

SXSW FUTURE15 @ALEXLEAVITT

Tuesday, April 10, 2012

Welcome to the Future15 track. My name is Alex Leavitt, and this talk is called The Open-Source Culture of Hatsune Miku.

First a little bit about me:

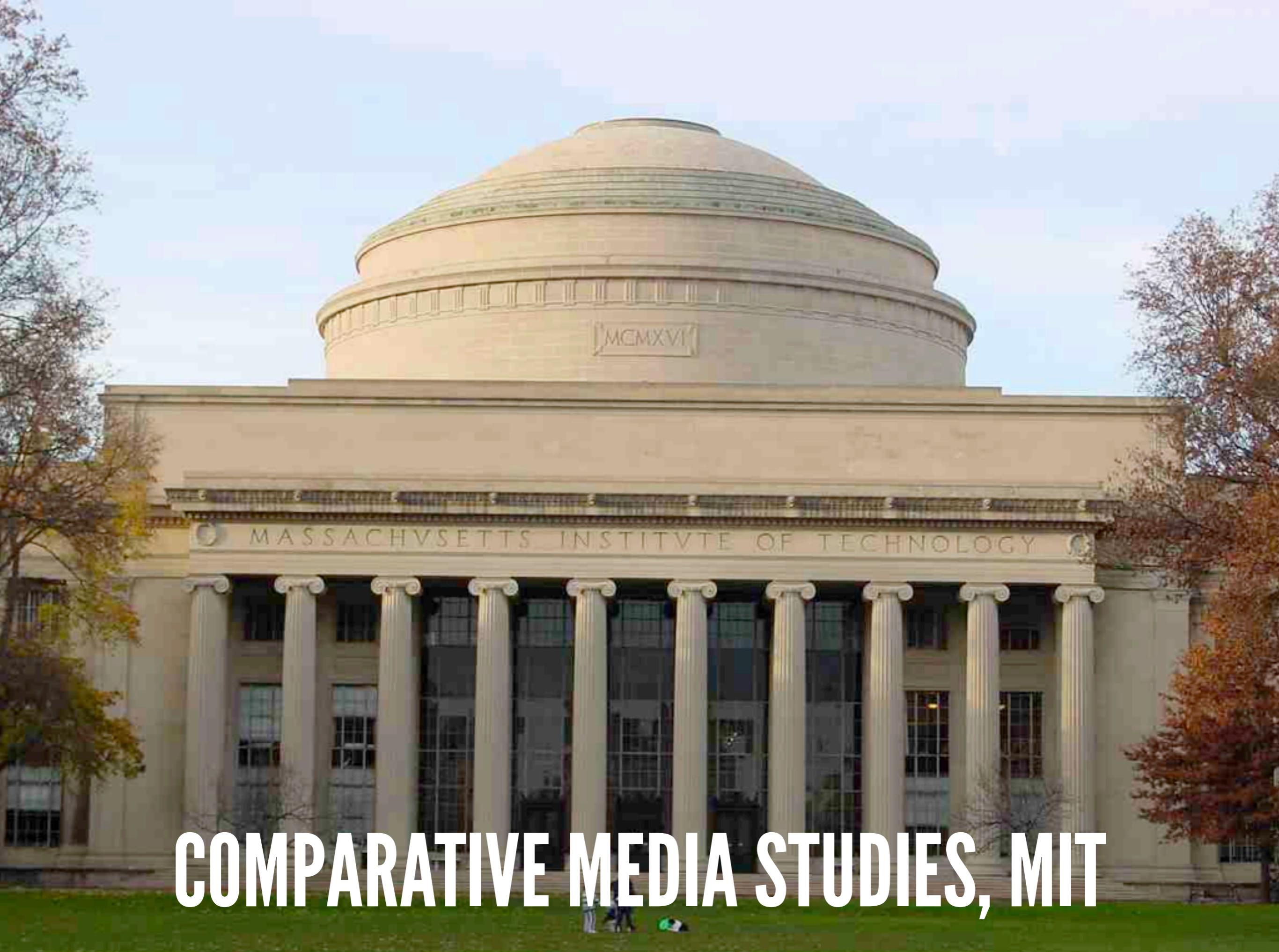
THE INTERNET

RESEARCH
PAPER



Tuesday, April 10, 2012

I'm an internet researcher. I got my start at...



COMPARATIVE MEDIA STUDIES, MIT

Tuesday, April 10, 2012

the Comparative Media Studies department at MIT, where I worked under Henry Jenkins. Following that...



MICROSOFT RESEARCH NEW ENGLAND

Tuesday, April 10, 2012

I worked under danah boyd at Microsoft Research, and now...



USC ANNENBERG SCHOOL FOR COMMUNICATION

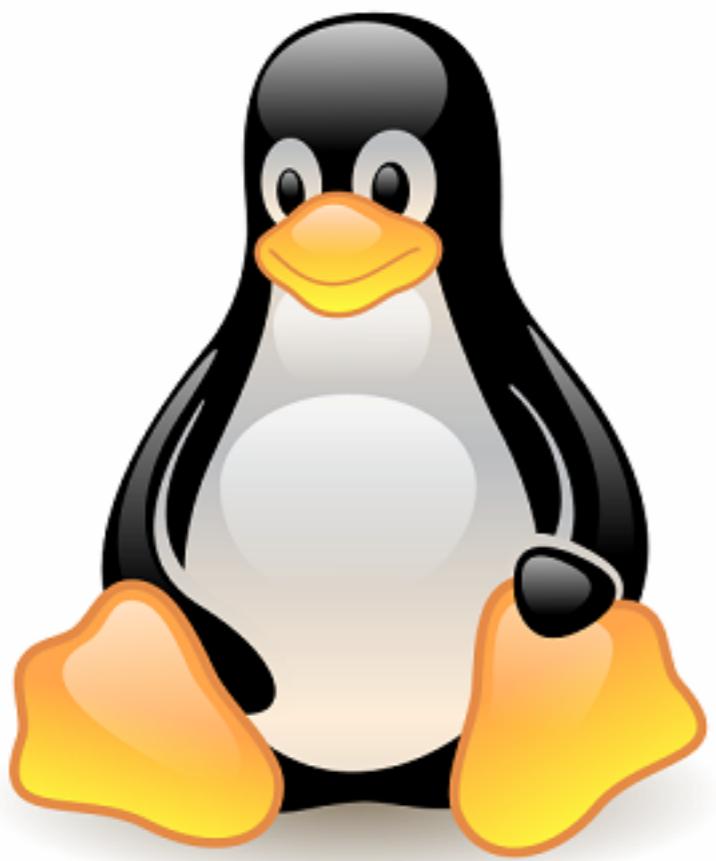
Tuesday, April 10, 2012

I'm a PhD student at the Annenberg School for Communication at USC in Los Angeles. And today...

OPEN-SOURCE CULTURE

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I'm going to be talking about an idea that I'm calling "open source culture," where I'm interested in what happens when you take open-source ideals from the software realm and apply them to the creative industries.



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For the most part, when we think about the idea of open-source, we think of free and open-source software, from Linux and Apache to more commonly known examples like Wikipedia.

So what if you compare the process of these open-source projects to things like film, television, and music?



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We do have things like Creative Commons already, but later I'll explain how Creative Commons doesn't necessarily work for large creative franchises that involve thousands of people across the globe.

The big question, of course, is -- while I label today's talk "open source" -- whether or not that label fully works.



VIRAL

Tuesday, April 10, 2012

So this talk will cover all sort of things like viral media, ...



MEMES

Tuesday, April 10, 2012

the development and spread of memes, ...

SOCIAL MEDIA



Tuesday, April 10, 2012

and of course the importance that social media plays in the ecosystem of the Web.

#SXSWMIKU
@ALEXLEAVITT

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So use this hashtag and my username if you're paying attention, and let's jump into it.

THE OPEN-SOURCE CULT(URE) OF HATSUNE MIKU



ALEX LEAVITT

ANNENBERG SCHOOL FOR COMMUNICATION

UNIVERSITY OF SOUTHERN CALIFORNIA

<http://alexleavitt.com> • @alexleavitt

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So the best place to start for people that don't much about Hatsune Miku is a couple years ago.

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On May 9, 2010, thousands of fans attended a live concert in Japan with a human band but with a singer that doesn't exist.

World is mine
Songwriting : ryo
Singer : Miku Hatsune



Tuesday, April 10, 2012

On May 9, 2010, thousands of fans attended a live concert in Japan with a human band but with a singer that doesn't exist.



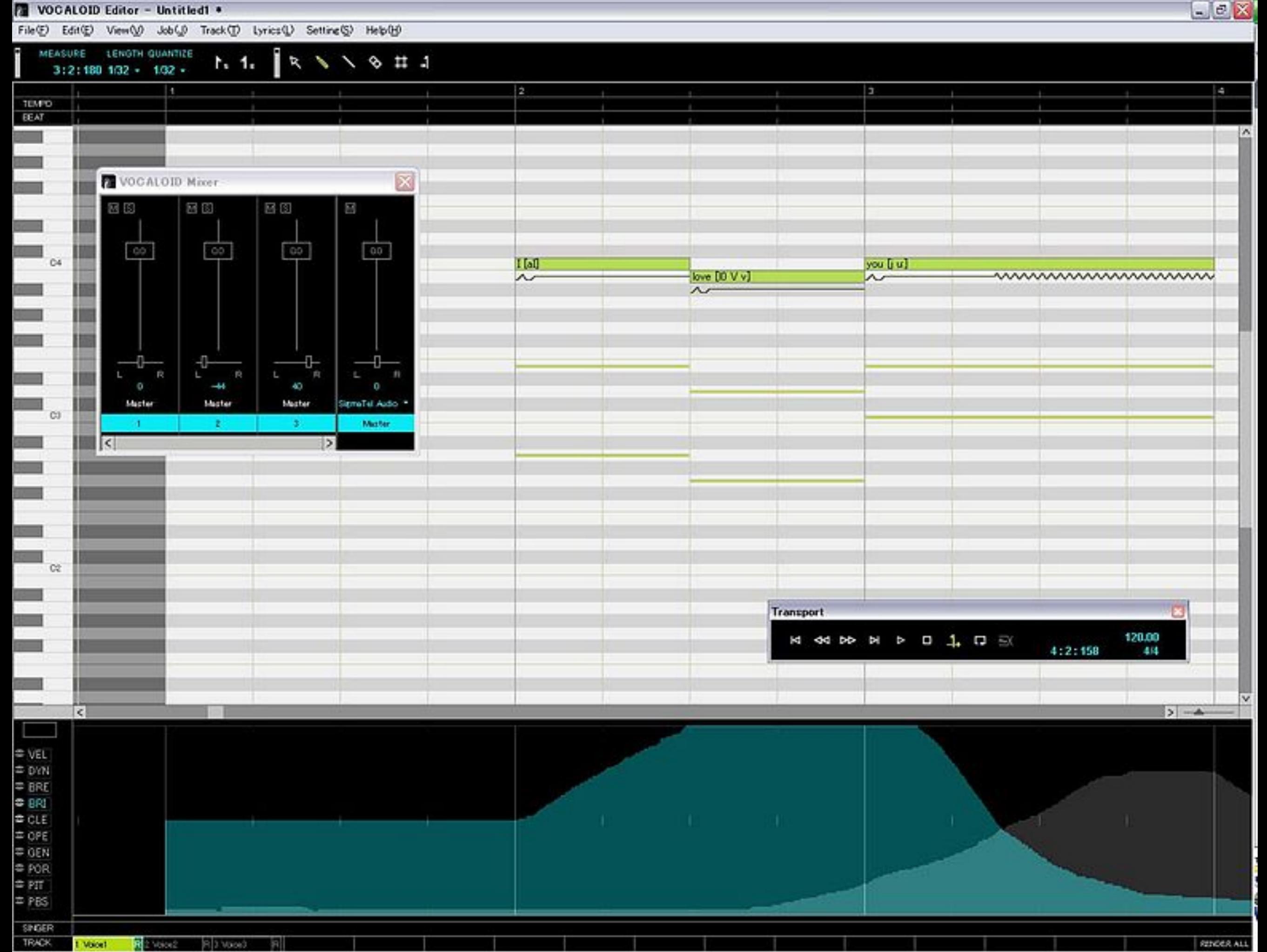
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This is Hatsune Miku. She QUOTE-UNQUOTE is actually a voice synthesizer software.



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It's a piece of proprietary software that retails for about \$175, where...



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a musician can input vocal syllables, assign a note to them, and then the Vocaloid software will play back Miku's voice.

This engine was fully developed by Yamaha in 2003.

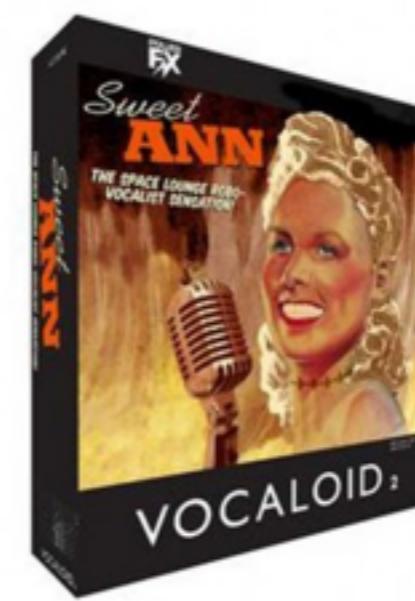
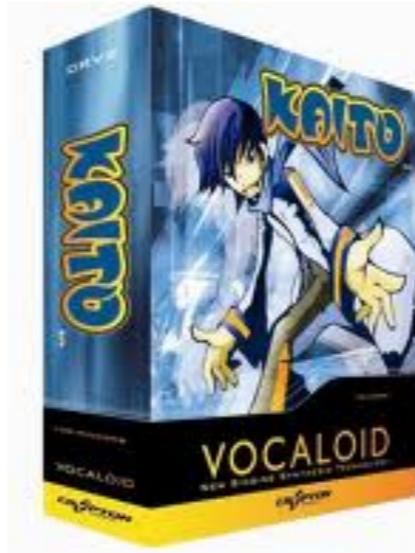
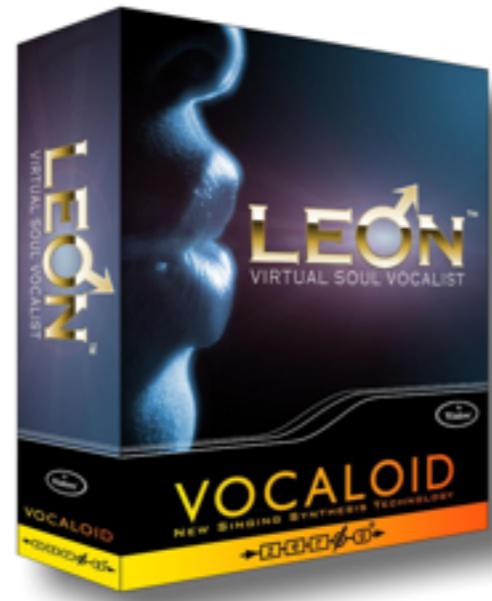
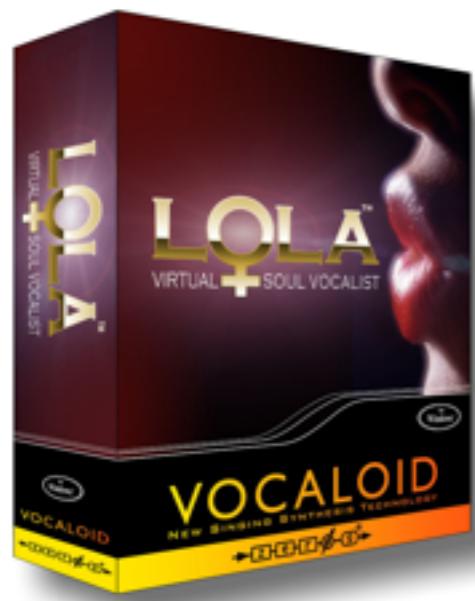
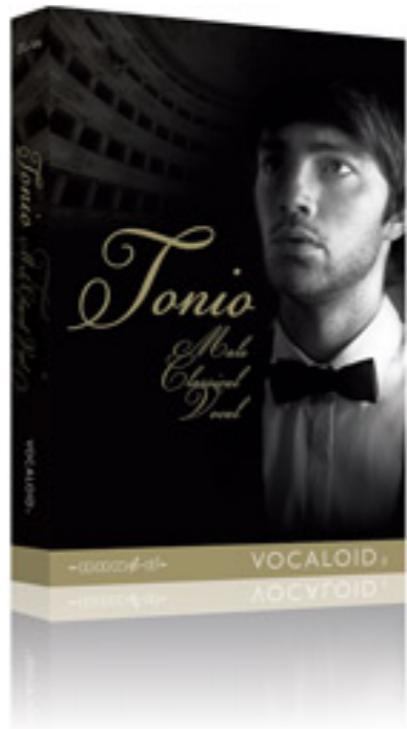
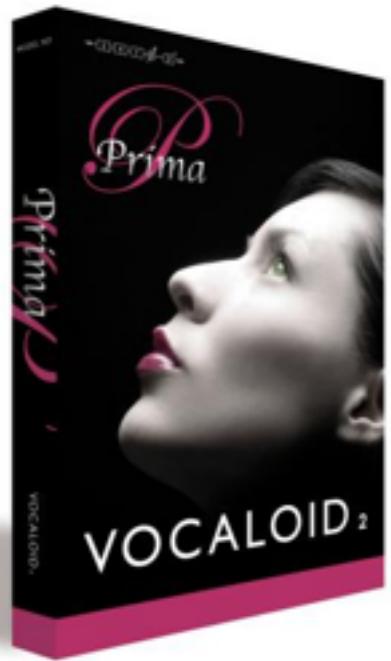


A promotional banner for Crypton's Character Vocal Series. It features five panels, each showing a different Vocaloid character and their name. The first panel shows Hatsune Miku (CV: 藤田 咲) with the number 01. The second panel shows Rin Append (CV: 藤田 咲) with the number 01 Append. The third panel shows Len Append (CV: 下田 麻美) with the number 02. The fourth panel shows Kaito Append (CV: 下田 麻美) with the number 02 Append. The fifth panel shows KAITO (CV: 浅川 悠) with the number 03. The background is dark, and the characters are shown in various poses and styles.

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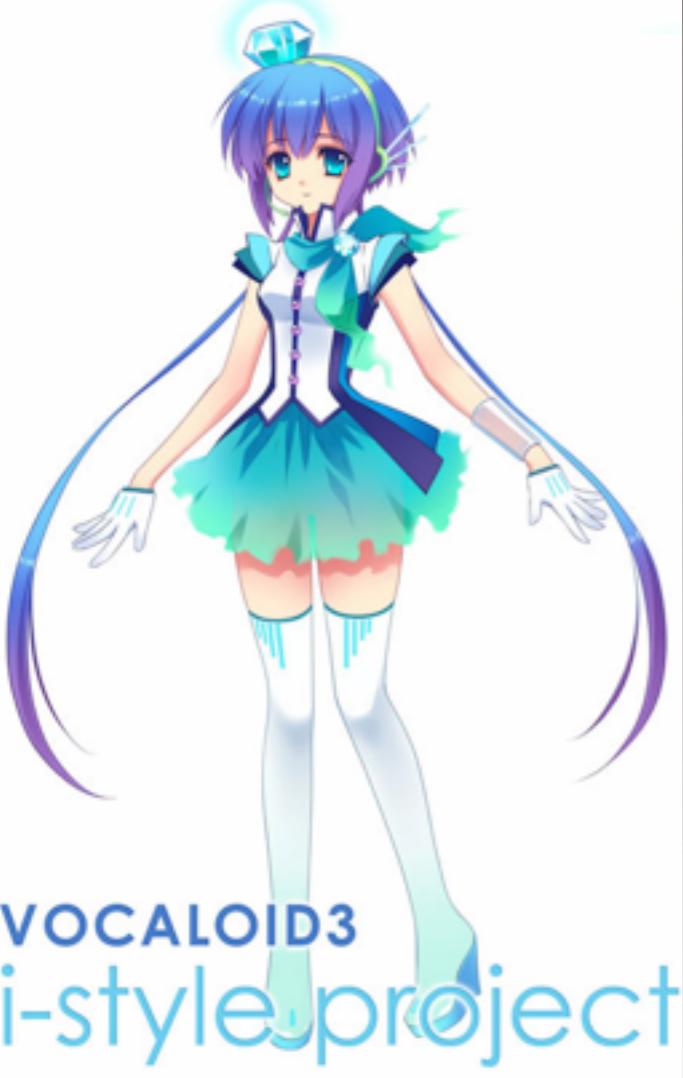
The first Vocaloid was released in 2004, but in 2007, a digital music company called Crypton Future Media announced the Character Vocal Series, where they stuck an anime-style character image onto the software.

And the first of these was Hatsune Miku, meaning “first sound.”



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Now, there are many different Vocaloid softwares for all different voice types and genders, built by companies around the world.



VOCALOID3
i-style project

A full-body illustration of the SeeU Vocaloid character. She has long blonde hair with cat ears, wears an orange and grey outfit, and holds small black objects. The background features her name in large, colorful letters.

SeeU
SV01 시유
VOCALOID 3

이름 : SV01 시유 / SeeU / シュ
나이 : 17세
신장 : 159cm
몸무게 : 44.5kg
자신있는 장르 : K-POP, 발라드팝
자신있는 음역 : C3 ~ C5
템포 : 60 ~ 170 BPM

illust by KKUEM

SBS 아트택



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And with a recent update to the Vocaloid engine, there are even more that have been built in the past year, especially across different languages, like this middle example here, SeeU, a Korean Vocaloid.

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But Miku remains the most popular, and in a sense she's become a cultural phenomenon, where everyone recognizes her image.

[VIDEO]

But this image is interesting, because...

8:47

世界を席巻！ふた

今なぜ世界で人気？
ニッポンの“歌姫”

深読み

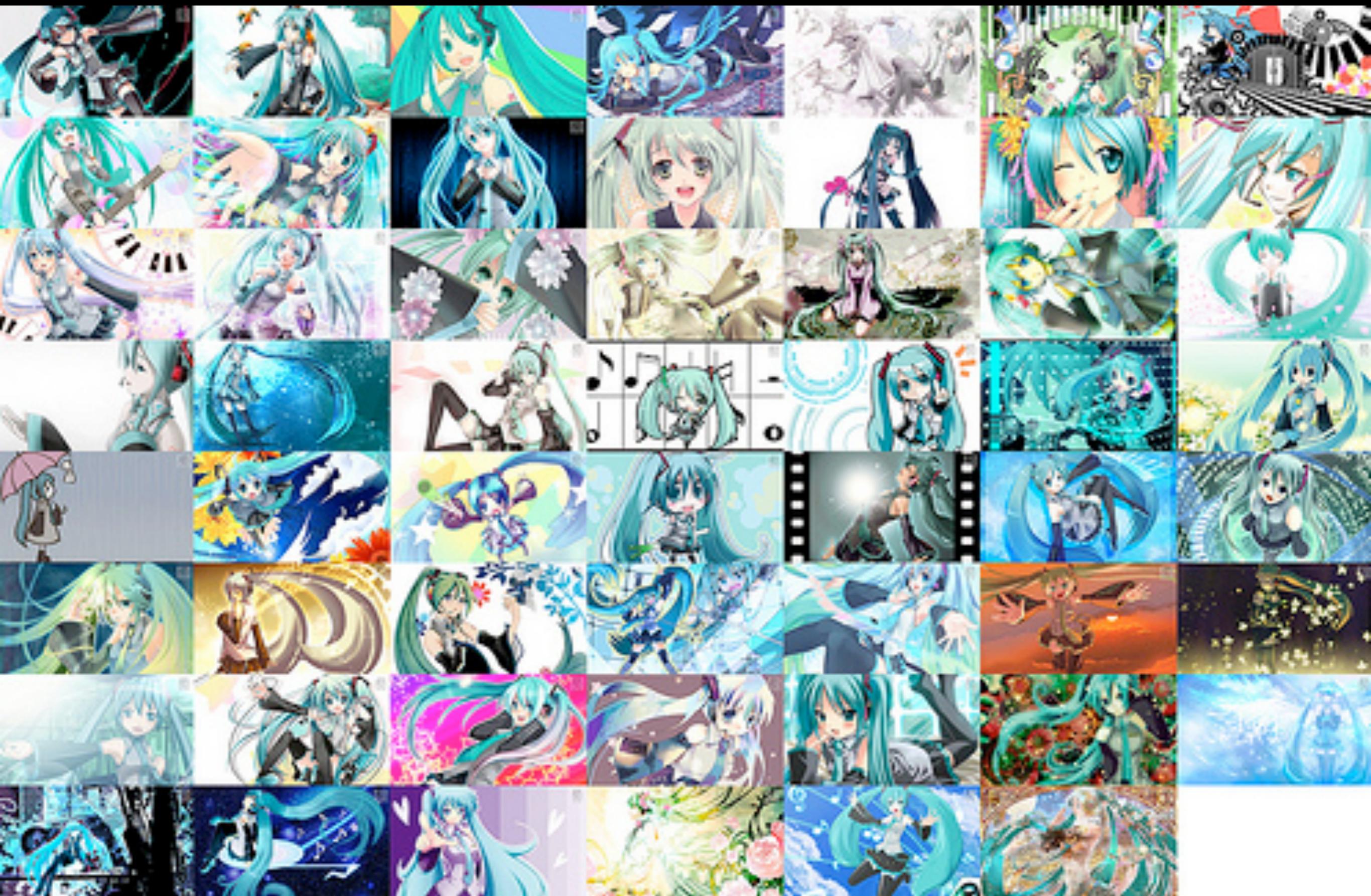


Tuesday, April 10, 2012

But Miku remains the most popular, and in a sense she's become a cultural phenomenon, where everyone recognizes her image.

[VIDEO]

But this image is interesting, because...



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This is also Hatsune Miku. From one piece of software, she's spread her image in all sorts of ways from -- and here's the key -- the free distribution of Miku's songs across online video-sharing platforms and other social media systems.

Miku has thus emerged as a global transmedia franchise built on songs and music videos, then fan art, video games, and really cool events like the live concert.

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[CLICK NOW FOR VIDEO]

This is what Miku looks and sounds like online (and the video in the bottom right is playing the sound. These are all promotional videos that are fashioned through collaboration with Vocaloid music producers and artist teams.

And you can see that they all interpret Miku in different ways and aesthetics.

The most interesting thing, of course, is that...



Tuesday, April 10, 2012

[CLICK NOW FOR VIDEO]

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And you can see that they all interpret Miku in different ways and aesthetics.

The most interesting thing, of course, is that...



Age	16	Favorite Genre	J-Pops, Dance-Pops
Height	158cm	Favorite Tempo	70~150BPM
Weight	42kg	Best Voice Range	A3-E5



Tuesday, April 10, 2012

the hundreds of thousands of songs and videos that Miku has sung AGAIN, QUOTE UNQUOTE have all been generated from only these seven bits of information:

One image of Miku
Age: 16
Height: 158 cm
Weight 42kg

Her favorite musical genre
Her favorite tempo
and her best voice range.

Pretty amazing then that her output ranges across dozens of musical genres and lyrics that describe her childhood, her favorite foods, and even her internal monologues about what happens in the future when she may possibly be deleted.

So. All this participation: in a sense, to be able to freely work with Miku's image, is an example of open-source culture.



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When we think about the concept of open-source, probably the go-to guy is Richard Stallman, founder of the GNU Project and the Free Software Foundation.

GPL

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Speaking about the GPL (the GNU Public License), a software license that allows people to freely share and edit their code -- and force others to do the same -- he lays out 4 elements of a free software project:

[VIDEO]



Tuesday, April 10, 2012

Speaking about the GPL (the GNU Public License), a software license that allows people to freely share and edit their code -- and force others to do the same -- he lays out 4 elements of a free software project:

[VIDEO]

RUN EDIT COPY SHARE CHANGES

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These four ideals of free software, to run the program as you wish, to change the source code, to distribute exact copies, and to share modified copies, allow free and open-source software to thrive in a networked society.



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And these seem like unlikely candidates, but how does Miku and the Vocaloid franchise reflect the ideals that Richard Stallman champions?

The key is -- while the Vocaloid software remains proprietary -- the architecture of sharing that was built around distributing and editing Miku's image. Basically, the strategic implementation of fan practice, whether that's recreating favorite songs with Miku's software, sharing videos with friends, or creating fan works.

PIAPRO CHARACTER LICENSE

二次創作
DERIVATIVE WORKS

非営利
NON-COMMERCIAL

Tuesday, April 10, 2012

All this is possible through a GPL-like end-user-license-agreement that Crypton Future Media created to allow users and fan to use Miku's image like open-source software. (Piapro standing as a Japanese abbreviation for 'peer production,' a concept we're all familiar with.)

The keys of this license are two elements: creating derivative works and fostering a non-commercial sharing economy.

For non-commercial uses, users are free to take Miku's image and transform it to their needs. And, of course, creators may distribute CDs freely using Miku's voice and image.

For commercial uses, creators work with Crypton to collaborate on a project that mutually benefits each other financially.



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The main question I'm usually asked is, Why is this not just Creative Commons?

Creative Commons, if you don't know, allows individuals to let others use their intellectual property freely.

But CC is different for three reasons:

- 1) Miku's software remains proprietary, even though a open-source culture has emerged around it.
- 2) Crypton needs to retain some control over their franchise, but they still want to allow fan activity to thrive.
- 3) Perhaps most interestingly, fandom moves quickly. This Piapro/peer-production license allows rapid prototyping of copyleft-ish practice in the vibrant economy of the Web.



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example:

One interesting example of this occurred with licensing music for karaoke. Fans watch the free videos online incessantly, sometimes boosting videos to millions of views within only a few weeks.

JASRAC, the Japanese Society for Rights of Authors, Composers, and Publishers, had to deal with Vocaloid songs spreading into karaoke parlors, because so many singers were requesting them, but the parlor owners couldn't get the songs in to their shops due to copyright.

JASRAC redid the traditional licensing model to allow music to be distributed quickly and freely online but also allow these musicians to make money from this newfound rapid popularity.

And now karaoke parlors even advertise these songs to the general public.



FORK



Tuesday, April 10, 2012

Back to the software idea, we can even apply the concept of forking.

[CLICK VIDEO]

Black Rock Shooter was a fan image that was uploaded to a Japanese art sharing site called Pixiv by an artist named huke, where probably the most famous Vocaloid producer ryo (of a collaborative team called supercell) was influenced to create a Black Rock Shooter song using Miku's voice.

The song and new character became so popular that an anime television series was even created that's currently airing in Japan.



FORK



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SOCIOTECHNICAL INFRASTRUCTURE

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And again, all of these songs, videos, and creative fan works are shared for free online, facilitated by social and technical infrastructures that we take for granted: social media sites.



タグ 初音ミク を含む動画の検索結果

登録数: 92,013件 … キーワード 初音ミク を含むタグを検索

【初音ミクオリジナル曲・絵画 PV】神の名前に墮ちる者...
6,100 pts (Lv.5) →広告履歴
DYSOUND配信中!!

【初音ミクオリジナル】愛憎併存【童女良俗OP】
27,000 pts (Lv.7) →広告履歴
非お聴きください

【初音ミク】夕暮れダイヤ【オリジナル】
700 pts (Lv.2) →広告履歴
オススメ

動画宣伝サービス



ニコニ広告とは?

コメントが新しい順

1 2 3 4 次へ

11/02/17 00:59 投稿

10/12/12 10:11 投稿

08/03/09 20:38 投稿

1 2 3 4 次へ



再生: 23,599
コメ: 9,723 マイ: 572
宣伝: 300
【トーキロイド】ボーカロイドたちの生活5『能ある魔は爪を離す』



再生: 3,669 コメ: 295
マイ: 175 宣伝: 0
初音ミク @ソロコンサート 2010



再生: 378,497
コメ: 17,168
マイ: 15,600 宣伝: 500
【初音ミク】ハト【PV】



再生: 187 コメ: 98
マイ: 19 宣伝: 0
ソフィー隊長、ミクさんと結婚式♪【完結】

05/13 15:21 投稿 23時間前

09/08/30 05:56 投稿

07/12/24 05:38 投稿

11/05/02 22:29 投稿



再生: 8,225 コメ: 2,273
マイ: 919 宣伝: 700
【初音ミクオリジナル】姓名言ってみろ！【666名】



再生: 2,481,084
コメ: 50,199
マイ: 97,386
宣伝: 20,900
初音ミク オリジナル曲「裏表ラバーズ」



再生: 474,380
コメ: 55,533
マイ: 16,000 宣伝: 200
【初音ミク】Hatsune Miku 4:14



再生: 101,797
コメ: 6,030 マイ: 8,781
宣伝: 1,800
【初音ミク】バビロン【オリジナル曲】

05/13 17:00 投稿 21時間前

05/13 20:22 投稿 18時間前

11/05/06 22:43 投稿

11/01/10 23:44 投稿



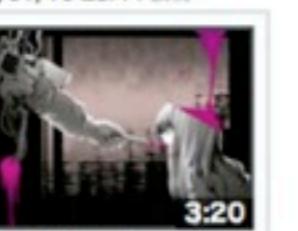
再生: 18,580
コメ: 1,658 マイ: 4,980
宣伝: 9,000
【sasakure.UK】カラクル姫とアボストロフ【Music Video】



再生: 243 コメ: 55
マイ: 14 宣伝: 0
【初音ミク】姓名言ってみろ！今回は言われたか？



再生: 78,047
コメ: 2,630
マイ: 11,843
宣伝: 10,600
初音ミク「Euthanasia」4:20



再生: 453,476
コメ: 19,053
マイ: 31,639
宣伝: 4,500
【初音ミク】腐れ外道とチョコレート【オリジナル曲】

Windows® 7 Home Premium with SP1 64ビット 正規版
第2世代 Core i プロセッサー + GTX550Ti 搭載で 59,850円
詳しくはこちら →



Windows® 7 の導入 あなたと PC に、シンプルな毎日を。

【公式動画を見るなら】ニコニコチャンネル
タグ 初音ミク に関するチャンネルが 4件 見つかりました

09/04/22 23:03 開設
[初音ミク —Project DIVA—](#)



2007年の発売以来、新しい音楽の表現方法として数々の名曲を生み出してきたバーチャルシンガー「初音ミク」

動画: 82
09/04/10 19:19 開設
[初音ミク GT Project ちゃんねる](#)



初音ミクGT Projectの公式チャンネルです。レースの模様や、マシンの様子などをお伝えします!!
動画: 70

09/01/16 13:14 開設
[フィギュアメーカー・グッドスマイルカンパニー](#)



フィギュアメーカー「グッドスマイルカンパニー」に勤務するミカタンが、時には楽しく、時には無茶しな...

Tuesday, April 10, 2012

The primary space where the Vocaloid phenomenon emerged was Nico Nico Douga, a Japanese video sharing site, where over 100,000 videos of Miku reside (and that's not including other Vocaloid characters).

VOCALOID

次世代の音楽とも呼ばれる「ボーカロイド」。おすすめ曲から今週のトレンド・ニュースまで、ボーカロイドの事ならなんでも紹介するボーカロイド専門ページです！



24時間ランキング

- | | | | |
|---|--|--|---------------------------|
| 1 | | 【鏡音リン】 レアノ 【オリジナル】 | 投稿者: ピノキオP 12/03/05投稿 |
| 2 | | 【GUMI(40系)】 春に一番近い街
【オリジナルPV】 | 投稿者: 40系P 12/03/03投稿 |
| 3 | | 【ルカ ミク グミ】 一心不乱 【オリジナル】 | 投稿者: umedy 12/03/03投稿 |
| 4 | | 【GUMI】 My Colorful Confuse
【オリジナル曲】 | 投稿者: uramanbou 12/02/28投稿 |
| 5 | | 週刊VOCALOIDランキング #231 | 投稿者: sippotan 12/03/06投稿 |

週間ランキング

- | | | | |
|---|--|--|----------------------------|
| 1 | | 【GUMI】 My Colorful Confuse
【オリジナル曲】 | 投稿者: uramanbou 12/02/28投稿 |
| 2 | | 【GUMI(40系)】 春に一番近い街
【オリジナルPV】 | 投稿者: 40系P 12/03/03投稿 |
| 3 | | 【鏡音リン】 狐ノ嫁入り 【オリジナル曲】 | 投稿者: ふわふわシナモン 12/02/27投稿 |
| 4 | | 【初音ミク・巡音ルカ】 アカツキアライバル 【オリジナル】 | 投稿者: Last Note. 12/02/24投稿 |
| 5 | | 【鏡音リン】 ガラクタのエレジー
【オリジナル】 | 投稿者: ばわばわP 椎名もた 12/02/29投稿 |

★ 新着動画

All + Pop + Rock + Ballade
+ Japanese + House/Electro
+ Trance/Techno/Euro
+ Jazz/Funk + R&B/HipHop
+ Punk/Metal + Classic + World
+ User Ranking

- [鏡音レン]
Nyanyanyanyanyanyanyal
[カバー]
11分前
- UTAUを使ってみた
15分前
- ニコカラ
鏡、碧海、那由多を見定むアグラフォノスの詩篇 [off vocal]
28分前
- [初音ミク] Hatsune Miku
Smile Melodies X8 [作業用BGM]
38分前

>>もっと見る

Vocalo News

VocaloP-Blog

- > 3月16日に「空想科学読本11」が発売されるらしい件
- > 3月17日にカラオケの鉄人主催の「ボカラ公式オフ会」が開催されるらしい件
- > 出た！「VOCALOIDをたのしもう Vol.8」の表紙が公開
- > 出た！iPhone/Androidアプリ「キョクナビJOYSOUND」が提供開始
- > 出た！JOYSOUNDの週間ランキング2012年3月4日付版！

Tuesday, April 10, 2012

Nico Nico Douga became so well known for its Vocaloid music that the company had to create a channel to cater to the massive amount of traffic and publicity that the fandom was generating. Fans essentially demanded a better technical architecture to support their sharing economy.

Search results for hatsune miku

Sort by: Relevance ▾

About 22,600 results

Filter & Explore ▾ vocaloid hatsune miku: ... romanization o... nico nico douga mikumikudance kasane utau human sacrifice cantarella



初音ミク エール HATSUNE MIKU

iTunes : itunes.apple.com Music : cotorich 「そばにいるよ」今日は、初音ミク風メイクに挑戦してみました。評価・コメントをして頂けると頑張れるのです ...

by cotorich | 72,381 views

Featured Videos



CV01 Hatsune Miku - World is Mine Live in HD (1080p 1920 x 1080 ...)

ATTENTION! USA VOCALOID CONCERT GO HERE: www.youtube.com Vocaloid 3rd Live Concert March 09, 2010 Tokyo, Japan Ticket Price: ¥4200 (approx \$42 ... by SeyrenLK | 7 months ago | 6,188,278 views

HD



Hatsune Miku sings "Ievan Polkka"

Hatsune Miku is not human, this voice is from software "VOCALOID". Fujita Saki is the original voice of Hatsune Miku. I reprinted this animation ... by junichirokoizumi | 3 years ago | 4,303,694 views



[Hatsune Miku] Triple Baka 「蟲～とりぶるばか～」 ...

Song Download(.mp3) www.mediafire.com Video Download(.mp4) www.mediafire.com Video Download(.wmv) www.mediafire.com Who is Hatsune Miku? Hatsune ... by isytorchic | 1 year ago | 1,078,692 views



Po pi po ~ Miku Hatsune Vegetable Juice Dance (HQ, English subtitles, ...)

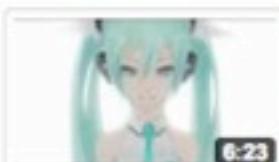
[In my best Dr. Evil voice] "Two... MILLION... views." Freaking UNREAL, thank you! Please check out my other videos while you're here. Translation ... by whispersichan | 2 years ago | 2,660,414 views



Vocaloid Hatsune Miku, the worlds virtual diva

Hatsune Miku is a 16-year-old girl with long green pigtails and a voice with a range no human could ever hope to match. She is a virtual singer ... by asahicom | 2 years ago | 1,762,117 views

HD CC



Translate | Miku Hatsune - Last Night, Good Night

MHW one of the vids and songs that its getting as one of Miku favorites to everyone ... nice animation ... nice song... I think this deserves a 10 ... by MikuHatsuneWatcher | 2 years ago | 1,601,933 views



Miku Hatsune -- "Yukkuri Shiteitte ne!!" (HQ, English ...)

Miku sings "Yukkuri Shiteitte ne!!" (Take it Easy.) Oh, by the way, そればっか = "sore bakka." Remember Ruri's catchphrase in Nadesico, "baka ..." by whispersichan | 2 years ago | 896,711 views



[手描き] ワールドスマイル [PV] ~ Hatsune Miku - World is ...

A hand-drawn PV for the song "World is Mine" by Hatsune Miku. It features various scenes of the world, including landscapes, cities, and people.

Featured Videos



somebody draws Hatsune Miku

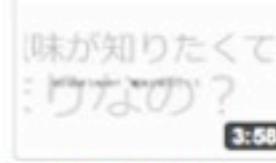
Somebody imitates the picture of Hatsune Miku and draws it. It&...



[MikuMikuDance] Hatsune Miku - Ne~e +

Song Title: Matsuura Aya - Ne~e (松浦アヤ - ね~え). Had to upload this dance...

by zangaku2005 | 12,126 views



AVTechNO! Hana no kaori feat.Hatsune Miku

http:

by AVTechNO | 3,608 views



Hatsune Miku - 8 bit Darling

8 Bit Darling -remix Rev.2-(U-J Remix)

by Clastocek | 1,982 views



Hatsune Miku- Make Up [Tutorial]

So this is just a quick tutorial I threw together which goes through h...

by NeocoticZ | 7,808 views



Chibi License episode 16: Hatsune Miku (Vocaloid)

Welcome to the sixteenth episode of Chibi License. Hand drawn badge cr...

by ChibiLicense | 1,660 views



Practise on Coloring-Hatsune Miku

WOOOO---long time no color hands gotthe rusty haha--- UM THIS WAS SHITT...

by alison46465589 | 3,536 views

Tuesday, April 10, 2012

But the fandom is international. Both the Japanese- and English-language fandoms have also grown on YouTube, where many of the videos from Nico Nico Douga have been reuploaded, usually with English subtitles. Over 400,000 Miku videos currently reside here.

投稿作品

コラボ

詳細な検索



聞いて！見て！使って！認めて！を実現するCGM型コンテンツ投稿サイト「ピアプロ」

ピアプロとは？ | ヘルプ | ブログ | Twitter

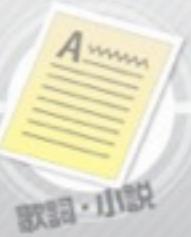
得意なコンテンツを投稿して！コラボして！
新たなコンテンツを生み出そう！



音楽



イラスト



歌詞・小説



3Dモデル

新しい！面白い！面白い！
を実現するCGM型コンテンツ投稿サイト
ピアプロユーザー登録をして
ご利用ください →

結果発表！



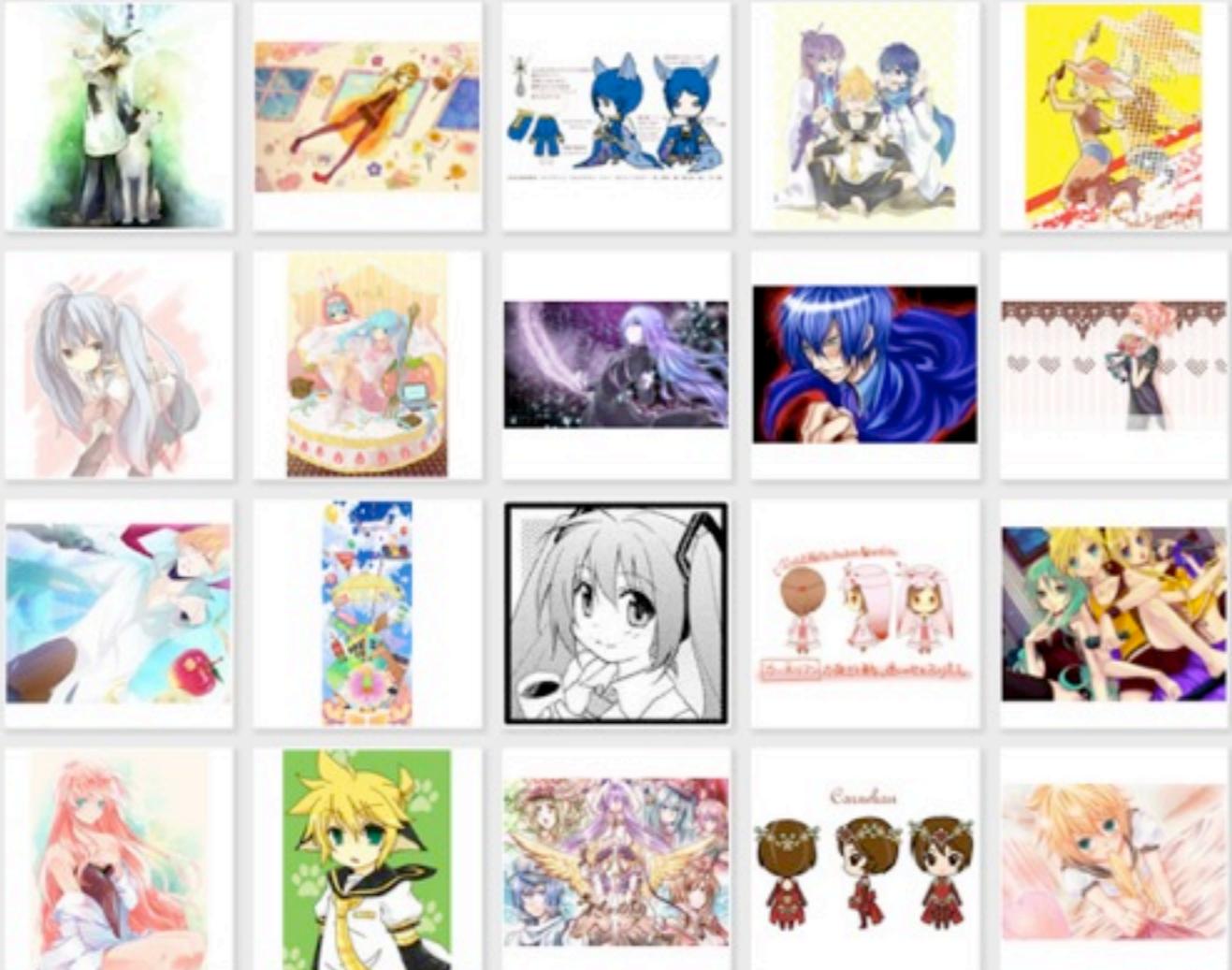
注目の作品

音楽

イラスト

テキスト

3Dモデル



ログイン

ピアプロID または 登録Eメール

パスワード

ピアプロID・パスワードを忘れた?

 次回オートログインする

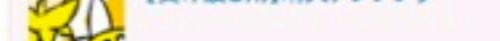
ログイン

コラボ 11/05/14 13時更新

新着コラボ



【受け渡し用】晴天アンブレラ



作曲して下さいませんか!!

一緒に動画つくれませんか?
?

もっと見る



GOOD SMILE COMPANY



終了しました! チャリティー企画



『こんどういど初音ミク 脚本ver』



脚本脚本ポストカードイラスト大募集!!

Tuesday, April 10, 2012

I mentioned before the Piapro License. Crypton Future Media went as far as to create a social media site where fans can upload and archive their songs, music videos, and fan art.

The site also implements an attribution framework, where users who create derivative works link back to the Piapro pages, recognizing the creative inspiration they took from the original creator.



◆◆ WHAT'S HOT!!

DYE Re:flection+ (feat. Vocaloid Luka) / ELECTROCUTICA

◀
▶
■
音量

『DYE -Synthesis R/F』 ELECTROCUTICA A	『壊せ壊せ』 E.L.V.N	『すべてが終わってしまう前に』 arata	『太陽と月のロンンド』 PolyphonicBranch	『無実』 AVTechNO!	『メテオ』 じょん	『バベル』 ATOLS	『カガリビト』 millstones
『iDOLLA』 ELECTROCUTICA A	『colors』 骨盤P	『The Endless Love』 HSP	『できること』 AVTechNO!	『少女未遂』 古墳P	『サクラ*スノードーム』 minao	『想うの事』 フナコシP	『Pray for you feat. 初音ミク』 そそそ (津久井箇人)

→ MUSIC一覧

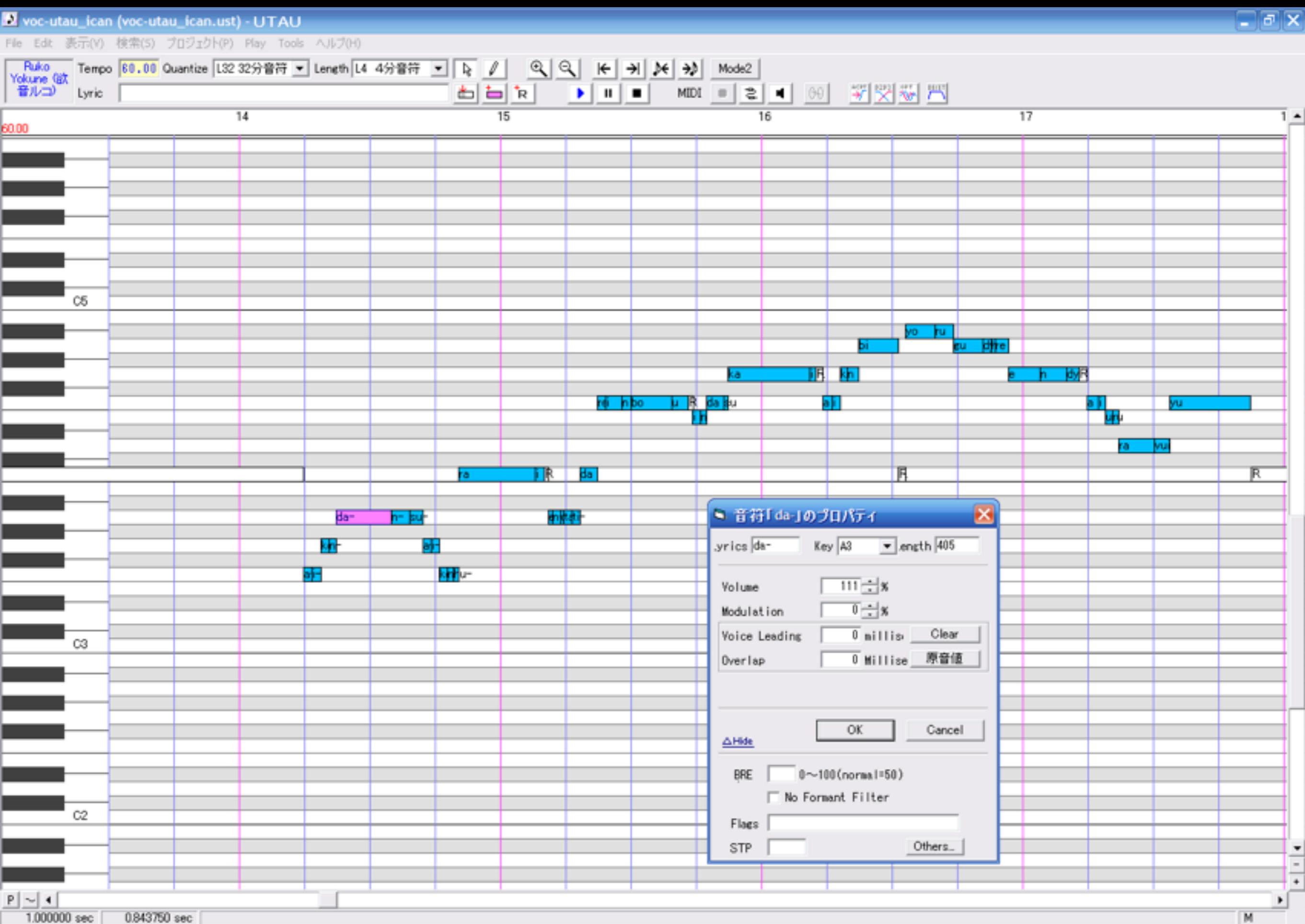
NEWS & TOPICS

RSS



Tuesday, April 10, 2012

Crypton is even helping musicians distribute their music. They've set up KarenT to advertise for Vocaloid producers, and this especially helps the "Next 200" -- the musicians that don't achieve top popularity but are still pretty well known by traditional figures -- gain notoriety and make some money.

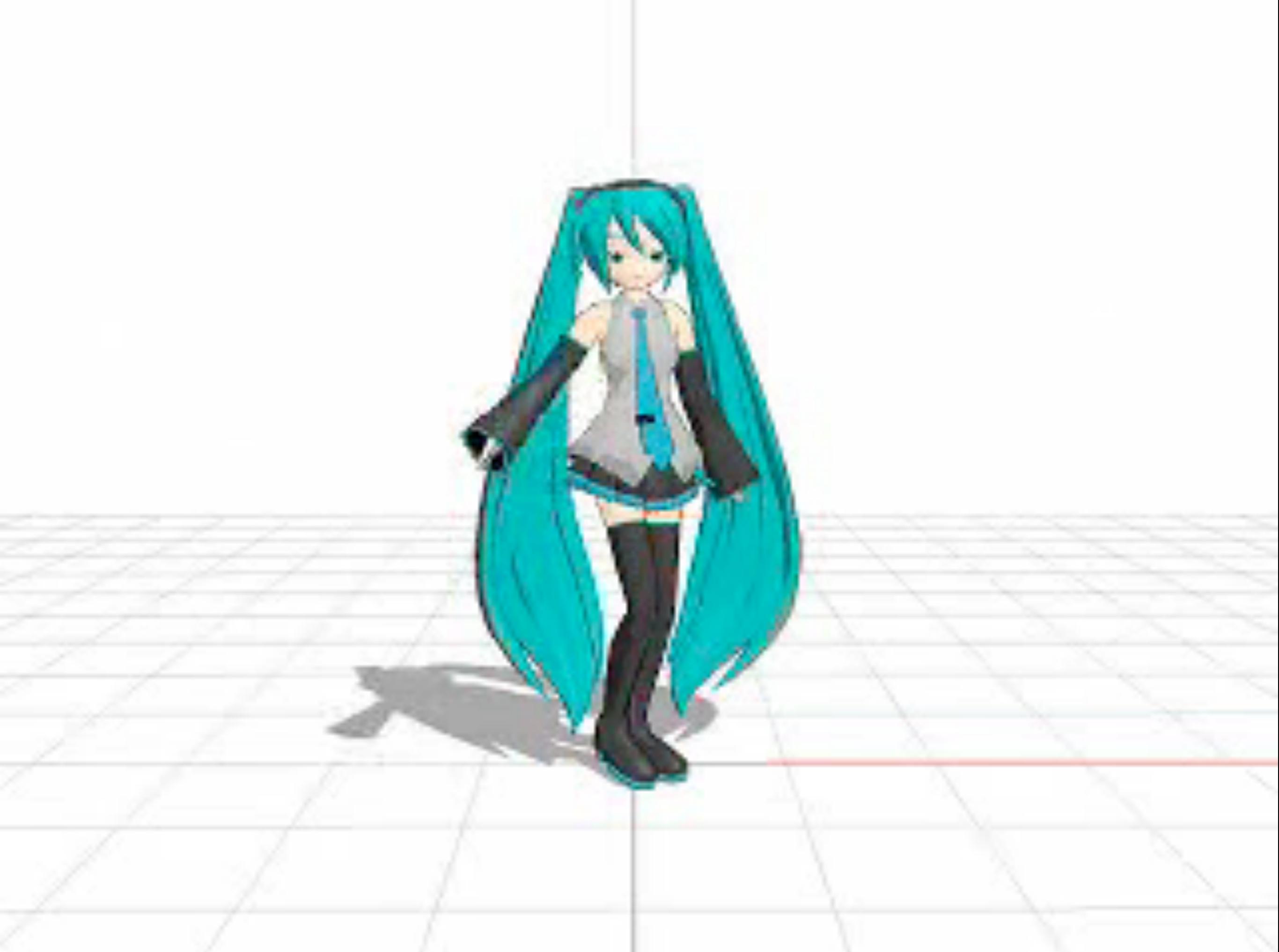


Tuesday, April 10, 2012

I've said a few times that the Vocaloid software is proprietary, but there's an interesting niche thread in the fandom where users helped to create an open-source version of the software called UTAU (meaning 'to sing' in Japanese), through which fans can help create their own voice banks without having to pay for the official software.

Tuesday, April 10, 2012

Also along the lines of true open-source software, a software emerged called Miku Miku Dance to allow fans to create 3D motions for Vocaloid characters to use in music videos. Because Miku Miku Dance is open source and free, it's recently become the most used 3D modeling software in Japan.



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Tuesday, April 10, 2012

And we can't ignore the impact that the hyperpopularity of Miku has had in real life. It's ranged from branding of racing cars (which in fact has won numerous races) to a spread in Japan's Playboy magazine, to of course cosplay, figures, and fan events.

Tuesday, April 10, 2012

The story of Miku has become an important enough phenomenon of the Web's potential for sharing and networked creativity that Google Japan even created a commercial for it (though admittedly it ignores Nico Nico Douga in favor of Google's YouTube). Yet the video remains the best concise presentation of the entire production process of transnational spread of Hatsune Miku.



Google
Chrome

Tuesday, April 10, 2012

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トップソング

	1. Tell Your World (feat. 初音ミク) Tell Your World (feat. Hatsune Miku) - Single livetune feat. 初音ミク リリース: 2012/03/14	¥200
	2. やさしくなりたい やさしくなりたい - Single 斎藤和義 リリース: 2011/11/02	ダウンロード済み
	3. Rising Sun Rising Sun / いつかきっと ··· - Single EXILE リリース: 2011/09/14	¥200
	4. Love Story Sit! Stay! Wait! Down! / Love Story - Single 安室奈美恵 リリース: 2011/12/07	¥200
	5. ひとつ ひとつ - Single 長渕剛 リリース: 2011/12/30	¥200



Tuesday, April 10, 2012

Miku's popularity on the Web also has numerous successes. The artist collaborative supercell that I mentioned before went on to sell over 100,000 CDs of their first album. A few of Miku's songs have also reached the top of Japan's music charts.

The live concerts have spread to various countries, like this past summer where I saw the concert live in LA.

Recently, one of Miku's songs reached #1 on the Japanese iTunes music charts.

And, of course, the popularity of Nyan Cat -- which has over 60 million views on YouTube -- began from a simple video of Miku saying "meow" on loop. Yes, Nyan Cat originated from Vocaloid.



TOPSONG

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Tuesday, April 10, 2012

All this epitomizes the open-source culture of peer production around Hatsune Miku in a media ecosystem facilitated by sociotechnical architectures.

Is this viable? Perhaps. What's the future? I would like to say that one future is “object oriented permissioning” for creative franchises.



Tuesday, April 10, 2012

But really, open source culture is fairly unique. Are there other examples?

0.39



Tuesday, April 10, 2012

Other research I've been doing focuses on user participation in various realms.

Minecraft is one of these examples from the video game sector: a simple proprietary video game for which there are hundreds of mods and as of yesterday over 3.88 million Minecraft videos have been posted to YouTube.

Tuesday, April 10, 2012

And the Minecraft “Terms of Service” allows this open-source culture to thrive:

[CLICK FOR QUOTE]

“

If you've bought the game, you may play around
with it and modify it... Remember
not to distribute the changes. Any tools you
write for the game from scratch belongs to you.
You're free to do whatever you want with
screenshots and videos of the game, but don't just
rip art resources and pass them around, that's no fun.

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Tuesday, April 10, 2012

So in a sense, like Minecraft, Miku acts as a platform on and through which users can develop their own creative works but which ultimately help spread the entire franchise. It's literally a mesh framework on which everyone can build.

#SXSWMIKU

@ALEXLEAVITT

Tuesday, April 10, 2012

So thanks for hearing me out. If you'd like to get in contact with me, visit me on Twitter and find my email address, or come see me afterwards and I can give you a card. Or if you have time, let's chat in the hall.

Thanks!