Netlabels in Japan

Ryosuke HIDAKA
(Tokyo University of the Arts)
Netlabels in Japan

The 3rd IAPMS 2012 conference

(Captured from Bunkai-kei Records' website)
Patryk Gluszka's definition

“the simplest definition of netlabels is therefore as platforms for online distribution and promotion of music released under Creative Commons licenses”

(Galuszka 2011 p.180)
<table>
<thead>
<tr>
<th>Characteristic features</th>
<th>Traditional labels</th>
<th>Netlabels</th>
</tr>
</thead>
<tbody>
<tr>
<td>aims</td>
<td>commercial</td>
<td>mostly non commercial</td>
</tr>
<tr>
<td>relationships with artists</td>
<td>contractual</td>
<td>mostly non contractual</td>
</tr>
<tr>
<td>character of relationship</td>
<td>exclusive</td>
<td>non exclusive (artists are free to leave anytime)</td>
</tr>
<tr>
<td>copyright</td>
<td>record label controls copyright</td>
<td>artists retain copyright</td>
</tr>
<tr>
<td>product</td>
<td>tangible records and music files</td>
<td>mostly music files</td>
</tr>
<tr>
<td>attitudes to filesharing</td>
<td>negative</td>
<td>positive</td>
</tr>
<tr>
<td>promotion</td>
<td>in traditional media and the internet</td>
<td>in the internet, mostly guerilla marketing</td>
</tr>
<tr>
<td>costs of distribution</td>
<td>high in case of physical records, close to zero in case of digital files</td>
<td>no costs of distribution</td>
</tr>
</tbody>
</table>

(Galuszka 2011 p. 181)
Maltine Records

2005~
Owners: tomad & syem
107 albums released

(Captured from Maltine Records' website)

(@Daikanyama UNIT 21/08/2011)

(Captured from tomad's Twitter)
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07/13/2012

Ryosuke HIDAKA

(retrieved [MARU107] on Twitter)
Maltine Records

2005~
Owners: tomad & syem
107 albums released

(Captured from Maltine Records' website)

(@Daikanyama UNIT 21/08/2011)

(Captured from tomad's Twitter)
(1) Anybody can DL the content through the internet for free.

(2) Copyright control tends to be free.

(3) Tracks tend to be dance music made by Desktop Music.

These conditions guarantee a fluidity of content.
"The Curve compilation" - Vol.4 Records

(Captured from Vol.4 Records' release page)
okuri-tsukeru
"I'll send out a track to Vol.4 Records"

bun-nageru
"I'll throw out a track to Vol.4 Records"

chon-mageru
"I'll chon-mageru a track to Vol.4 Records"
"The Curve compilation" - Vol.4 Records

(Captured from Vol.4 Records' release page)
“contemporary community may be understood as a communication community based on new kinds of belonging.”

“Belonging today is participation in communication more than anything else.”

(Gerard Delanty 2003)
The structure of netlabels

- Voluntary participants
- Use of Twitter
- As a community
Thanks for your attention!!

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