



Music, the Creative Commons way

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Two facts

And their consequences

<1>

*All the music that has ever
been played on Earth will
be available online*

*All the music that has ever
been played on Earth will
be available online
(almost)*

What does it mean?

- ❑ It will be free
- ❑ Or extremely cheap
- ❑ Artist revenues from other sources

<2>

The Computer is the
Record Label

“A record label [...] coordinates the production, manufacture, distribution, promotion, and enforcement of copyright protection [...] and maintains contracts with recording artists and their managers.”

http://en.wikipedia.org/wiki/Record_label

*“A record label [...] coordinates the **production**, manufacture, distribution, promotion, and enforcement of copyright protection [...] and maintains contracts with recording artists and their managers.”*

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What does it mean?

- Making music from A to Z is getting:
 - Cheaper
 - Easier
 - Frictionless
- Much more music is coming



Enter Jamendo

For Artists

- The basic deal:
 - Upload your CC music for free
 - We share advertising revenue 50/50
 - Non-exclusive, one-click termination
- Individual Rights Management (“Programs”)
 - Receive donations
 - Grant commercial usage rights to Jamendo partners

For Users

- Thanks to the CC license, users can :
 - Listen
 - Download via P2P
 - Review, Share, Blog
 - Widgetize
 - Remix

... but do I want to
listen to free music?

La Goutte Au Nez



funk reggae jazz fanfare

France

P2P: 10.000+

Streaming: 50.000+

CC by-nc-sa

www.jamendo.com/artist/lagoutteanez/

Ehma



classical piano solo

Belgium

P2P: 50.000+ (5 albums)

Buzzteam: 1.066 members

Free art license

www.jamendo.com/artist/ehma

Black Era



ambient electro trip hop

Italy

3 albums on Jamendo
Tops the *trip hop* tag

CC by-nc-sa

www.jamendo.com/artist/blackera/

... And 3700 others!



Building a CC-enabled company

A few lessons we learnt

CC =>

- Innovation
- Openness
 - Business model (50/50)
 - Technology (API)
 - Content (we are a Babel not a Label)
- Copyright => Usage right

Europe =>

- Focus on non-english speakers
- Cultural diversity
- Surprising results:
 - India
 - Japan

Community =>

- Best way of detecting CC-uncompatible content and commercial uses of NC content
- CC makes the community feel more confident, active
- Also more attentive

What's next?

Lots of new artist programs

- Anteriority proof
- Many more commercial partners to reach new audiences
- Cross-uploading (archive.org / ccmixter / blip.tv / eMusic / iTunes / ...)

More official languages

- ❑ Russian
- ❑ Swedish
- ❑ Czech
- ❑ Ukrainian
- ❑ Japanese
- ❑ ... ?

“One more thing...”

We're hiring!

- PHP / Ajax
- Webdesigners
- C++ / Python
- BizDevs
- Local partners



Thanks for your attention

blog.jamendo.com

www.flickr.com/photos/tjt195/220510703/