



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/lagoutteaunez/

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 triphop

Italy

3 albums on Jamendo
Tops the *triphop* tag

CC by-nc-sa

www.jamendo.com/artist/blackera/

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

[Advertise on this site](#)

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

- [Röntgenshall](#) : 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

Discover jamendo

Albums of the month

Archived

Recommendations

Please review

Latest releases



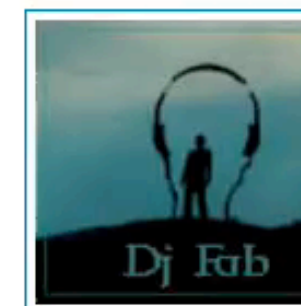
DJ Mark Hollinger :
[Ziontology \(classics album\)](#)
club, Germany (BY)



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



StrangeZero : [Last Night E.P.](#)
Electronica, Trip hop, ambient, Greece (A1)



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



LARGO02 : [PAST & FUTURE](#)
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 chansonatexte chansonfrancaise chansons chillout classique club conceptualalbum cool courdesmiracles dance dark delirant disco doux downtempo dub easylisening eclectic 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 psychedelique 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:

Find:

[Next](#)

[Previous](#)

[Highlight all](#)

☐ Match case [Phrase not found](#)

Done

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](#)
[trance](#)
[triphop](#)
[world](#)

»More tags...

3 Join the jam

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

Members

Nickname

Password

Ok

»Forgot password?

New to jamendo?

REGISTER NOW!

Create your own playlists!



Artists' corner...

You can upload your music for free on jamendo!

- » Why should you upload your music ?
- » How to upload your music ?



Member playlists



»Register now to create your own playlists, it's free!



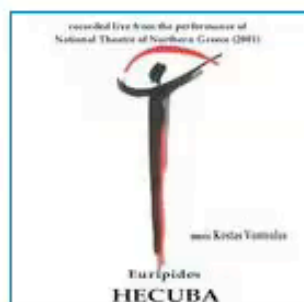
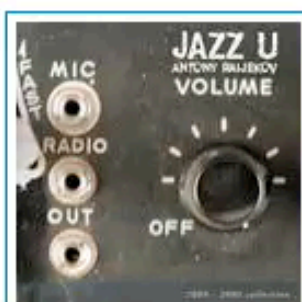
Partners & technologies

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 Goooooogle

Advertise on this site

Music

Retrouvez vos morceaux favoris : Toutes les musiques sur AOL
[musique.aol.fr](#)

Find:

Next

Previous

Highlight all

Match case

Phrase not found

Done

Bienvenue !

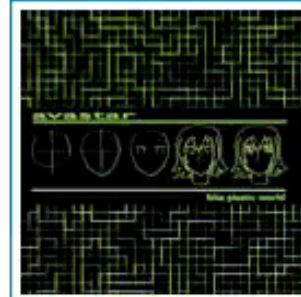
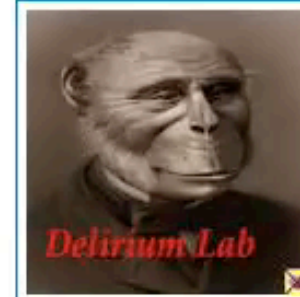
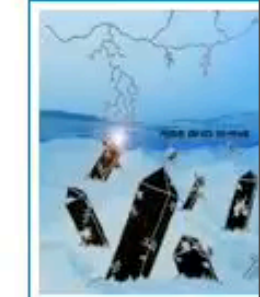
- Depuis votre dernière visite :
- 7 nouveaux albums
 - 5 nouvelles critiques
 - 2 nouveaux messages sur le forum
 - Cadeaux du Japon
- Vos sélections personnalisées :
- Vos coups de coeur (5)
 - Albums que vous n'avez pas encore écoutés (2318)
 - Nouveaux albums cette semaine (75)

[Annonces Goooooogle](#) | [Votre publicité ici](#)
[Musique gratuit à charger](#)
 Découvrez le chargement anonyme à grande vitesse. 50000 Mp3s gratuit
[UseNeXT.fr/musique.gratuit](#)
[Devis PLV](#)
 Obtenez gratuitement en 24H des devis de fabricants de P.L.V
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 Téléchargez Votre Bureau Interactif Gratuit. Donnez Vie A Votre Bureau!
[www.eoRezo.com/Logiciel_Gratuit](#)
[Logiciel de nutrition](#)
 Téléchargez la référence des professionnels en nutrition.
[www.nutrilog.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	Archivés	Recommandations	À critiquer	Dernières sorties
 DJ Klass : <u>Translucide</u> House / Electro / French Touch, France (06)	 Avastar : <u>Fake Plastic World</u> Electro-pop, Luxembourg	 Zodio : <u>Delirium lab</u> Electro House Trance, Italie	 Flex Blur : <u>Amen E.P.</u> Electro, France (71)	 x3mpt : <u>Rise and</u> Electro-techno-trance, It

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 easylisening eclectique **electro** electrojazz electropop
 emotion energique envoutant etrange **experimental** festif film folk francais francaise 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 poetique **pop** poprock postrock progressif progressive psychedelique 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

Ecouter Consulter
 »Plus de tags ...

Ou entrez un tag :

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

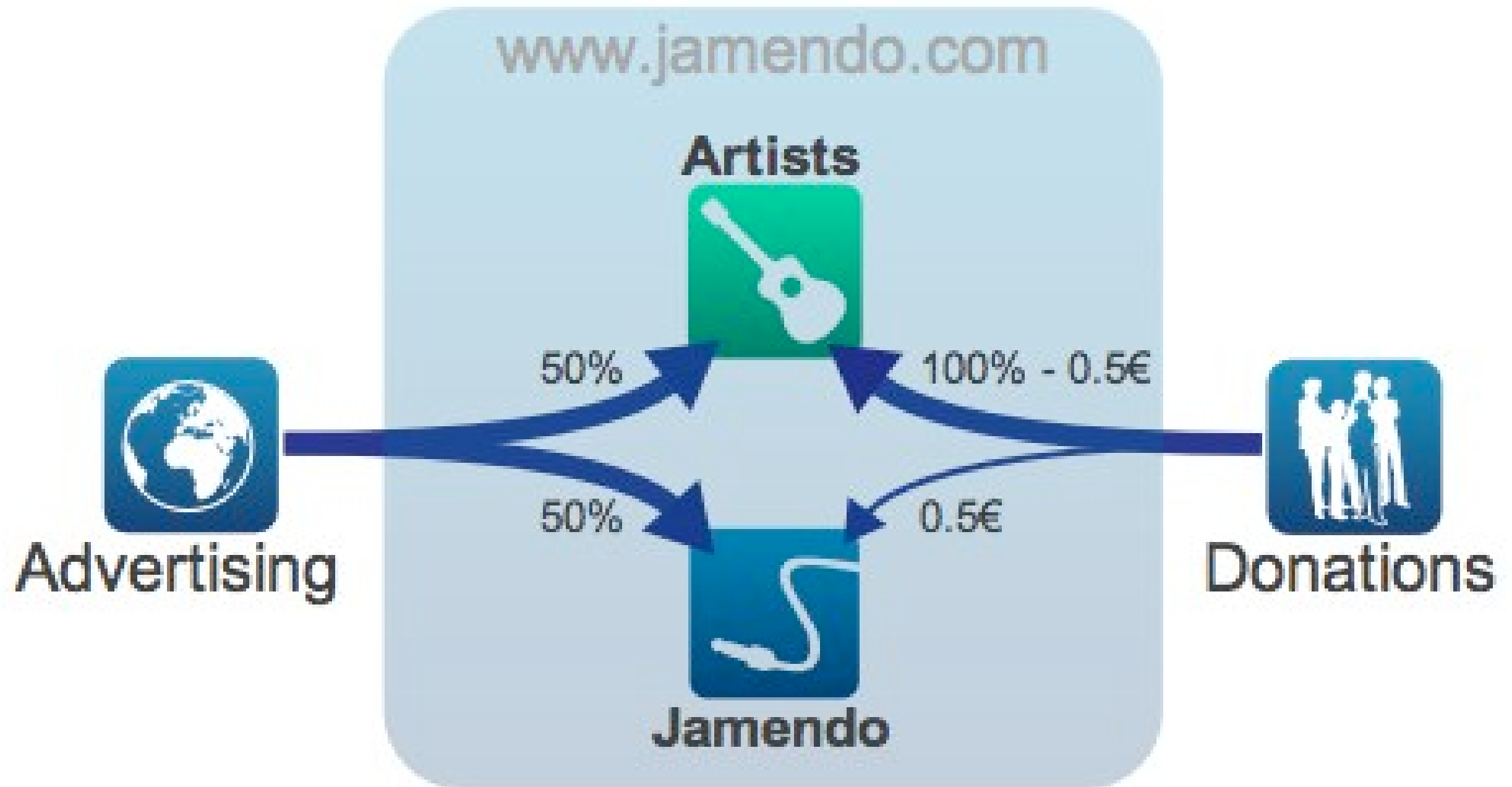
Europe =>

- 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 / ccmixer / 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/