

jamendo

open your ears



Fresh, free & legal music in the digital age.

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Founder, CTO

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A bit of history...



1985: Richard Stallman, Free Software.

1991: Linus Torvalds, Linux



20 years later : a new economy in the software world

70% of the web servers
use free software



**Red Hat makes \$200M in
sales for an estimated
profit of \$45M in 2005**

**SuSe bought \$200M
by Novell in 2004**



**Firefox is reaching
15% market share**

Meanwhile, in the « Content » world...



2002: Lawrence Lessig, Creative Commons.



2006: Pearl Jam release their new music video under a Creative Commons license.



What's next ?

- « Common content » is growing fast.
- Market share is still marginal
- There is a need for Free & Open Content, **NOW!**
- Internet access, everywhere. Radio 2.0
- Recording an album with decent audio quality :
 - ➔ 1980: \$5,000
 - ➔ 2006: \$100

Enter jamendo

■ Artists upload their album for free, with a CC license



■ Fans download them with Peer-to-Peer tools



■ ~~DRM, Restrictions, Fees.~~ **OPENNESS !**

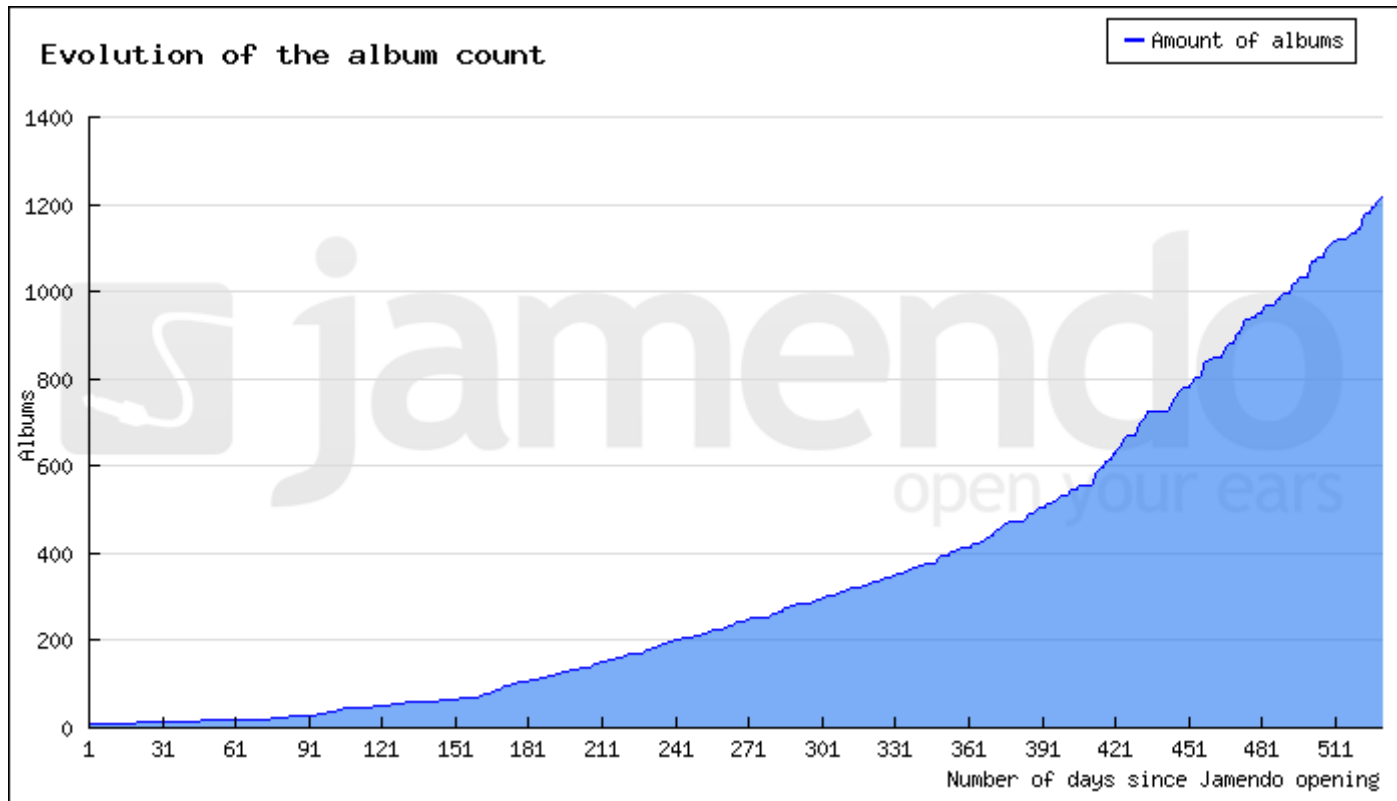
■ Share music!

→ Reviews, Forums, Blogs

→ P2P, Concerts, Events

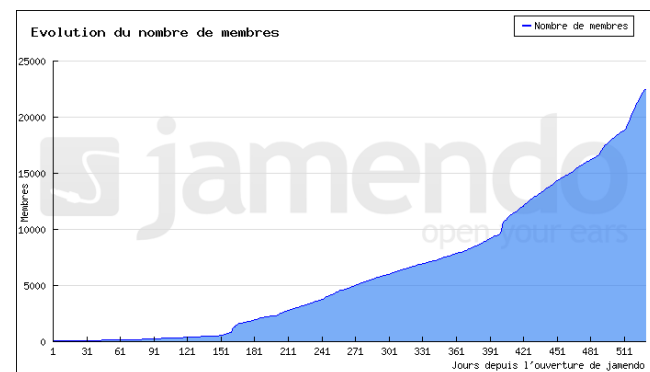
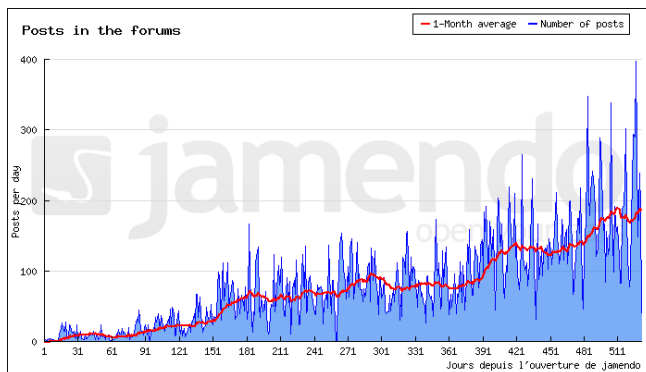


2 years later



2 years later

- 1 200 albums, +10/day
- ~ 1M album downloads on BitTorrent + eMule
- 23 000 active users
- 4 official languages, 6 ongoing translations



What I'm going to talk about ;-)

- Why Open Content matters
- HOWTO : Business + Open Content
- Lessons we learned
- Questions?

Why Open Content matters

 Easy access

Why Open Content matters

Easy access

➔ Avoid bloat on the website. Clean, simple design = Openness.

Music > **Lonah - Pièces**

Nickname Password
[Register now!](#) / [Forgot password ?](#)

[Tags](#)

[Albums](#)

[Artists](#)

[Concerts](#)

[Reviews](#)

[RSS feeds](#)

[Jamendo spy](#)



[Download this album](#) ([Doesn't work ?](#) [More information...](#))

Peer-To-Peer network :

Audio encoding :



[Spread this album](#)

You can easily display this album on your website or blog to allow people to discover it !



[Write a review](#)

After listening to this album, you may have some comments, and an average mark to give !

Ads by Goooooogle

[Like Portishead?](#)

Try Trip Hop from Karmacoda Listen for Free - All 3 Albums
www.karmacoda.com

[Free blogging tool](#)

Qumana is free blogging tool to make blogging easier. Try now.
www.qumana.com

[Nouveau : Web Radios NRJ](#)

Pop, Rock, Rap/Rn'B, Hits Ecoute tes Hits en Haut Débit !
www.nrj.fr

[Are You On](#)

#	Track name	Duration	Listen in MP3 64k
1	Artiste	4:46	
2	Catin d'harmonie	5:11	
3	Paris la mort	3:57	
4	Crepuscule intro	1:10	
5	Crepuscule	4:20	
6	Les amants de cristal	5:54	
7	Les effacés	4:05	
8	Fractale	3:47	
9	Keep walking	3:33	
10	Smoking	4:06	
11	Ombre	5:47	
12	Visage d'ébène	5:04	
Total		51:40	Listen to the entire album



Album tags

[What is a tag ?](#)

Did you like this album ?

album alti piano **atmospheric** chanson chansonatexte chansonfrancaise courdesmiracles culte divin electronica electropop excellent féminin french melancolic piano poesie **poetique pop rock** rockfrancais sensible stupefiant



[Support this artist](#)

We invite you to make a direct donation to Lonah with PayPal to support him and help keep his music free.

[Beta gesucht?](#)

Motorräder von Beta jetzt günstig kaufen!

[Ads by Google](#)
[Beta](#)

Beta Inscription gratuite & sans risque.

[Advertise on this site](#)

Music > Lonah - Pièces

Tags

Albums

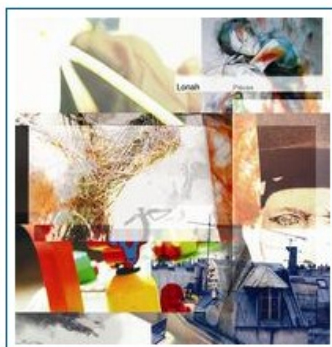
Artists

Concerts

Reviews

RSS feeds

Jamendo spy


[Download this album](#) (Doesn't work ? More information...)

Peer-To-Peer network : BitTorrent

Audio encoding : MP3 (~200Kbps)

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- ➔ Avoid bloat on the website. Clean simple design = Openness.
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- ➔ Useful & documented API
- ➔ Innovation, mash-ups



Why Open Content matters

 Architecture of participation

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- ➔ « Power users », moderators

Why Open Content matters

Architecture of participation

- ➔ Open Content stimulates communities
- ➔ « Power users », moderators
- ➔ For a company : benign dictatorship, accept/request feedback

What I'm going to talk about ;-)

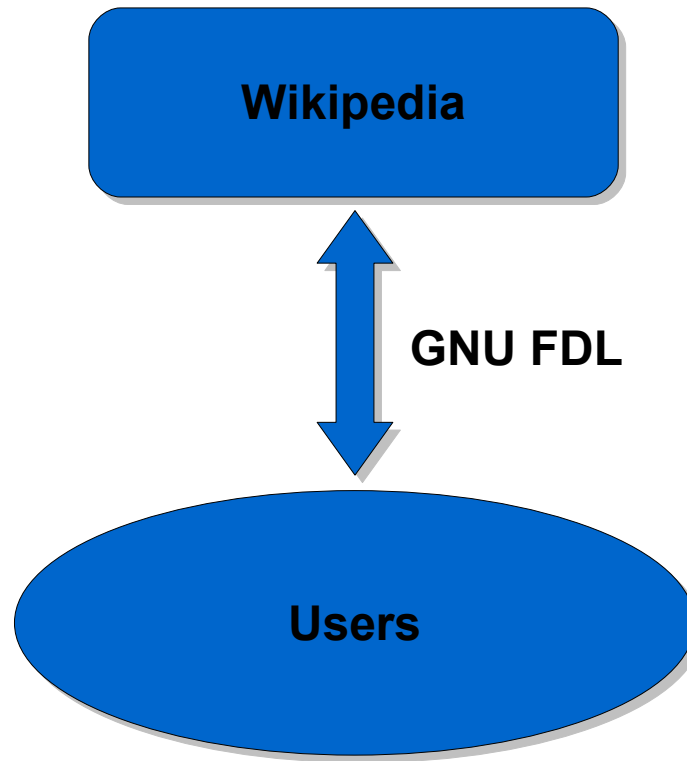
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- HOWTO : Business + Open Content
- Lessons we learned
- Questions?

HOWTO : Business + Open Content

- A new licensing model

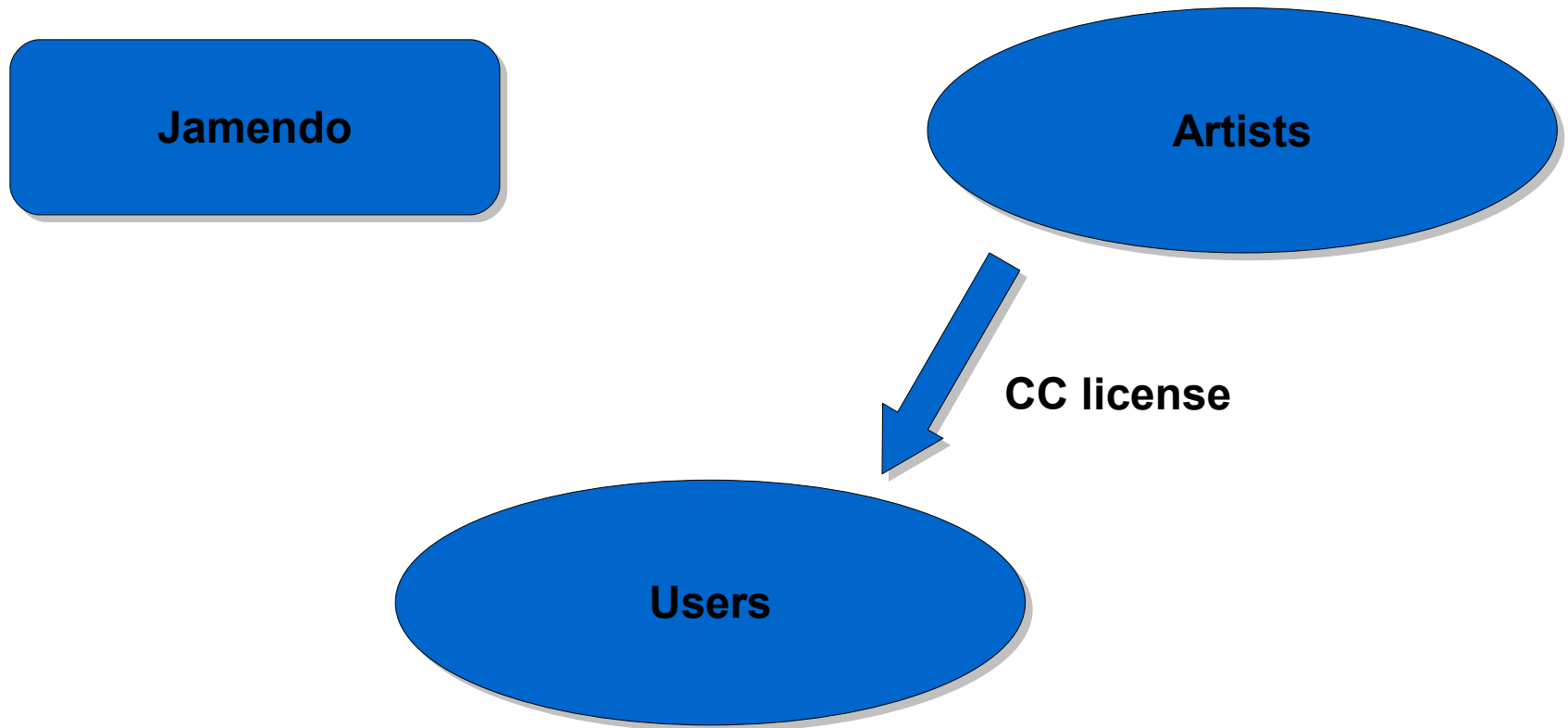
HOWTO : Business + Open Content

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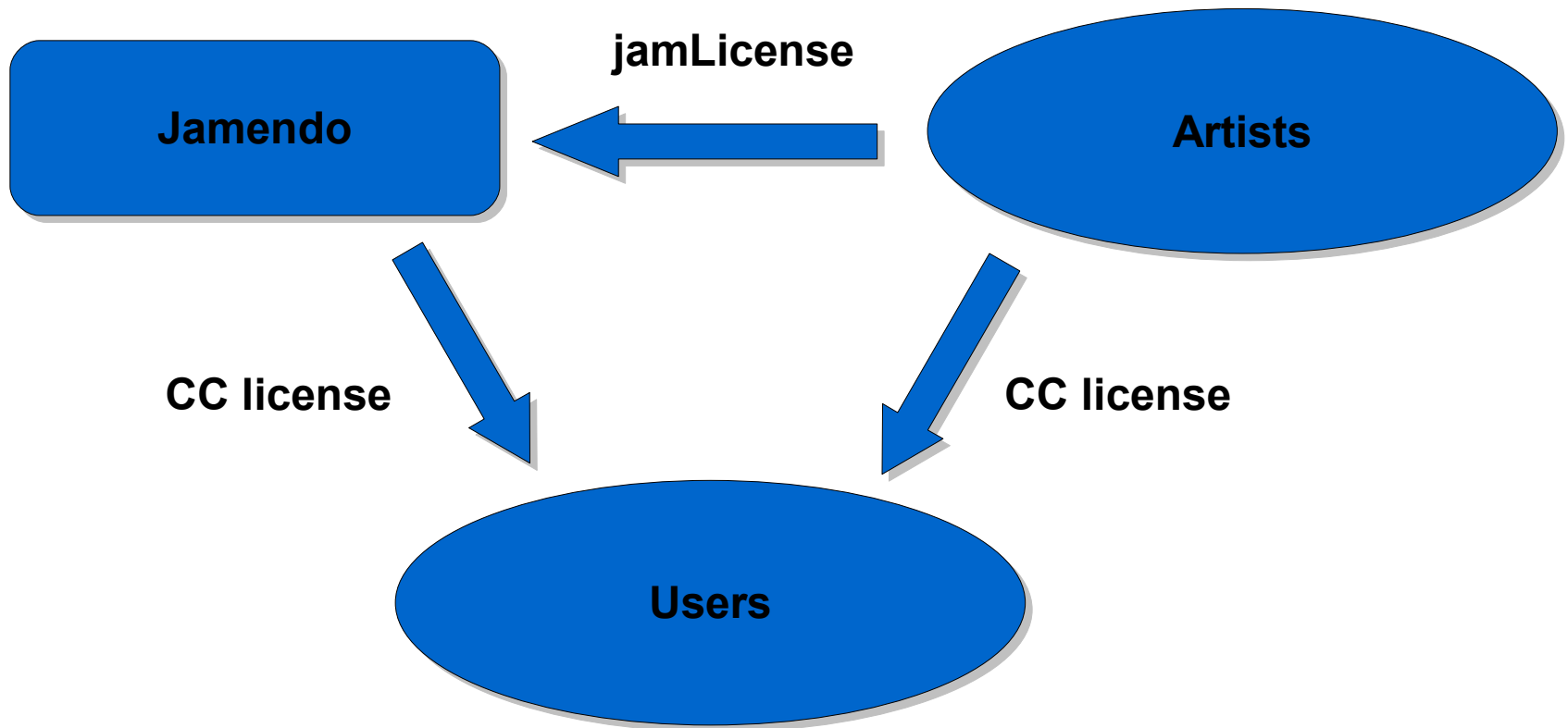
HOWTO : Business + Open Content

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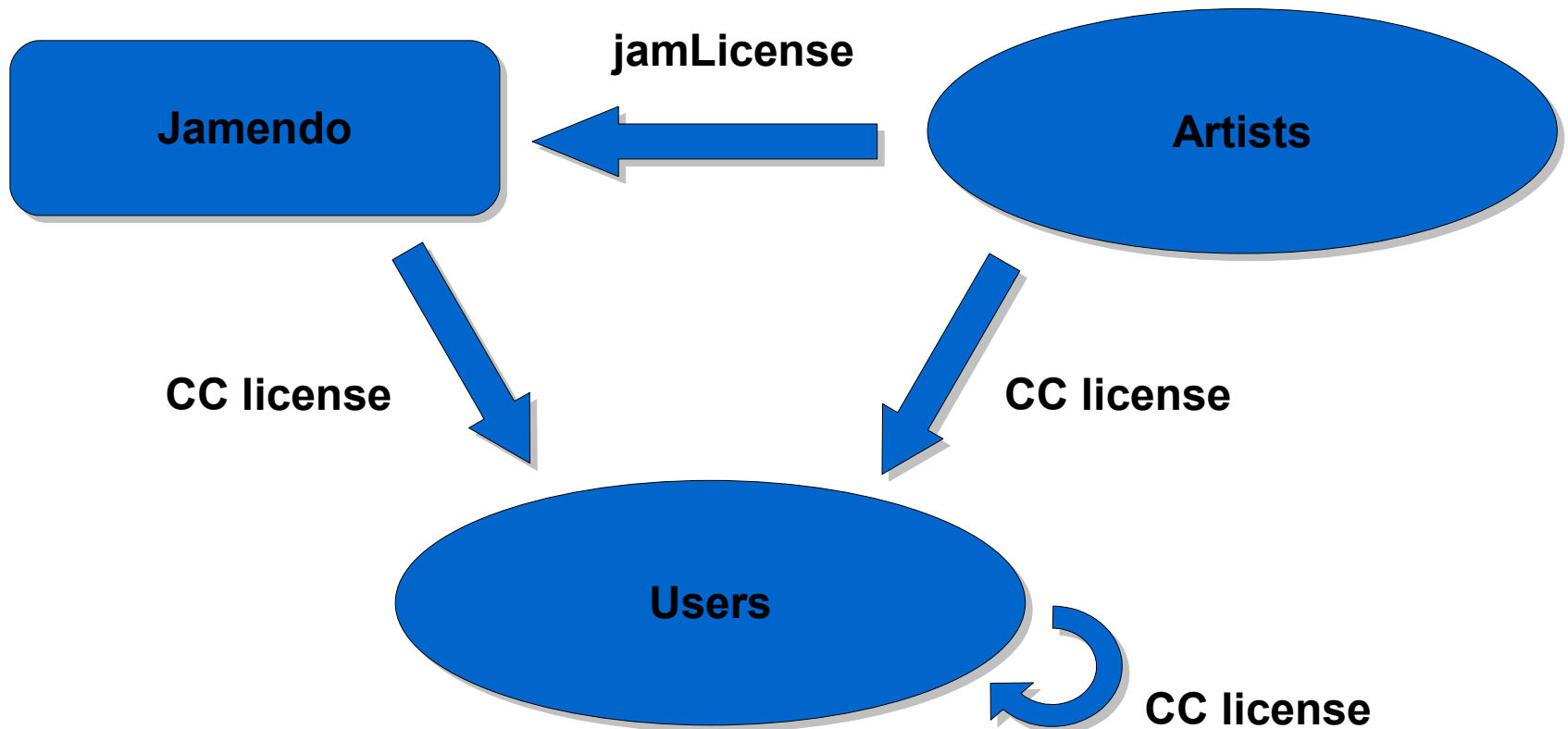
HOWTO : Business + Open Content

■ A new licensing model



HOWTO : Business + Open Content

■ A new licensing model



HOWTO : Business + Open Content

jamLicense

➔ Non-exclusive

➔ Artists are free to quit when they want

➔ Modular

- Level 1 (mandatory) : Allow use on jamendo.com (with ads)
- Level 2 : Allow donations on jamendo.com
- Level 3 : Third-party licensing
- Level 4 : ??

HOWTO : Business + Open Content

 Where is the value?

HOWTO : Business + Open Content

 Where is the value?

➔ Content ?

HOWTO : Business + Open Content

 Where is the value?

→ ~~Content?~~

HOWTO : Business + Open Content

 Where is the value?

→ ~~Content ?~~

→ Control ?

HOWTO : Business + Open Content

■ Where is the value?

→ ~~Content?~~

→ ~~Control?~~

HOWTO : Business + Open Content

 Where is the value?

→ ~~Content?~~

→ ~~Control?~~

→ Brand

HOWTO : Business + Open Content

☐ Where is the value?

➔ ~~Content?~~

➔ ~~Control?~~

➔ Brand

➔ Access

HOWTO : Business + Open Content

 Where is the value?

→ ~~Content?~~

→ ~~Control?~~

→ Brand

→ Access

→ Services

HOWTO : Business + Open Content

 Where is the value?

→ ~~Content?~~

→ ~~Control?~~

→ Brand

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→ Services

→ Simplicity

HOWTO : Business + Open Content

 Monetizing the value

HOWTO : Business + Open Content

 Monetizing the value

➔ Reach a critical mass

HOWTO : Business + Open Content

Monetizing the value

➔ Reach a critical mass

➔ Don't be overconfident

HOWTO : Business + Open Content

Monetizing the value

- ➔ Reach a critical mass
- ➔ Don't be overconfident
- ➔ Stay focused

HOWTO : Business + Open Content

Monetizing the value

- ➔ Reach a critical mass
- ➔ Don't be overconfident
- ➔ Stay focused
- ➔ Keep costs low : P2P, free software, small teams

HOWTO : Business + Open Content

Monetizing the value

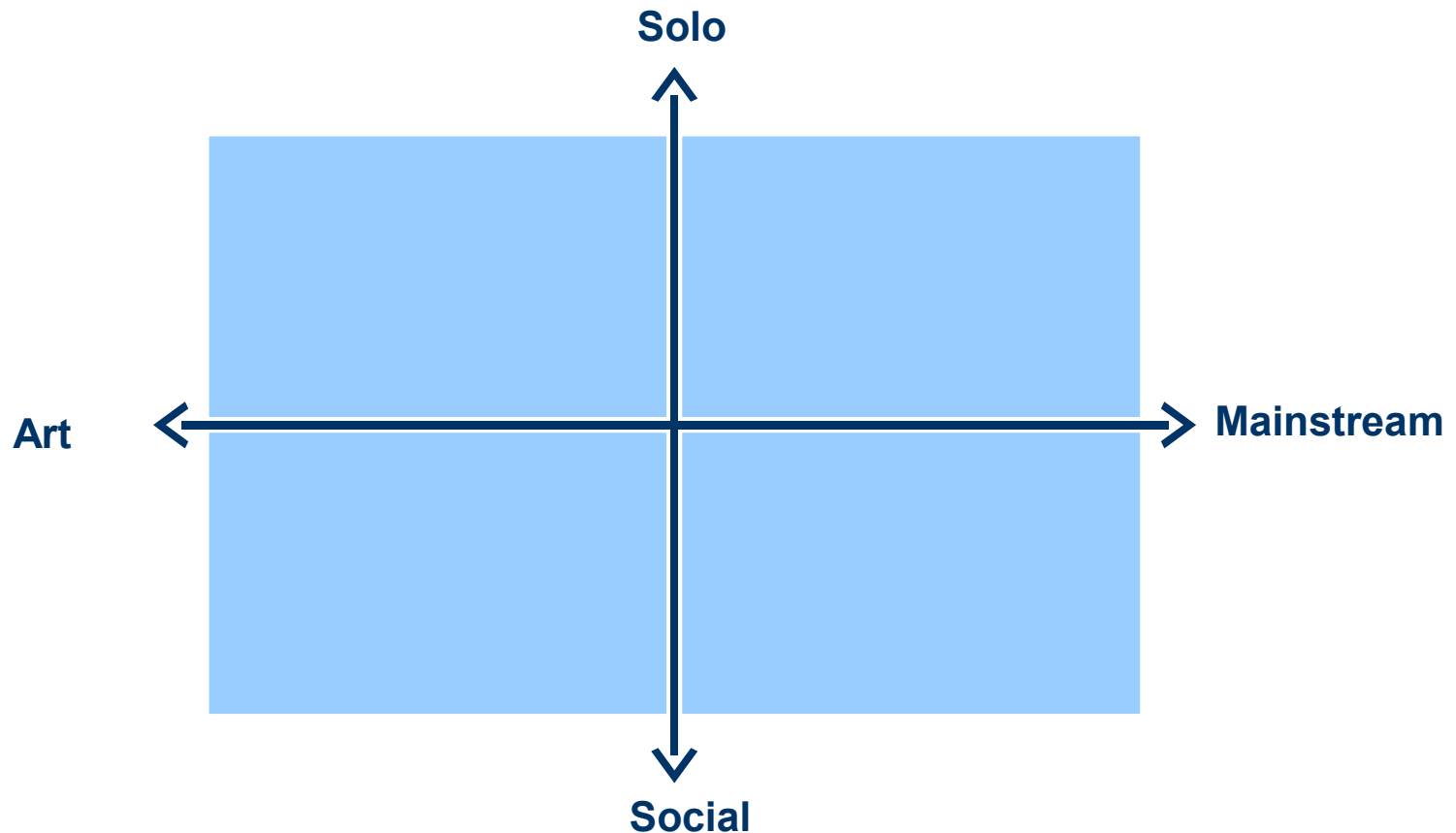
- ➔ Reach a critical mass
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- ➔ Keep costs low : P2P, free software, small teams
- ➔ Implicate users

HOWTO : Business + Open Content

 Market positioning

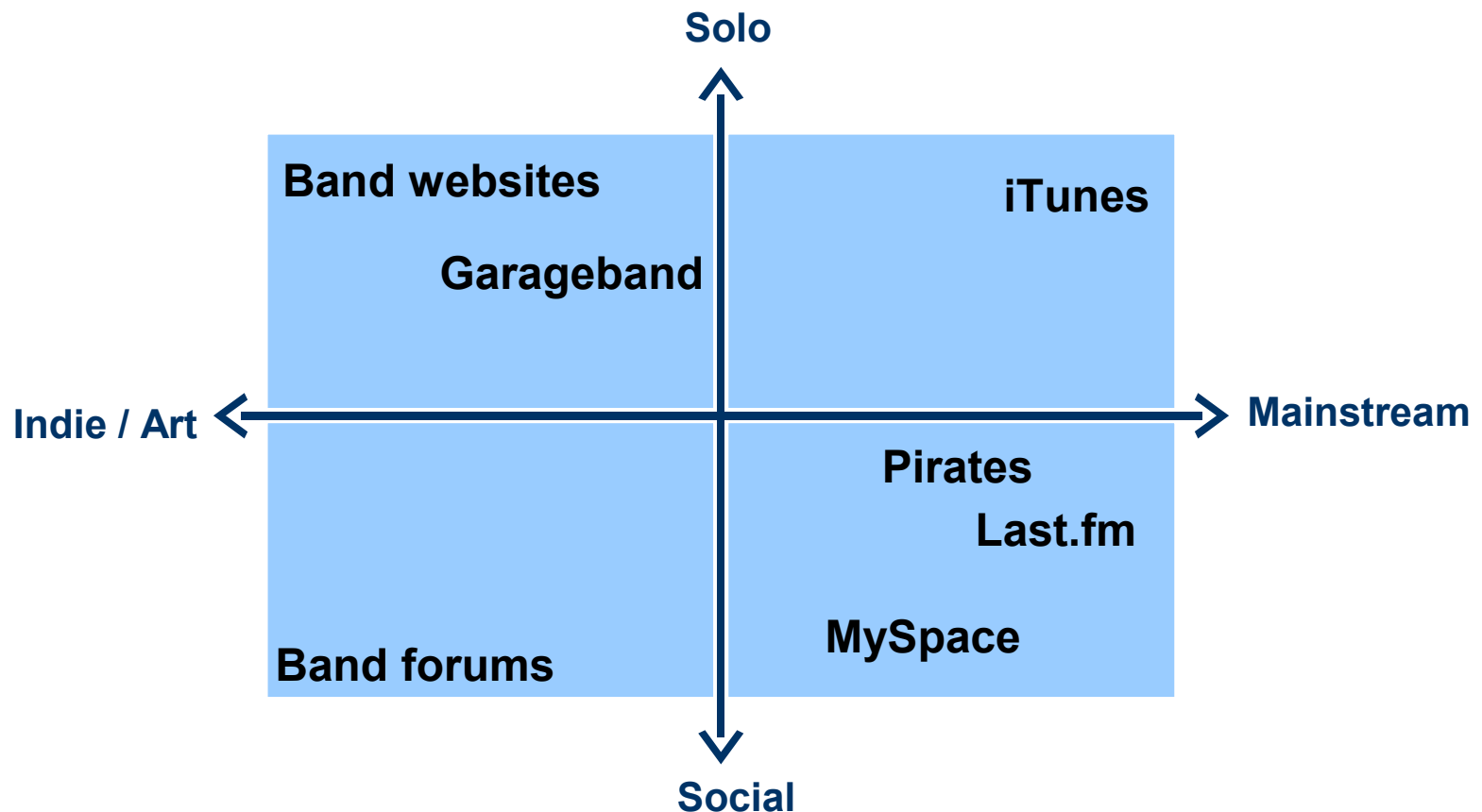
HOWTO : Business + Open Content

■ Market positioning



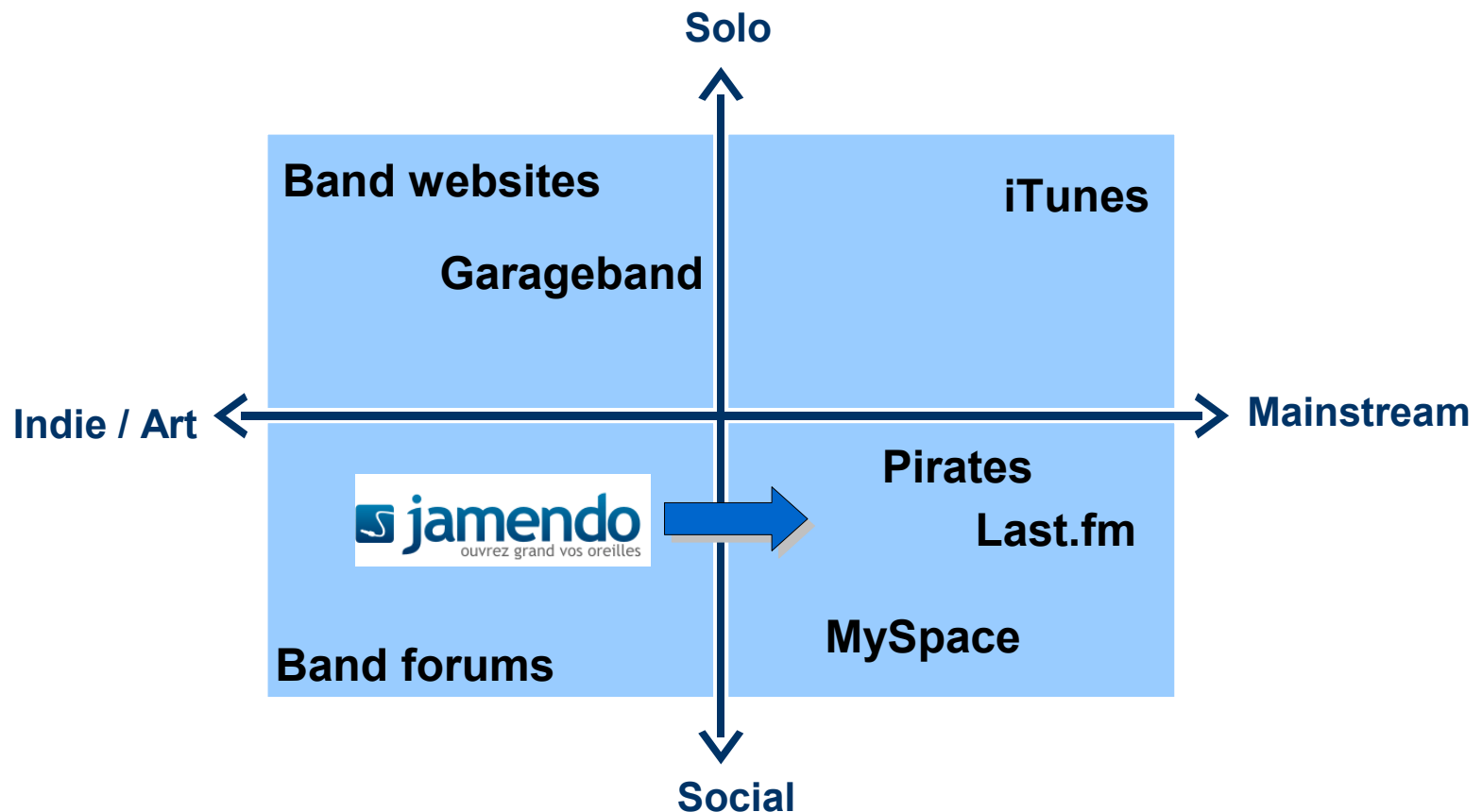
HOWTO : Business + Open Content

📌 Market positioning



HOWTO : Business + Open Content

Market positioning



HOWTO : Business + Open Content

- ▣ Defining the target audience

HOWTO : Business + Open Content

Defining the target audience

➔ Age / Sex

HOWTO : Business + Open Content

Defining the target audience

➔ Age / Sex

➔ Advanced users / Newbies

HOWTO : Business + Open Content

Defining the target audience

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➔ Interests

HOWTO : Business + Open Content

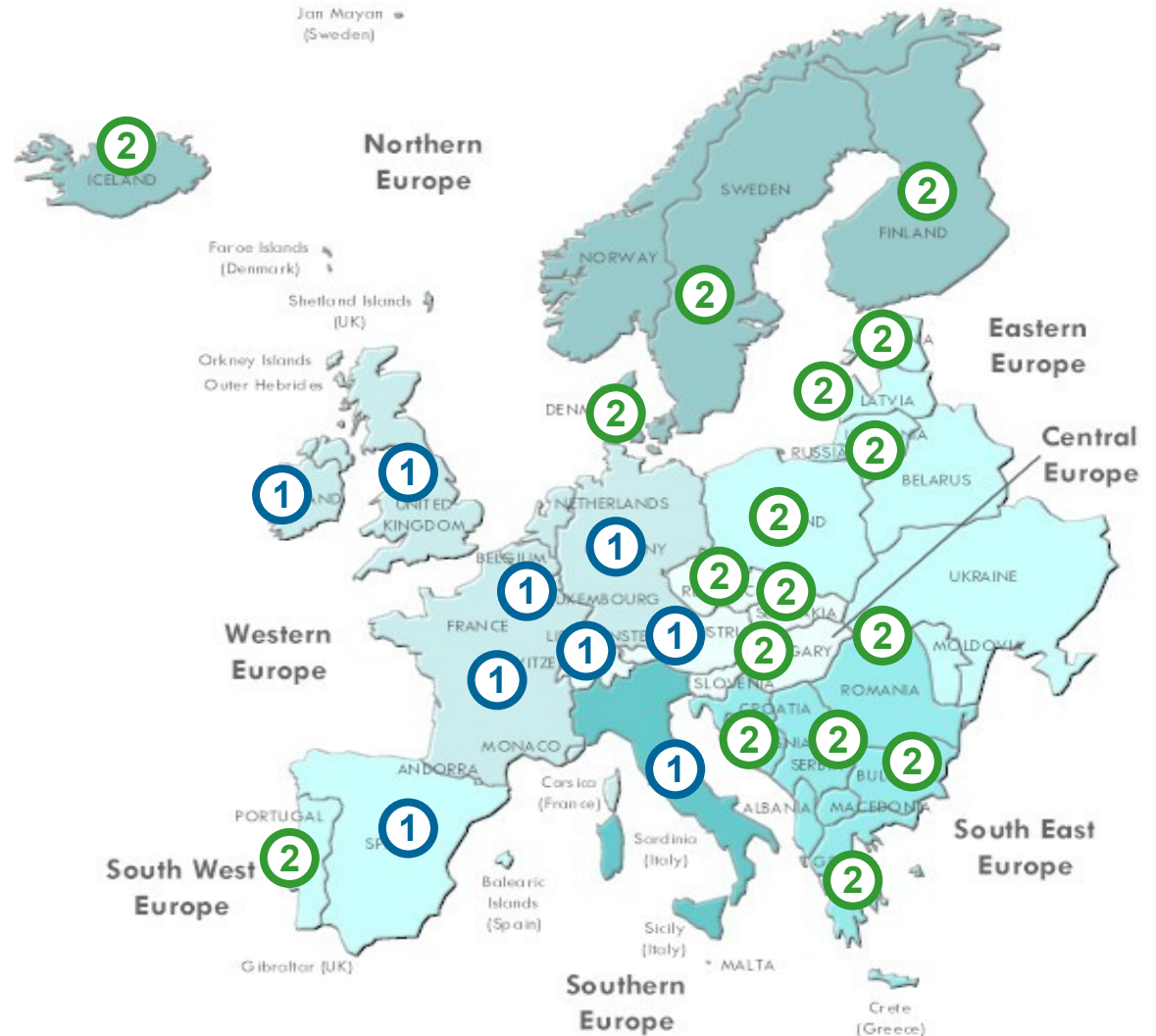
Defining the target audience

- ➔ Age / Sex
- ➔ Advanced users / Newbies
- ➔ Interests
- ➔ Location / Language

Jamendo target countries

① Phase 1

② Phase 2



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Lessons we learned

- Stay focused on what you do best

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- ☑ Stay focused on what you do best
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- ☑ Remove bottlenecks in the publication process

Lessons we learned

- ☞ Stay focused on what you do best
- ☞ Be reactive with the community
- ☞ Remove bottlenecks in the publication process
- ☞ i18n !



Thanks for your attention!

See you soon on www.jamendo.com ;-)