



Building a sustainable business model around CC and Music

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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 4000 others!



Demos

Welcome!

Your personalized selections:

- ↳ Your starred albums (5)
- ↳ Albums you have not listened to yet (2258)
- ↳ New albums this week (106)

Since your last visit:

- 1 new review
- Update of the "Similar albums" formula

[Ads by Goooooogle](#)

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Music

Retrouvez vos morceaux favoris : Toutes les musiques sur AOL

[musique.aol.fr](#)

Nouvelle Version eMule™

Logiciel Pour Télécharger les Nouveaux Films, Musique, Etc!

[eMule.TNTdownloads.com/Gratuits](#)

Blogged reviews

- [Röntgenschall](#) : Hot & Wunderbar EP (download edition) by txitua
- [AUVERNIA](#) : You Will Come [EP] by Phophos
- [musetta](#) : Ophelia's song by pedalwrench

[» All the reviews...](#)

Next concerts

February 08, 2007

Find:

Next

Previous

Highlight all

Match case Phrase not found

Done

Discover jamendo

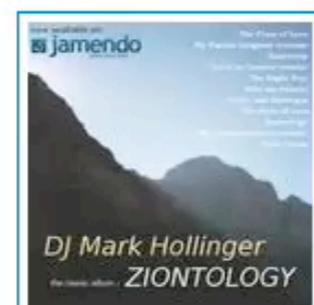
Albums of the month

Archived

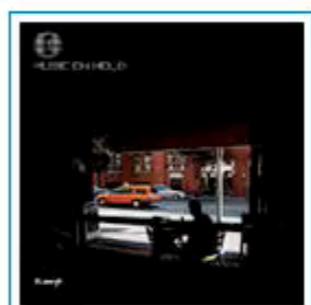
Recommendations

Please review

Latest releases



[DJ Mark Hollinger](#) :
[Ziontology \(classics album\)](#)
club, Germany (BY)



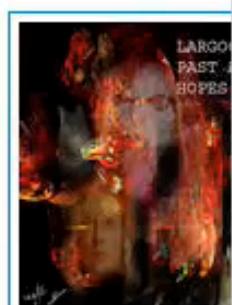
[zoop](#) : [music on hold](#)
post lounge fusion instrumental, Russia Electronica, Trip hop, ambient, Greece (A1)



[StrangeZero](#) : [Last Night E.P.](#)
club, Germany (BY)



[Dj Fab](#) : [Ocean Dreams](#)
Soundtrack, France (83)



[LARGO02](#) :
Electro french touch, France (83)

Popular tags

Click on a tag to listen to its albums

17sonsrecords 70s 80s accordeon acoustic alternative ambiance ambient atmospheric bass batterie blues breakbeat calme chanson chansonfrancaise chansons chillout classique club conceptualbum cool courdesmiracles dance dark delirant disco doux downtempo dub easylistening electrique electrojazz **electronica** electropop emotion energique envoutant experimental festif film folk francaise french funk fusion groove grunge guitar hard hardcore hardrock heavy hiphop house humour idm improvisation inclassable indie industrial instrumental jamendo jazz live lounge melancolic melodique metal minimalist musique newage noise original piano planant poetique pop poprock postrock progressif progressive psychodelique psycho punk punkrock rap reggae relax reposant rock rockfrancais rockindependant sensible ska solo sombre soundtrack space strange sympa synthetiseur techno test texte textes trance trash trip triphop trippant variete violon vocal voix world zen

Listen Browse

[» More tags...](#)

Or enter a tag:

Ok

Register now, it's free! | [Please login!](#)

[Open the jamendo player](#)

Search...



[Home](#) [Music](#) [Community](#) [About](#) [Artists](#)



1 Discover jamendo



25002 tracks from talented artists, for free!

On jamendo, artists allow everyone to download and share their music. It's **free**, **legal** and **unlimited**.

Like some artists? Pay them directly or just spread the word about them.

Welcome to our free music world.

[»Learn more about the concept...](#)

2 Listen NOW!



Click on a tag to open the jamplayer!

17sonsrecords acoustic alternative ambiance ambient atmospheric bass chanson chansonfrancaise cool dance dark dub **electronica** experimental folk french funk groove guitar hardcore hiphop house humour improvisation industrial instrumental jazz lounge melancolic melodique metal newage noise piano **pop** poprock punk rap reggae **rock** rockfrancais sensible sombre soundtrack **techno** techno trance triphop world

[»More tags...](#)

3 Join the jam



It's free and it takes less than 15 seconds!

Members

Nickname

Password

[»Forgot password?](#)

New to jamendo?

REGISTER NOW!

Create your own playlists!

Artists' corner...



Member playlists



[»Register now to create your own playlists, it's free!](#)



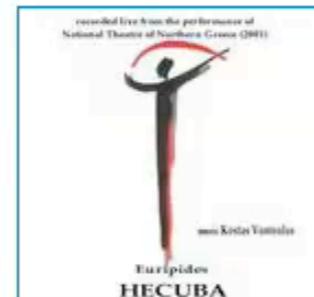
Partners & technologies

Creative Commons, Gandi, BitTorrent, eMule, Podcasts, Jamendo API, PayPal, RSS, MP3, Ogg Vorbis, FLAC, XSPF, Netvibes, Blogs, Widgets, ...

Albums of the month



Archived



Latest releases



Ads by Gooooogle

[Advertise on this site](#)

Music

Retrouvez vos morceaux favoris : Toutes les musiques sur AOL musique.aol.fr

Bienvenue, Ikratz | Espace membre

Rechercher...



Accueil Musique Communauté A propos Artistes Backoffice

Bienvenue !

Depuis votre dernière visite :

- 7 nouveaux albums
- 5 nouvelles critiques
- 2 nouveaux messages sur le forum
- Cadeaux du Japon

Vos sélections personnalisées :

- Vos coups de coeur (5)
- Albums que vous n'avez pas encore écoutés (2318)
- Nouveaux albums cette semaine (75)

Annonces Goooooogle

Votre publicité ici

Musique gratuit à charger

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Mp3s gratuit

UseNeXT.fr/musique.gratuit

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www.eoRezo.com/Logiciel_Gratuit

Logiciel de nutrition

Téléchargez la référence des professionnels en nutrition.

www.nutilog.com

Critiques bloguées

- [David TMX : c'est du lourd par Ooo](#)
- [Tante Adèle et la Famille : Montre ton Public à la dame par domnukem](#)
- [mindthings : Life's Path par ioeo](#)

[» Toutes les critiques ...](#)

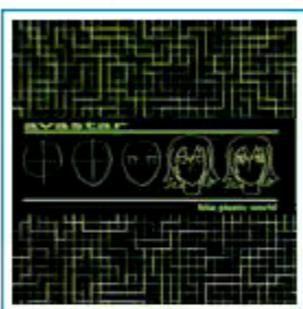
Découvrez jamendo

Albums du mois



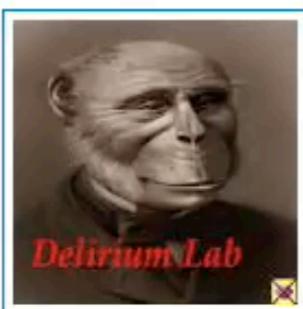
DJ Klass : Translucide
House / Electro / French Touch, France (06)

Archivés



Avastar : Fake Plastic World
Electro-pop, Luxembourg

Recommandations



Zodio : Delirium lab
Electro House Trance, Italie

À critiquer



Flex Blur : Amen E.P.
Electro, France (71)

Dernières sorties



x3mpt : Rise and...
Eletro-techno-trance, Italie

Tags populaires

Cliquez sur un tag pour écouter des albums de ce genre musical

17sonsrecords 70s 80s accordeon acid acoustique alternatif ambiance ambient atmospherique basse batterie blues breakbeat calme chanson chansonfrancaise chansons chill chillout classique club conceptalbum cool courdesmiracles dance dark disco doux downtempo dub easylistening eclectique electro electrojazz electropop emotion energique envoutant etrange experimental festif film folk francais funk fusion groove grunge guitare hard hardcore hardrock heavy hiphop house humour idm improvisation inclassable indie industriel instrumental jamendo jazz live lounge melancolique melodique metal minimaliste musique musiquedefilm newage noise original piano planant poétique pop poprock postrock progressif progressive psychodelique psycho punk punkrock rap reggae relax reposant rock rockfrancais rockindependant sensible ska solo sombre space sympa synthetiseur techno test texte textes trance trash trip triphop trippant variete violon vocal voix world zen

Écouter Consulter

[» Plus de tags ...](#)

Ou entrez un tag :

Ok

Building a CC-enabled company

And making it sustainable

CC =>

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

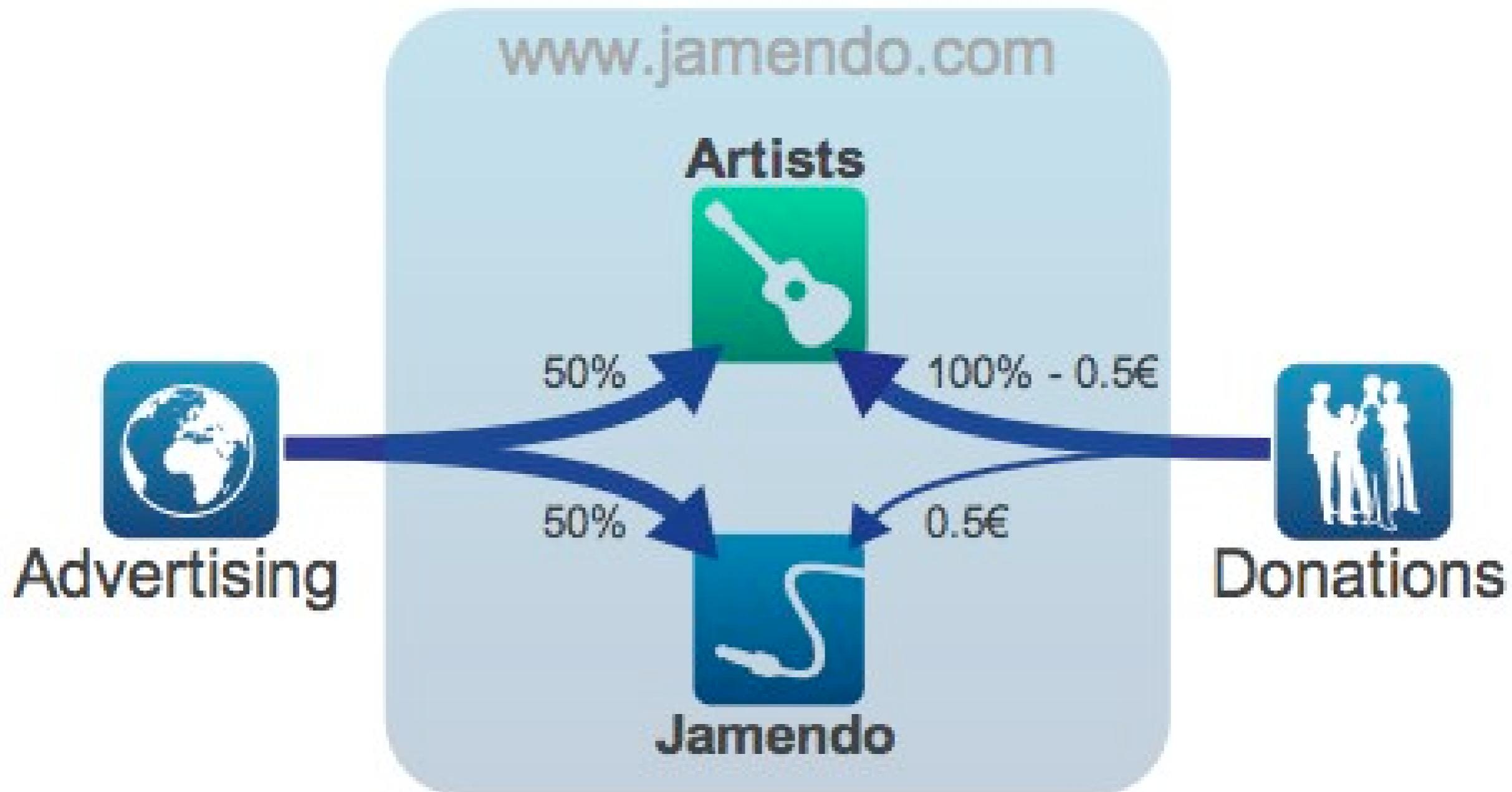
Europe =>

- 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

B2C Revenue streams



B2B Revenue streams

- Music licensing
- Platform licensing
- Backcatalogs

But is all of this new?

No!

- What is the biggest online music platform?
 - ~~iTunes~~ BitTorrent
- What is the biggest donation-based online music platform?
 - ~~Jamendo~~ iTunes
- Creative Commons is a DRM ;-)
- It's all about making the right choices from the beginning

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
- ❑ CHINESE !
- ❑ ... ?



Thanks for your attention

blog.jamendo.com

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