

Soundclick

SoundClick is an online community for musicians offering high-quality downloads and social networking tools for bands, fans, and labels.

www.soundclick.com

Licence(s): Various Creative Commons licences

Media: Music

Location: Global

overview

SoundClick is an online music community for both signed and unsigned bands, emphasising support for independent musicians. Founded by Tanju and Tolgar Canli on 13 August 1997, and incorporated as a privately held company in 1999, its tenth anniversary has seen the site sport over 2.6 million songs, 3 million registered members, 340,000 bands, and 200 label partnerships. As a social network, SoundClick offers a platform for self-promotion, with artists' profile pages showing videos, photos, bios and blogs in addition to near-CD quality audio streams and mp3 downloads. Individual tracks or whole albums are available for sale in the online music store or for license under Creative Commons or full copyright terms. Song prices are set by the artist, with 70% of sales going to the artist via weekly PayPal payments. Singles currently default to \$US0.75.

Artists including Moby, Janet Jackson, Gravediggaz, Kate Bush, Sarah McLachlan and Peter Gabriel are members of SoundClick's community, and labels such as Atlantic Records, V2 Records, Hollywood Records, Tommy Boy, HeadsUp, and DreamWorks Records are represented on the site. Music is searchable by genre, from acoustic and alternative to urban and R&B. An artist spotlight on the site's main page profiles a prominent member of the community, and a 'hot on SoundClick' list shows the site's top five most listened to tracks and most popular lyric searches. According to Mashable, the site receives over 2.5 million unique visits per month (<http://mashable.com/2007/08/14/soundclick/>). By offering easy-to-use licensing tools and high-quality downloads, SoundClick has evolved as a viable business tool for those in the music industry.

use of CC

SoundClick gives artists the choice to license individual songs and albums under Creative Commons licences as well as full copyright. The platform offers users free audio streaming of all songs in low- and high-fi quality, and depending on the terms of the licence, mp3 downloads from the site's online music store for free or at artist-specified prices. The specifics of the licences are found at http://www.soundclick.com/business/license_list.cfm, where users are able to search for open-licensed material in addition to commercial releases.

In the first month of offering the 'some rights reserved' Creative Commons licences on the site in 2004, over 30,000 songs were licensed under CC (<http://creativecommons.org/press-releases/entry/4363>). This number had grown to 200,000 by January 2006 (<http://creativecommons.org/weblog/2006/130/01/2006>), and now sits at 415,005 tracks on 20 November 2007.

By encouraging the creation and distribution of open content, SoundClick is responsible for the establishment of a significant repository of CC materials on the Internet. Spread across peer-to-peer networks and shared amongst friends and artists, this openly-licensed material can be used and enjoyed in remixes, mashups, and as inspiration for new works of art where the licence terms allow.

 creative commons
AUSTRALIA

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Creative Commons Australia (CCau) is the Australian affiliate of the international Creative Commons project (<http://creativecommons.org>). Based at the QUT Faculty of Law in Brisbane, CCau is devoted to the implementation and promotion of Creative Commons in Australia and to fostering opportunities for the creative community to take advantage of the potential afforded by digital technologies.

 creative commons
AUSTRALIA

 CCI
ARC CENTRE OF EXCELLENCE
FOR CREATIVE INDUSTRIES
AND INNOVATION

 QUT
Queensland University of Technology

ccau music industry forum 2007

image: ventura mendoza, licensed under a creative commons attribution 2.0 licence, <http://www.flickr.com/photos/vmendoza/490269072>

Creative Commons (<http://creativecommons.org>) is an internationally active non-profit organisation that aims to promote new copyright management options for creators.

At the core of the Creative Commons project is a suite of standardised licences that are made freely available to copyright holders and which provide a range of protections and freedoms for their material. Content creators can use these licences to increase the ways that the general public can legally access and use their creative material, without giving up their copyright. This voluntary "some rights reserved" concept is designed to build a layer of reasonable and flexible copyright in the face of increasingly restrictive default rules. It is a model based on prior permission utilising private rights for public goods.

The first Creative Commons licences were released in December 2002. Since this time there have been new versions released (2.0, 2.5 and even 2.1 in some jurisdictions), with the current being version 3.0, which was released in February 2007. Despite these regular updates, the features of the most commonly used or 'core' licences have remained relatively constant over time. Each of these licences comes with certain base rights, along with optional 'licence elements'.

These elements represent ways in which creators may wish to restrict how their work can be used and include:



Attribution (BY)

This element has been compulsory in each of the core licences since version 2.0. Whenever a work is copied, redistributed or remixed under a Creative Commons licence, credit must be given to the original author.



Non-Commercial (NC)

Lets others copy, distribute, display, and perform the work — and derivative works based upon it — for non-commercial purposes only.



No Derivative Works (ND)

Lets others distribute, display, and perform only verbatim copies of a work, not derivative works based upon it.



Share Alike (SA)

Allows others to distribute, display and perform derivative works only under the same licence conditions that govern the original work.

60SOX

60sox

overview

60Sox is an online network aimed at connecting emergent creative practitioners and industry professionals in Australia and New Zealand. By providing a home to showcase their digital wares, 60Sox gives creators the opportunity to generate exposure, make industry contacts, and receive feedback and critical appraisal from peers and industry experts, with an aim to improve their chances at getting paid for their work or collaborating with people possessing complimentary skill sets.

The site acts as a meeting point for emerging creative practitioners and creative professionals by providing members with their own online portfolio space, which others (including industry employers) can access to critique their work, monitor industry trends and source new talent in a variety of creative disciplines. The network is divided into eight creative categories: Animation, Design, Film & Video, Interactive Media, Music & Audio, Photography, Visual Art and Writing. 60Sox uses a combination of website curation and member ratings to sort the original creative content,

with highly-rated and selected items obtaining heightened exposure on the main display pages of the website. It is also user moderated, with a 'dodgy' button where members can flag any item that they consider might have inappropriate or infringing content.

What sets 60Sox apart from the crowd is the '2bobmob,' a forum of high-profile and successful industry professionals who provide constructive feedback and advice to 60Sox members. These professionals comment on six items from each category per month, and are able to provide their own ratings to boost material to the front page. The 2bobmob includes such experts as author John Birmingham, DJ Kid Kenobi, musician Gotye, designer Gary Emery, games CEO Robert Murray, Nickelodeon's Mick Elliot, and Simon Cahill of Sony/BMG. Conceived in Brisbane, Australia, by senior researcher and experienced industry producer Justin Brow, the 60Sox project launched in August 2007. It is a collaboration of the Institute for Creative Industries

60Sox is a multimedia portfolio and networking site providing a central focal point for emergent creativity in Australia and New Zealand.
www.60sox.org.au

Licence(s): Various Creative Commons 2.5 Australia licences
Media: Animation, Design, Film & Video, Interactive Media, Music & Audio, Photography, Visual Art, Writing
Location: Australia, New Zealand

and Innovation (iCi) at the Queensland University of Technology (QUT), the Australian Research Council (ARC), the Queensland and South Australian Governments, the Australian Interactive Media Industry Association (AIMIA), the Southbank Institute of Technology and the Billy Blue School of Graphic Arts.

use of cc

"60Sox is very proud to be flying the CC banner."
Justin Brow, 60Sox Producer/Curator

As an important part of its ethos of sharing for promotion and creativity, 60Sox encourages creators to upload their materials under a Creative Commons licence using its flexible, and easy-to-follow upload system. This best-practice system uses the CC Attribution–NonCommercial-ShareAlike 2.5 Australia licence as its default for uploads, but gives users the option to change this default to another CC licence, or all rights reserved if they wish. By doing so, 60Sox actively promotes the exchange of artistic works in the digital domain and encourages creative interaction (e.g. through remixing), but at the same time retains creators' freedom to choose a licensing model to meet their own preferences.

The user interface clearly displays and explains the default licence, which creators can choose to bypass to the main CC licence generator. Members can set a default licence for all of their works, and are reminded of this licence and given the option to change it each

time they upload. Further, they can choose a different licence for individual items and change the licence on a work at any time.

motivations

60Sox's producer, Justin Brow, says about using the Creative Commons licences:

"CC allows creators of original creative digital material to determine how they are prepared for their work to be used. This creates a very encouraging platform for the sharing of creativity and development of innovation. I liken this "passing-on" of creativity to cultural development in a digital world."

Justin was initially inspired to adopt the CC licences after meeting Lawrence Lessig in Brisbane in 2005. Lessig conveyed his point with a punch: if everything gets locked down in copyright laws, it really only serves the gatekeepers of content. Justin felt that if the 60Sox site could encourage innovation in Australia and New Zealand, it would put the nations in a better position to improve international competitiveness in the digital content industries.

This not-for-profit network places Australia and New Zealand's young creators in a prime position to collaborate and critique work which is innovative and inspired, and moreover, to be rewarded for their talent.

Jamendo

Jamendo is a music platform offering artists the ability to promote, publish, and be paid for their music.

www.jamendo.com

Licence(s): Various Creative Commons licences
Media: Music
Location: Global

overview

Jamendo is a unique music platform aiming to assist artists 'promote, publish, and be paid for' their music. Founded in Luxembourg by free culture enthusiasts Sylvain Zimmer, Laurent Kratz and Pierre Gérard in May 2004, Jamendo has established a dedicated international community of followers. Utilising peer-

to-peer distribution methods, such as BitTorrent and eMule, coupled with Creative Commons licensing, Jamendo emphasises the legal distribution of content. Its business model is based on the concept that the wide dissemination of content across networks leads to popularity and prominence: 'Be known and recognized. Spread your music worldwide.'

Jamendo is the first site to offer its contributors 50% of revenue gained from advertising. By registering for this optional programme (http://www.jamendo.com/en/static/help_revenueshare/), artists share in the site's profits according to their page views. In addition, Jamendo offers the ability for users to donate directly to their favourite artists through a PayPal 'tip jar' facility. Artists receive close to 100% of moneys donated: a small administrative fee is deducted. This has been the first serious attempt of a file-sharing site to provide a direct way to compensate musicians for

their work. Furthermore, by adopting Creative Commons, the site offers the possibility to distribute music freely, while preserving the basic rights of the artist.

In sum, the Jamendo platform unites:

- A legal framework to support artists, through Creative Commons and Free Art Licensing;
- An integrated rating and recommendation system adapted from iRATE (<http://irate.sourceforge.net/>), a collaborative filtering system for music;
- Free, simple, and quick access to music through tag searches;
- Use of common peer-to-peer technologies, such as BitTorrent and eMule for album download and content streaming;
- Mp3 and Ogg Vorbis file formats;
- Mechanisms to make direct donations to the artists through PayPal.

use of cc

Jamendo's entire catalogue is available for free download, being licensed variously under Creative Commons or (less commonly) the Free Art Licence (<http://artlibre.org/licence/lal/en/>), the English-language version of the Licence Art Libre, a French copyleft licence applying to works of art.

Jamendo's Creative Commons search interface (<http://www.jamendo.com/en/creativecommons/>) presents thumbnails of the albums which fall into the six Creative Commons licences, clearly showing which albums are available for remix or commercial use.

 **jamendo**
open your ears