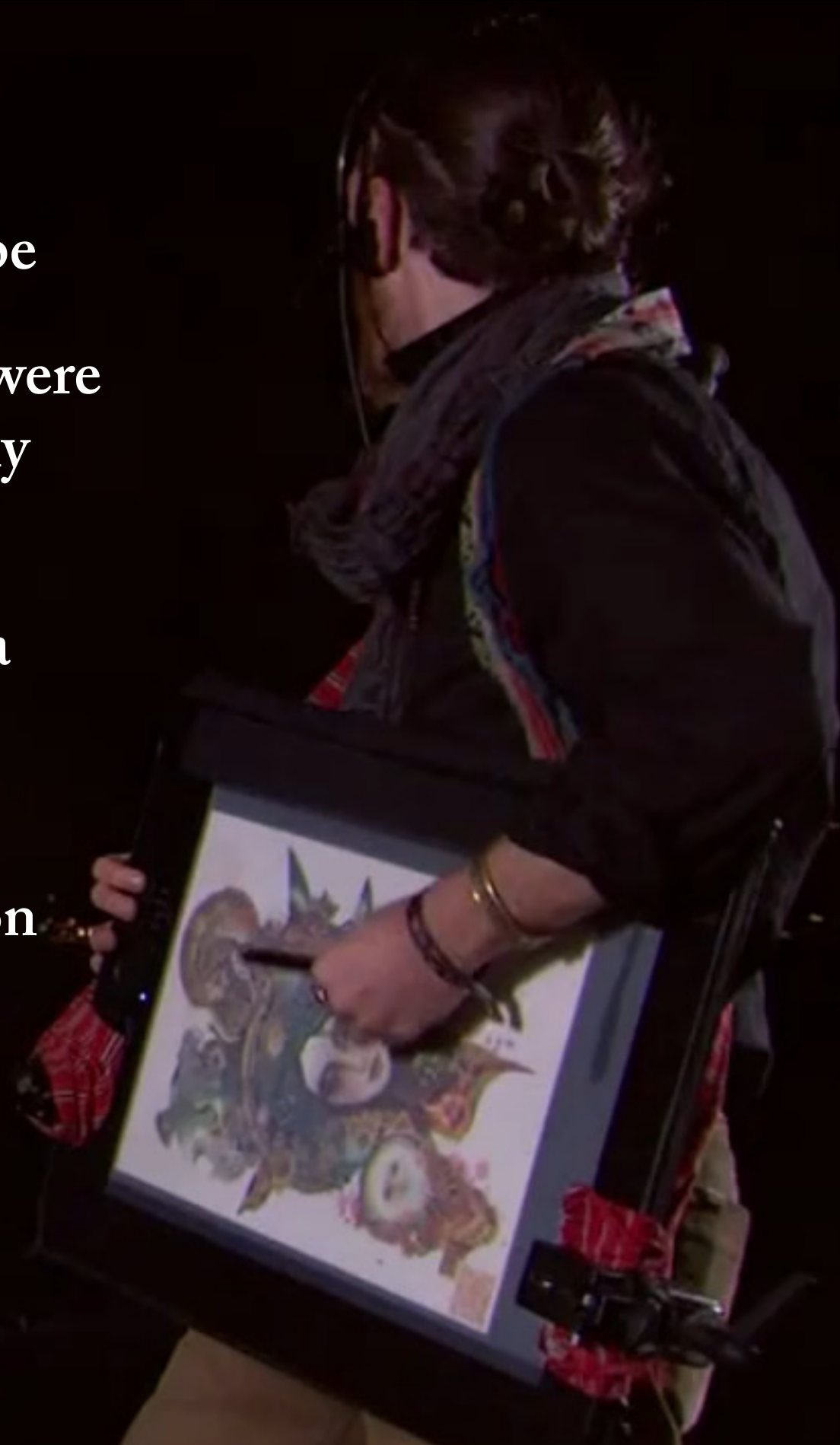


<http://www.youtube.com/watch?v=nQZQys4qSpo&feature=relmfu>

SYDNEY SYMPHONY ORCHESTRA

- Musicians from around the world created audition clips and uploaded them to YouTube
- 101 musicians from 33 different countries were selected to be part of the YouTube Symphony orchestra
- The culmination of the week long festival, a Grand Finale concert, was streamed live on YouTube from Sydney Opera House.
- A multimedia presentation was projected on the Opera House and surrounding area

<http://www.youtube.com/user/symphony>



YOUTUBE LIVE

- In 2008 YouTube launched its first ever live event streaming service
- Broadcasting from San Francisco and Tokyo
- It included performances by Katy Perry, Mythbusters and Charlie The Unicorn
- Since the inaugural event, YouTube has continued to stream special live performances

<http://www.youtube.com/user/Live>



SELF STREAMING SERVICES

- Let you live stream events straight to the Internet for very little cost
- Imogine Heap is a UK musician that started streaming jam sessions live
- livestream.com
- ustreamit.com
- Death Cab for Cutie debuted their latest video clip "YOU ARE a TOURIST" on ustream recently (5/4/2011)



http://blogs.sfweekly.com/shookdown/2011/04/death_cab_for_cutie_

DIGITAL INSTRUMENTS

- The Reactable collaborative touch screen instrument
- Korg on iPad transforms the device into a miniature

Casual Music Making

- Playstation II's Fluid
- Guitar Hero on all console platforms
- Hacked versions of the new hardware has created new ways for making music

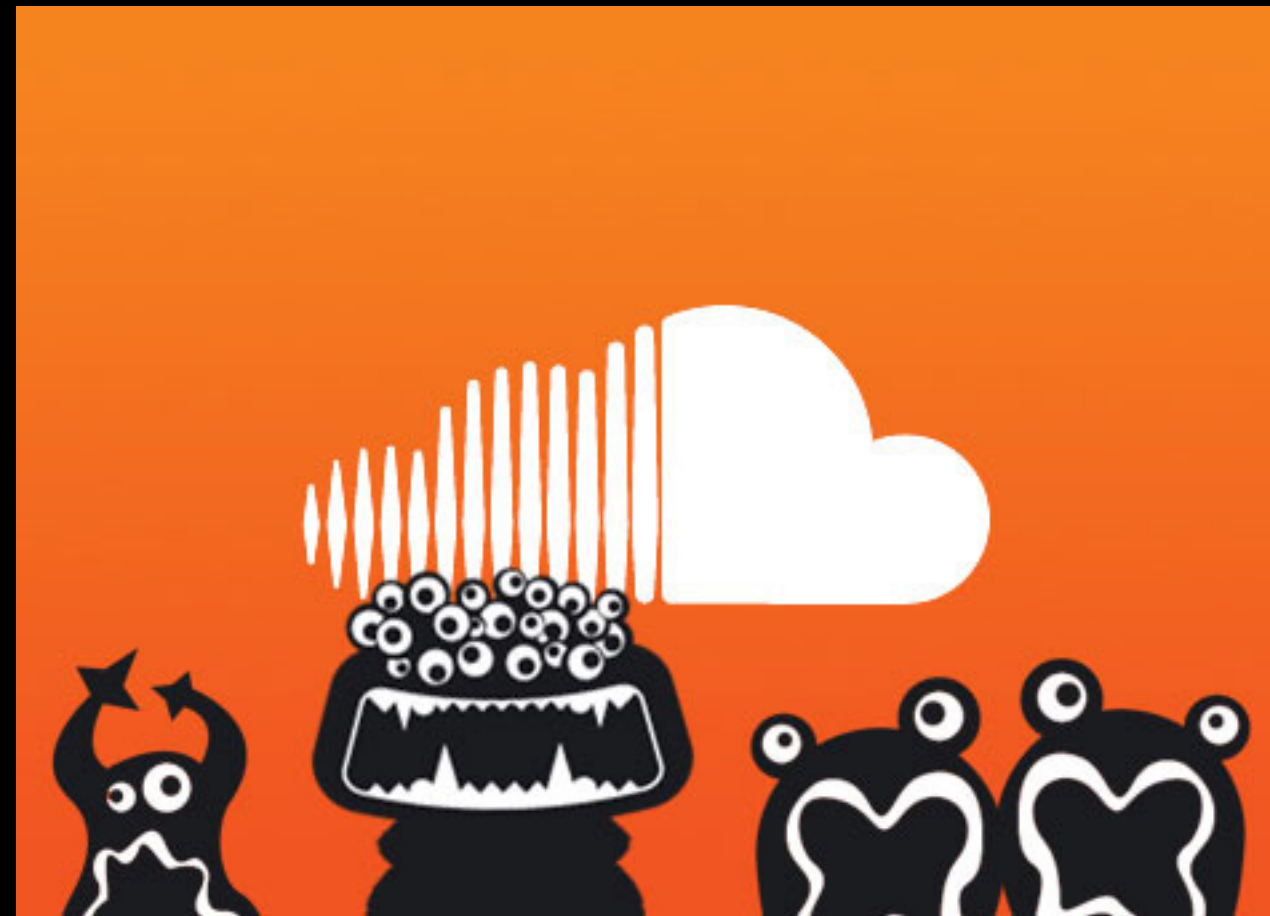


<http://www.youtube.com/watch?v=vbpZBQ7jXgI>

SOUND CLOUD

- Established in 2007 by German sound designer Alex Ljung and artist Eric Wahlforss
- 2009 replaced MySpace as the key frontier for musicians to share music
- Makes collaboration easier and more intuitive
- Embraced by independent music producers as a distribution channel
- 1.5m unique views in Feb 2011

<http://soundcloud.com/tour/>



SXSW INTERACTIVE

- Large music festival based in Austin, Texas
- Interactive component combining art and music
- Unique games, interactive installations and group music rooms



<http://www.youtube.com/watch?v=fduhY4VdIXE>

Pogo & Crowdfunding

- Pogo remixes movies to create unique music and video clips
- He borrows from popular culture and in doing so has found himself in some strife with IP laws
- Instead of finding funding from VC's and record labels, Pogo has self funded
- Recently he has used the platform Kickstarter to crowdsource the funding through donations
- kickstarter.com
- <http://www.pozible.com.au/>



<http://www.kickstarter.com/projects/663695822/pogo-presents-world-remix-tibet?ref=live>