



New Music Audiences: The Generative Impulse

David Christopher Tham

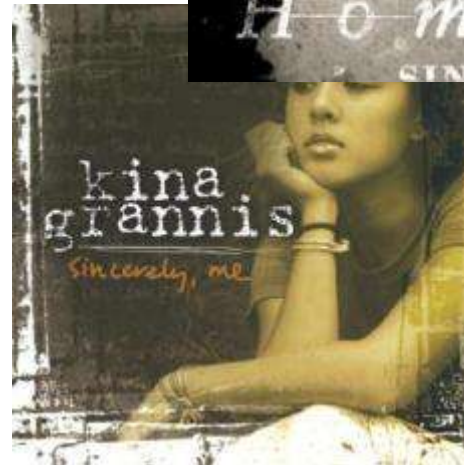
Communications Policy and Research Forum

15 Nov 2010

Sydney, Australia

Visualising generativity

- New music audiences
 - Refers to newer artistes AND audiences of music



Visualising generativity

- The generative impulse
 - Refers to a particular generative driving force



GOT MUSIC PRODUCTION SKILLS ?
WANNA EARN SOME MONEY FOR YOUR MUSIC?
THEN THE ONLY PLACE TO BE IS BEATOLOGY!!

HERE PRODUCERS GO
"BEATMAKING BATTLE"

BATTLE OF THE
SOUND ENGINEERING COMPETITION

WINNING
2010 AT BLUU HOXTON BAR

WILL 11PM
£5 GUESTLIST

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**airplayfor
unsigned.com**

online radio station and music
networking site for unsigned artists
your place to dream, create and connect



The generative impulse

- Music is important to everyday life
- Music has a powerful effect on artistes and audiences engaged in it
- Changes taken place in the music industry often attributed to new technology, e.g. Phonograph, radio, CD, MP3, etc.
- New music audiences are driving change, not just technology

New music audiences



Doritos PRESENTS
**CRASH
THE
SUPER
BOWL**

HELP ME GET ONE STEP CLOSER
TO THE CHANCE OF A LIFETIME.
VOTE TODAY @ SNACKSTRONGPRODUCTIONS.COM



WHAT COULD BE *sweeter* THAN
KINA GRANNIS
WINNING CRASH THE SUPER BOWL

CLICK HERE & VOTE FOR KINA!

VOTE ONCE A DAY
DECEMBER 17-31
CLICK TO VOTE!

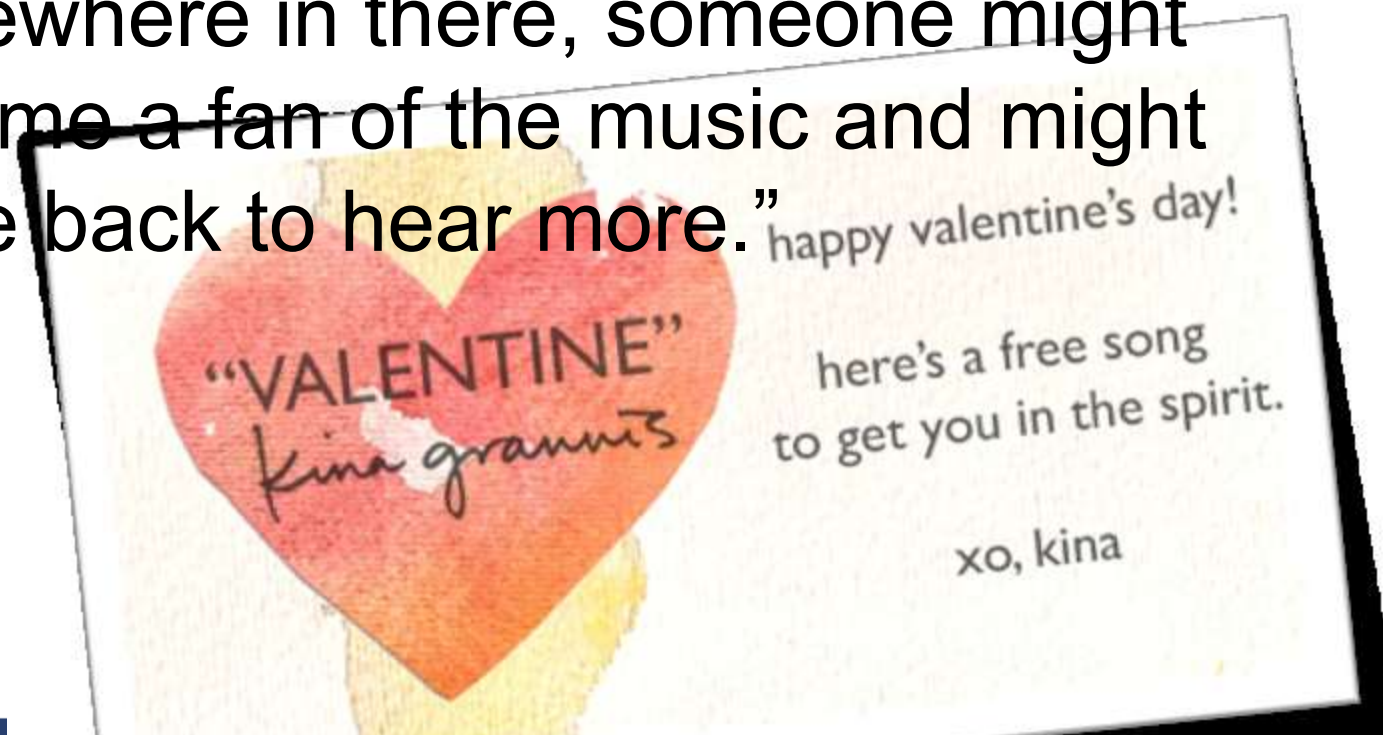
"VALENTINE"
kina grannis

happy valentine's day!
here's a free song
to get you in the spirit.

xo, kina

Kina Grannis on “Valentine”

- “My thinking was that if I give this away for free, and I encourage everyone to just give it to everyone you know, I don’t care, please just give it away, that hopefully somewhere in there, someone might become a fan of the music and might come back to hear more.”





Homebr

SINGLE LAUNCH
SATURDAY AUGUST

THE ROCKET ROOM (PM)

174 James St Northbridge (Across from the Paramount)

Generative Music Audiences

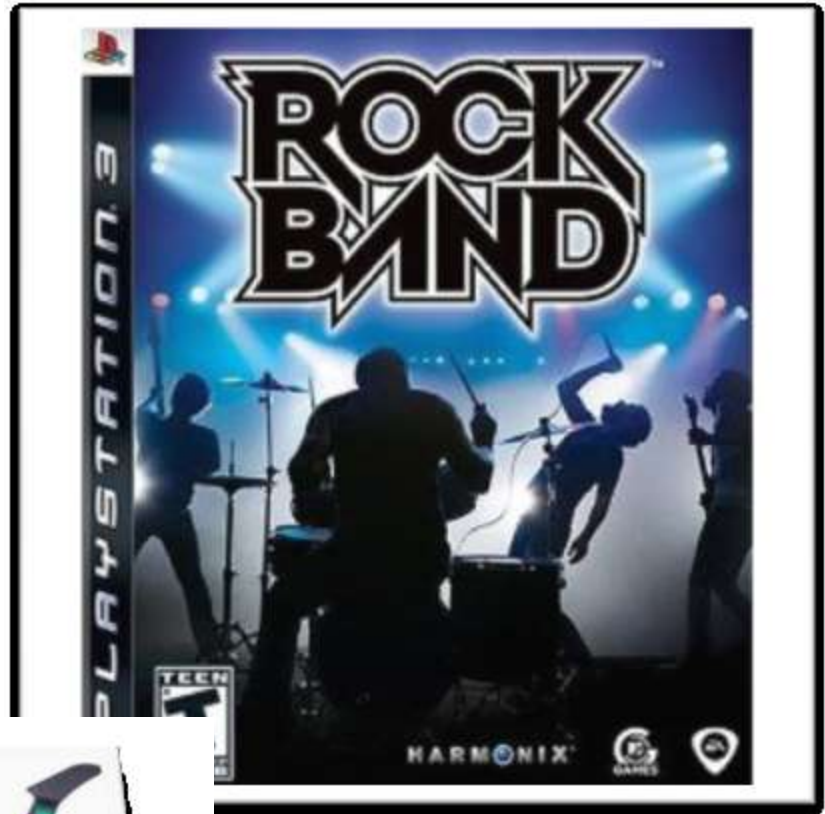
- Generative audiences actively create, produce recorded music, engage fan audiences and grow music networks...
- “... outcomes that are aimed at benefiting... the next generation, and even the next” (McAdams et al, 1998)

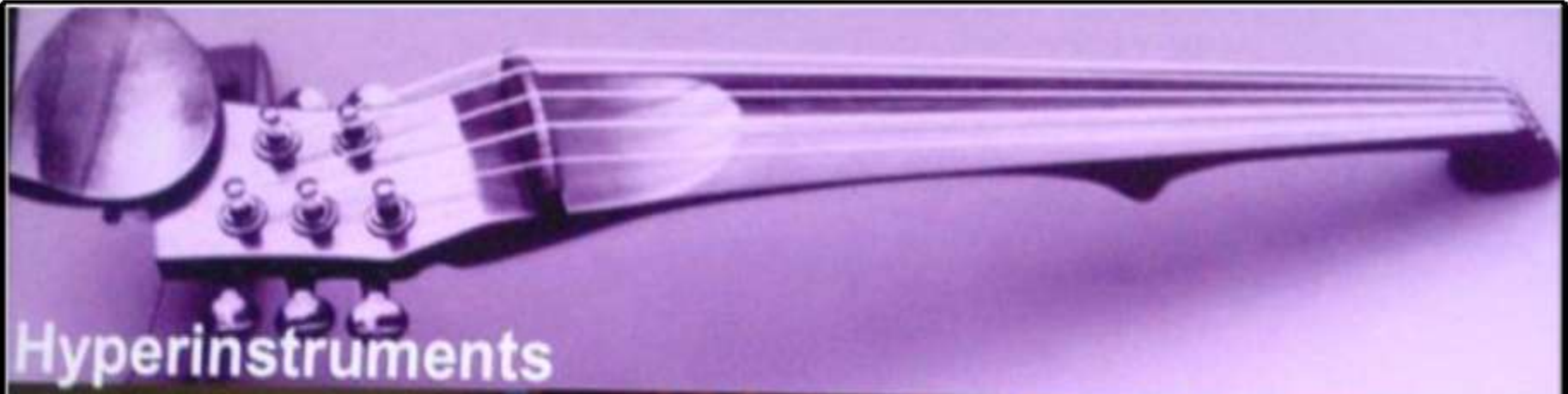
Fuelling generativity

- Blurred lines between music audiences and artistes
- Artistes choosir to bypass major record labels
- Record compar dominate the industry



Generative or stagnant?





Hyperinstruments



Yo Yo Ma



Tod Machover



Falling album sales



Tapping generativity



representing the
recording industry
worldwide

Big 4 Organised Music Cartel



Shutdowns



Who's Next?!



2008 - 2010



Only because we can't
throttle you personally.

VS



Tapping audiences

- Audiences are not merely a *commodity* manufactured by media industries that rely on advertising revenue.
- Generative audiences are phenomena that occur across all kinds of media and commoditised products
- If audiences were the commodity, they would all be created equal; but they are not! Audiences are generative!

What's your view?

- "With a free and open Internet, you don't have to have big-time, star-power leverage over record labels, publishing companies, commercial radio stations, or particular retailers to get your music to the public...Net Neutrality permits independent artists and independent labels to compete on an equal technological playing field with the biggest companies in the space. That's the American way -- letting Internet users, the broadest group possible of ordinary people, decide who wins and loses."

- FCC Chairman Julius Genachowski, May 2009

The gap?

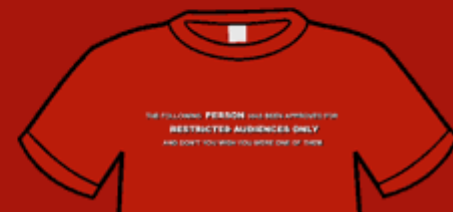
THE FOLLOWING **PERSON** HAS BEEN APPROVED FOR
ALL AUDIENCES

SO DON'T WORRY IT'S OKAY YOU CAN TALK TO ME



THE FOLLOWING **PERSON** HAS BEEN APPROVED FOR
RESTRICTED AUDIENCES ONLY

AND DON'T YOU WISH YOU WERE ONE OF THEM



Thank you for your kind attention.



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