

Independent Music Ecosystem

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Indie Music

What is it?

Internationalist outlook

Do it yourself

Self Expression over Commercial Interest

Self Funded Tours

Authentic Roughness

Move against Prevailing Trends

Independent Music = Copyright owned by artist

Why?

The present system is
agnostic to the new ways of
the world

Yes, Record Labels

Why Label?

Label has a ring of quality

But profit takes precedence
over quality

4 Major record labels

70% of worlds music

Lobby to change laws

The ugly ways of the world

Artists: "no money"

Artists: "no copyright"

Listeners: "no freedom"

The way forward

Is not to change what is

But to do something better

Better for Artists

Better for Listeners

Better for Event organizers

And the next "Do no evil"
businesses for content.

So what constitutes a music
eco system?

Distribution

Events

Promotion

Publicity

Artist management

First step in building this
ecosystem:



RADIOVERVE JUST TUNE.IN

...

...

Promotion

Publicity

...

The Indian Context

Independent Indian Music





Lack of
Exposure
and
awareness

Mainstream Media

WON'T do



PENGUINS ARE BLACK AND WHITE.
SOME OLD TV SHOWS ARE BLACK AND WHITE.
THEREFORE, SOME PENGUINS ARE OLD TV SHOWS.



**Logic: another thing that
penguins aren't very good at.**

Applying simple Logic ...



"What!? You're paying £100 a session at the psychiatrist's?
Are you crazy?"

The obvious solution is ...

INTERNET



open source

Makes it happen!

EASY 2 LEARN



2007
EDITION

INTERNET RADIO

FOR

DUMMIES

**HOW TO
BUILD AN
INTERNET
RADIO
STATION AND
SCORE
CHICKS!!**

**I WISH I OWNED
RADIOVERVE**

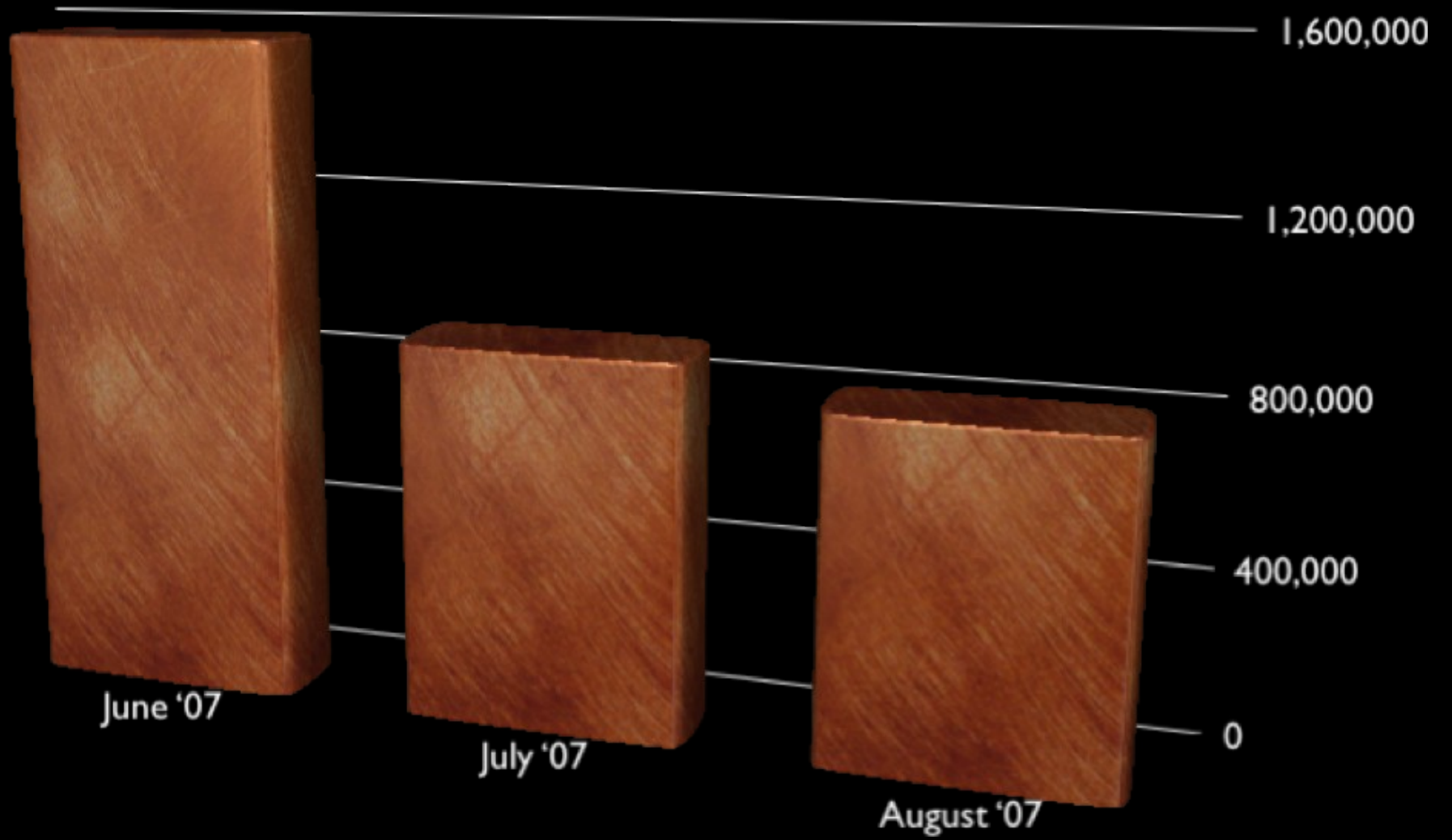


So how far
have we
come?

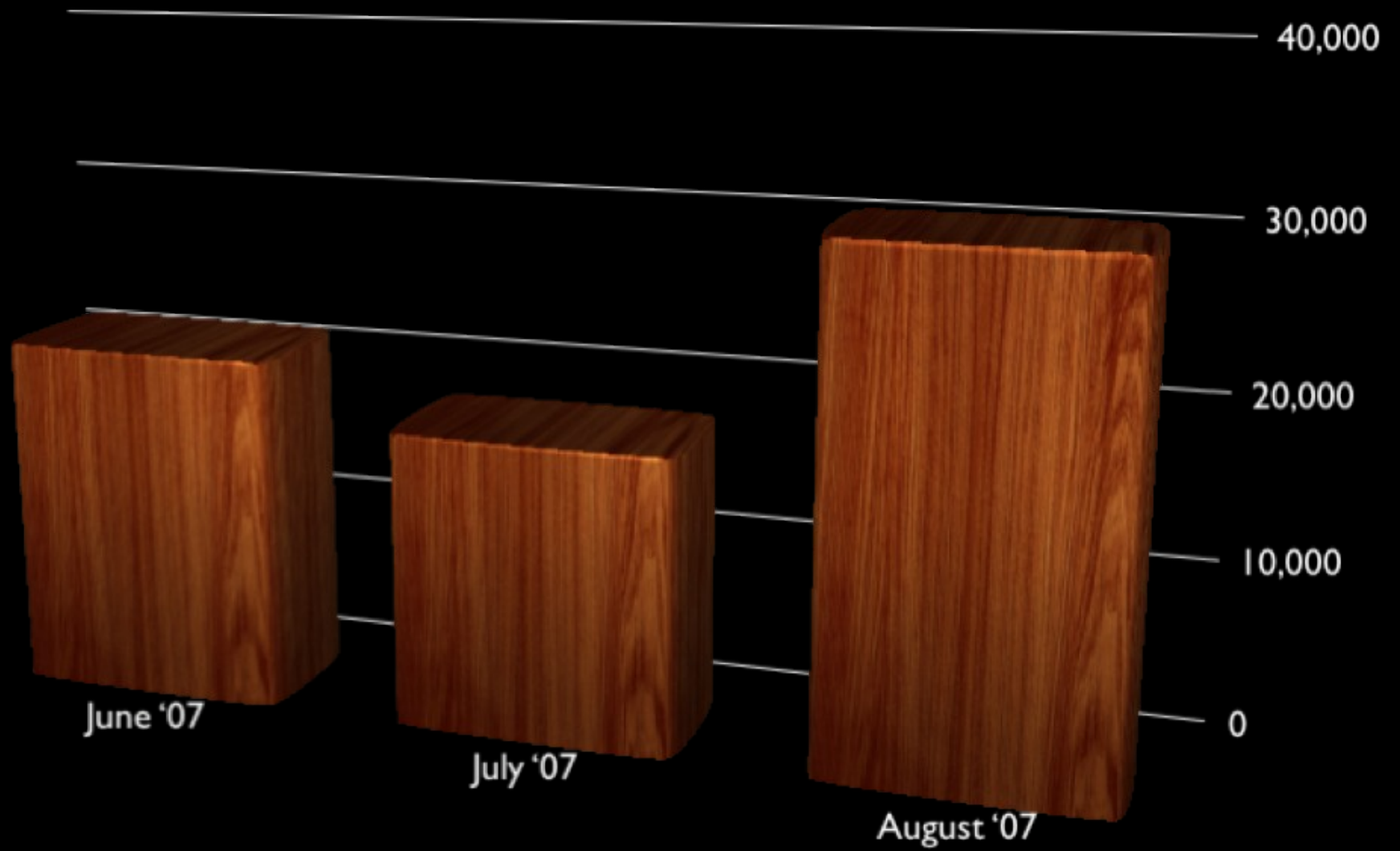
400 Artists
About 2000 tracks
8 Genres
2 Regional genres

Some Success stories

Hits



■ Visits



Manasi Prasad

SoulMate

Ananya

The Konkani Sahitya Academy

So where do we stand now

Independent music is gathering
momentum

Labels who get it
Artists who are clued in
Listeners who differentiate

A photograph of a person carrying a child on their shoulders, walking away on a dirt road. The person is holding a purple umbrella. The background shows a vast, open landscape with distant hills under a clear sky. The text 'The Road Ahead ...' is overlaid in the bottom left corner.

The Road
Ahead ...

We
Need
YOU!



To fill the gaps

Distribution

Events

...

...

Artist management

If we burn our wings
Flying too close to the sun
If the moment of glory
Is over before its begun
If the dream is won --
Though everything is lost
We will pay the price,
But we will not count the cost

Thanks

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