

A New Business Model for Music Production

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Overview

- What has this got to do with BILETA?
- Legal Wrangles, Corrupt Politicians, Greed, Art
- Information Wants to be Free
Information Wants to be Paid
aka Why a New Business Model?
- The Model
- The Future

Copyright in a Box

- Copyright was developed centuries ago as a legal tool for the industrial age.
- The philosophical basis of copyright was pragmatic.
- The future is here and the old systems are not working.
- A Dedicated Follower of Lessig:
Law is not the only solution: Markets!

Copyright in a Box II

- Copyright Law is a complex interplay of compromise *between industrial players*.
- To effect real change need new players to enter the system.
- Oligopoly is maintaining a tight grip leading to over-control or a crash in the creative market (*The Future of Ideas*).
- Other proposals (broadband levy) may work, but don't seem to command sufficient support
- Artists dream of greed but accept “art for art's sake”.

Information Wants to be...

- Information does not want anything.
- Information is, by nature, free (as in speech).
- People want (expect) to be paid.
- Expectations are managed by markets.
- Why are musicians paid over and over? History.
- Change the expectation, change the situation.

The Model

- Venture Capital invests in new talent: pay the artists; pay the costs; promote the artist.
- Music released under non-commercial free copying license.
- Future work done “for hire”: listeners pay into time-limited escrow for future music.
- Future earnings pay VC (once and future album).
- Competition with low entry requirements.

The Future

- Tighter Control?
- Criminalise researchers/public/technological innovation?
- Detailed Economic Modelling and Business Modelling.
- Runs alongside existing model, expecting to supplant it *or* force it to more honesty.