

DYING GIRAFFE RECORDINGS

U S I N G C R E A T I V E C O M M O N S
T O M A K E A N O N - E V I L
N E T L A B E L

THE GOOD NEWS FIRST

- ☼ No giraffes were actually harmed while making dying giraffe recordings

WHOAMI

you are root

- ✻ Christian Tan
- ✻ Amsterdam
- ✻ Cello, piano, vocals, electronics
- ✻ Nakedcellist.org, creaorkest.org,
streichfein.net, mkultra.net
- ✻ christian@dyinggiraffe-recordings.com

THE BRAVE MEN AND WOMEN OF DGR

- ✻ Wouter aka MUF (guitar, piano, bass, vocals, electronics)
- ✻ Ingmar aka Ingkie (bass)
- ✻ Marnix, Falco, Henno, Jessica, Remy, Ties and many many more..

INSPIRATION

- ✻ Magnatunes.com (we're not evil)
- ✻ Courtney Love's article on Salon

DGR CC CCC TLK

- ✻ What is wrong with the music business
- ✻ What we are trying to do to solve that
- ✻ Problems we encounter
- ✻ Suggestions
- ✻ Work in progress!

WHAT'S WRONG WITH THE MUSIC BUSINESS?

- ✻ Artists are screwed
- ✻ Music lovers are screwed

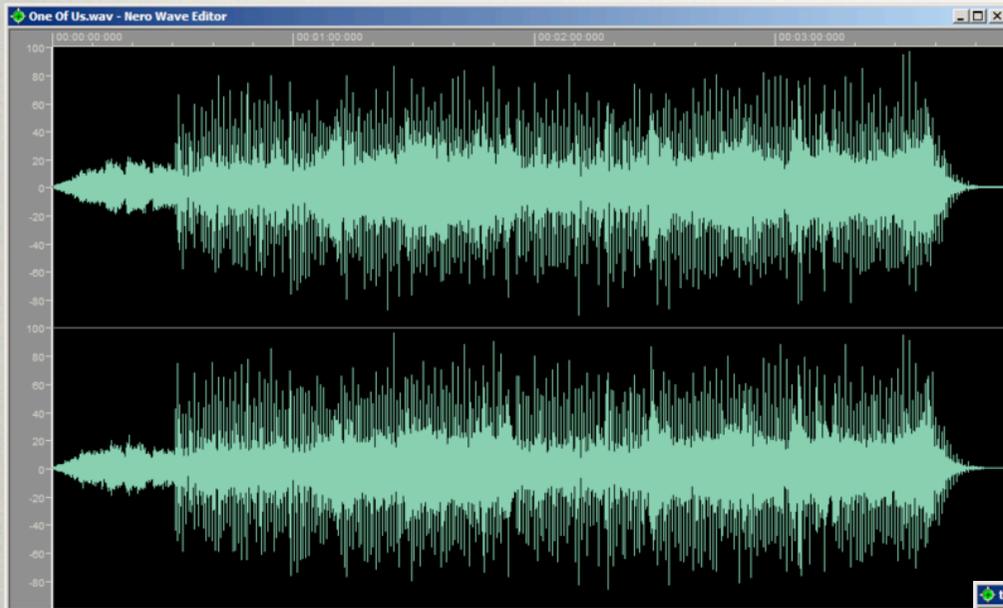
MUSIC LOVERS ARE SCREWED

- Copy protection, DRM
- Price fixing
- Choice is limited
- Treated as criminals
- The loudness war

MUSICIANS ARE SCREWED

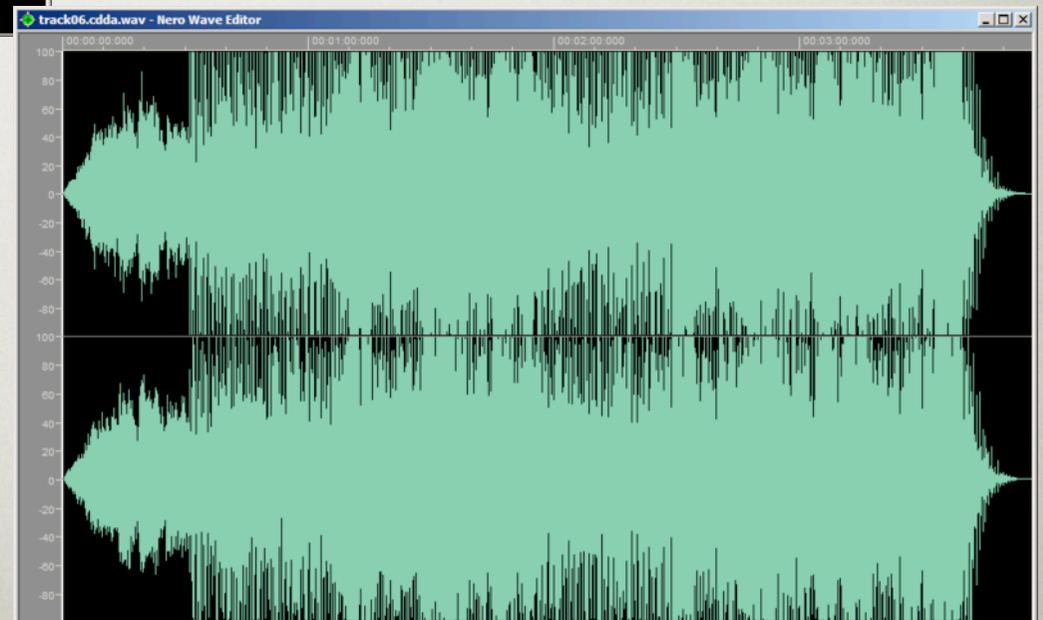
- Often do not get paid for their cd sales, have to pay large sums for recording and promotion and some of the proceeds of merchandise and concerts
- Their music is fux0red (loudness war)
- Payments often only go to big artists
- Sampling and being sampled
- They do not own their music or name

THE LOUDNESS WAR



Before

After



CORRUPT ORGANISATIONS

- Recordlabels
- RIAA / Brein
- GEWA / Buma Stemra
- Copylevy organisations
- Gouvernements



Sueing

Belgian levy orgs

Vivian Reed and her
husband

Data retention

AND OH

- allofmp3.com
- Downloading is legal in NL
- MP3 player levy stopped in NL
- P2P is getting better...
- The thing about classical music
- Hollywood accounting

DGR/CC TO THE RESCUE

- Uses creative commons license
- Cheap prices
- No DRM (mp3)
- Podcasts, streams, downloads, cds
- CD pressing and distribution
- Internet promotion

CREATIVE COMMONS

- At least a few tracks under CC
- Dual licence possible
- Free downloads from the DGR site
- No GEWA / BUMA fees for airplay

CHEAP PRICES

- Between 6 and 9 euro for a CD
- Free downloads
- Tip jar

PROBLEMS

- Income and payment
- Promotion
- Psychotic distributors and artists
- Recording
- CD pressing
- Distribution
- The system

POSSIBLE SOLUTIONS: INCOME AND PAYMENT

- Limit the free stuff (only streams, downloads of lower quality, downloads with commercials, only podcasts)
- Tip jar
- Find an alternative for paypal
- Google ads
- Commercial use of music

DISTRIBUTION

- Connect with traditional distributors
- Get into their catalogues (also for concerts)
- Get sold on itunes etc.

THE SYSTEM

- Discussions
- Move other artists
- Lobby
- Talk to anti-monopolistic organisation

PROMOTION

- Internet, Myspace, other community sites
- Concerts
- Events (congresses, discussions, CC events)
- Podcasts and streams, free airplay?
- Network of netlabels & streaming radio

CD PRESSING

- Foreign CD presses
- Our friends from Austria
- Lobby

RECORDING

- Networking with recording engineers
- Networking with audio engineering schools
- Advice about low budget home recording
- DGR studios?

WHAT WE NEED

- People lobbying
- Networking of musicians, netlabels, producers, engineers, distributors, cd pressers, graphical artists, sysadmins
- Stop the system from working against us
- Your suggestions!

MORE INFO

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