

Enlaces relacionados con la presentación “Industria Musical + Internet: la historia de amor y odio más grande jamás contada”

(cc) Carlos Albladejo www.albladejo.net (12/04/2010 – Máster en Cultura Histórica y Comunicación, UB)

Titular	Comentario	Enlace	Fecha
<p>Los músicos huyen de las grandes discográficas</p> <p>El inmovilismo de las multinacionales y su intención de obtener beneficios de los conciertos provocan la marcha de grupos españoles superventas como Hombres G y Jarabe de Palo. Quique González anuncia que también deja Warner</p>		<p>http://www.publico.es/culturas/237828/musicos/huyen/delas/grandes/discograficas</p>	0709
<p>Las grandes discográficas americanas, acusadas de pactar los precios de la música</p> <p>Un tribunal de apelaciones de Nueva York aceptó hoy reabrir una demanda antimonopolio que acusaba a grandes discográficas como Sony, Emi o Warner Music de pactar los precios de su música digital y que fue desestimada en 2008 por una corte de nivel inferior.</p>		<p>http://www.libertaddigital.com/internet/las-grandes-discograficas-americanas-acusadas-de-pactar-los-precios-de-la-musica-1276381459/</p>	0110
<p>Music piracy costs money; does fighting it cost more?</p>		<p>http://arstechnica.com/tech-policy/news/2009/09/music-piracy-costs-money-does-fighting-it-cost-more.ars</p>	0909
<p>Digital music prices: are they illegally fixed?</p>		<p>http://arstechnica.com/tech-policy/news/2010/01/digital-music-prices-are-they-illegally-fixed.ars</p>	0110
<p>Music Industry Vs. The Internet: How Major Labels Will Change Due to the Web's Power</p>	<p>MySpace has allowed independent unsigned artists to upload their own songs and promote themselves. Many bands have been discovered simply by someone in an A&R department searching for music for events such as TV shows. Ingrid Michaelson is a prime example. Searching for music for the TV drama Grey's Anatomy, Michaelson was discovered by the person in charge of looking for</p>	<p>http://www.associatedcontent.com/article/872671/music_industry_vs_the_internet_how_pg3.html?cat=7</p>	0808

	music that compliments the scenes. Michaelson was then gaining popularity as the shows always list the songs used. She not only had one song used in the show, she had several. The song "The Way I Am" was featured on Grey's and then later resurfaced as the Old Navy sweater commercial. VH1 took notice and featured her on their popular artist program "You Oughta Know Artists." Ingrid Michaelson's album sailed up the iTunes charts and she still remains an unsigned artist.		
Google quiere cambios en la industria musical		http://www.libertaddigital.com/internet/google-quiere-cambios-en-la-industria-musical-1276348561/	0109
El vicepresidente de las Relaciones en la sección de Contenidos de Google, David Eun, ha indicado en un encuentro que mantuvo dentro del MIDEM con Ted Cohen, directivo de TAG Strategic, que "no les interesa la actual estructura de la industria musical"			
Google's Music Strategy: Past, Present and Future		http://www.wired.com/epicenter/2010/02/google's-music-strategy-past-present-and-future/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+wire+d%2Findex+%28Wired%3A+Index+3+%28Top+Stories+2%29%29&utm_content=Twitter	0210
Cambios en la industria musical (E. Dans)		profesores.ie.edu/enrique_dans/download/musica-pca.pdf	0206
Libro Gratis de Chris Anderson	Reseña extensa	http://www.dosdoce.com/continguts/res_libros/vistaSola_cas.php?ID=267	0909
Pago a gusto del usuario. El caso Radiohead.		http://digitalistas.blogs	1107

		pot.com/2007/11/pago-gusto-del-usuario-el-caso.html	
<p>Chris Anderson: "There's nothing really wrong with the music industry"</p> <p>The author of The Long Tail and Free discusses the future of the media and the music industry</p>	<p>Music's already there. We don't have to guess about what the future of music is; we can already see it. It's interesting as an analogy. We wrongly correlated, or equated, the music industry with the record labels. It now turns out in fact that the labels are now the least important part. If you look at the rest of the industry now, from the bands to the fans from Apple to tour promoters, everyone's doing OK, except for the labels. So there's really nothing wrong with the music industry; we're just redefining what it is. And I wonder whether we're going to see a similar fragmentation and reformation of media. Right now, media is defined as those who own the presses – the presses meaning either the physical presses or broadcast towers or whatever. We're beginning to see a new class of professional media which operate on internet economics. They're still small, and they don't make anything like the money.</p>	http://technology.timeonline.co.uk/tol/news/tech_and_web/article/6682870.ece?token=null&offset=0&page=1	0709
YouTube Wedding Video Spurs Music Sales	<p>In a blog post this morning, the company said that the amateur video, set to the Chris Brown song "Forever," had sent sales of the year-old song skyrocketing to #4 on the iTunes chart and #3 on Amazon's MP3 store.</p>	http://bits.blogs.nytimes.com/2009/07/30/youtube-trumpets-popularity-of-viral-wedding-dance/	0709
Social Media Networks Are Music's Curse and Salvation		http://www.wired.com/epicenter/2009/04/social-networks/	0409
Online Music Marketing: Campaign Strategies, Social Media, and Digital Distribution	<p>Curso</p> <ul style="list-style-type: none"> # Major Label Marketing Strategies # Indie Label Marketing Strategies # A New Way Forward: Online Direct to Fan Marketing # Direct to Fan in Action: Trent Reznor, Jill Sobule, and Metric Case Studies 	http://www.berkleemusic.com/school/course?course_item_id=16402686&usca_p=t	¿?
200+ Music Industry, Marketing, Social Media and Tech Blogs That'll Make You A	Feeds RSS lista muy completa	http://buzzsonic.com/2009/01/29/200-music-	0109

Media Whore!		industry-marketing-social-media-and-tech-blogs-thatll-make-you-a-media-whore/	
Social Media Sites Speeding Democratization of Music Industry	The 2007 Digital Media Survey credits social networking sites like MySpace and Bebo for allowing more people to discover music online rather than via television or the radio. The report polled 1,700 people between the ages of 13 and 60. One key finding is that the percentage of people who use a social networking site has increased from 74% to 86%, and that 40% of those who do have music embedded in their profile pages. This number increases to 65% among teenagers.	http://www.searchviews.com/index.php/archives/2007/07/social-media-sites-speeding-democratization-of-music-industry.php	

Libro

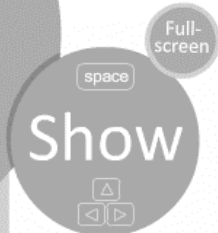
* La economía Long Tail (Chris Anderson, Tendencias 2007)

Reseña: <http://www.documentalistaenredado.net/535/la-economia-long-tail-de-chris-anderson/>

Resumen/clase: <http://www.albaladejo.net/portfolio/la-larga-cola-en-digital-media>

Imágenes incluidas en la presentación “Industria Musical + Internet: la historia de amor y odio más grande jamás contada”

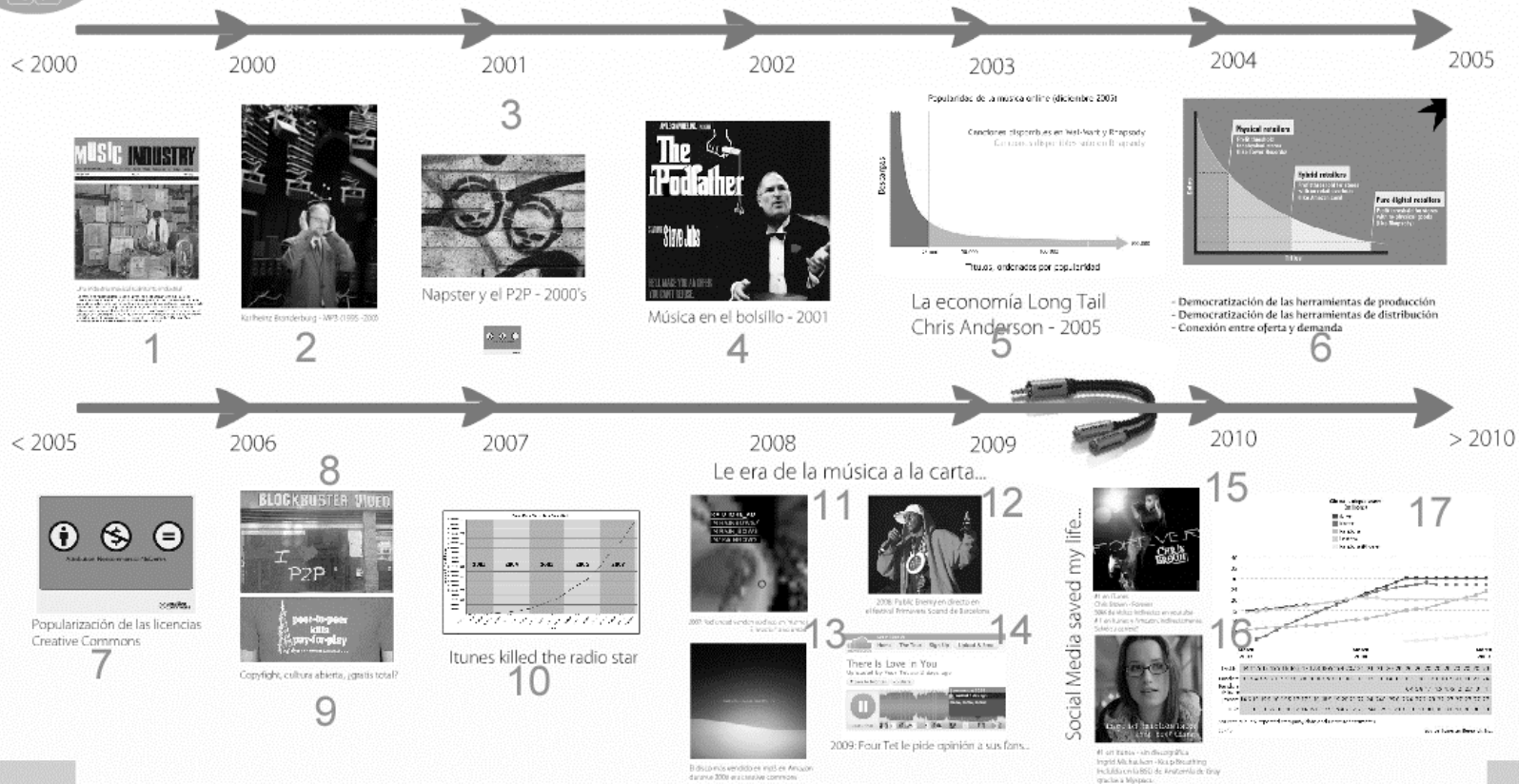
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Industria Musical + Internet

La historia de amor y odio más grande jamás contada

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 Esta presentación es (cc): úsala y compártela 12/04/10 - UB



- 1) <http://www.namm.org/library/articles/namm-resource-center-receives-magazine-donations-b>
- 2) <http://www.auswaertiges-amt.de/diplo/de/Aussenpolitik/KulturDialog/Aussenwissenschaftsinitiative2009/WissenschaftlerPortraits/03-HannaLukashevich.html>
- 3) <http://www.flickr.com/photos/bixentro/2266349783/>
- 4) http://www.macuarium.com/cms/index.php?option=com_content&task=view&id=767&Itemid=93
- 5) <http://www.albaladejo.net/portfolio/la-larga-cola-en-digital-media>
- 6) http://www.aurorawdc.com/ci/long_tail.gif
- 7) http://es.wikipedia.org/wiki/Licencias_Creative_Commons
- 8) <http://www.flickr.com/photos/rocketraccoon/227241974/>
- 9) <http://www.downhillbattle.org/postal/>
- 10) http://www.systemshootouts.org/images/itunes_sales_total_lg.gif
- 11) <http://jandemessemaeker.net/music/Radiohead/albums/2007/In+Rainbows>
- 12) <http://www.flickr.com/photos/alterna2/2541126838/>
- 13) <http://vargucci.wordpress.com/2008/03/04/ghosts/>
- 14) http://www.c2ak.com/site_v2/index.php?np=39&page=5
- 15) <http://depthcharge.com/wordpress/wp-content/uploads/2009/09/forever1sd9.jpg>
- 16) <http://natashateague.files.wordpress.com/2009/12/ingrid-michaelson-keep-breathing1.jpg>
- 17) <http://www.wired.com/epicenter/2009/04/social-networks/>