

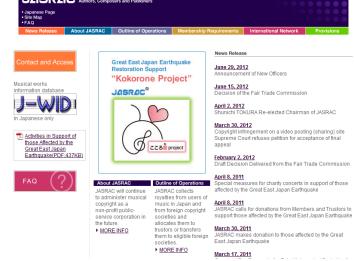
<u>Introduction</u>

•The struggle between the regulation by the music industry and the free use of music file users

-JASRAC

(Japanese Society for Rights of Authors, Composers and Publishers)

User/Technology Studies
 They focus on technologies in their
 "context of use".
 (Oudshoorn & Pinch 2003)



<u>Introduction</u>

- Historical overview of DTM culture in the 1990s Japan.
- The decline of DTM culture was caused by JASRAC (?)
- User's activities related to decline of DTM culture.

What is DTM?



- DTM : Desk Top Music

It means that composing music as MIDI data on a personal computer.

• MIDI: Musical Instrument Digital Interface PCs could link with digital instruments through MIDI. The composition as a MIDI data on PCs was recognaized in the late 1980s.

Interactions between manufacturers within instrumental industry and MIDI users group. (Theberge 2004)

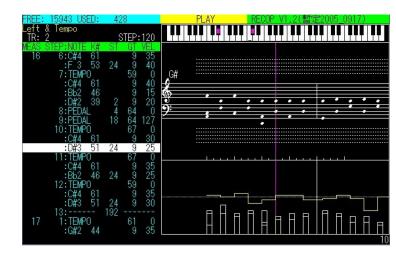
What is DTM?

MIDI data's features

- sequence data / sound data
- tone generator module
- •by opening the file through MIDI sequencer software, listeners could find how author create the tracks.

•"ミュージくん / Musi-Kun"

In 1988 Roland released. "DTM" was used on its advertisement at the first time.





MIDI data in DTM culture

Circulation of MIDI data and its review

magazin oriented to DTM BBS (Bullentin Board System) the internet

• "MIDI Forum" at NIFTY-Serve MIDI data was uploaded daily and actively reviewed by BBS users.



MIDI data in the DTM culture

Monthly MIDI data list at "DTM magazine"

existing song tittles of Japanese mainstream pops... ex.) [X / X JAPAN / 88]

•"transcribed-by-ear" data DTM users distributed data while neglecting copyrights.

番号	登録日付	ハイト	データ名	FMIDIDAT LIB 1
8386	99/03/18	7739	BELIEVE .LZH	BELIEVE MY~/TWO-MIX/88P
8385	99/03/18	13013	YUMENOV2.LZH	夢の途中/来生たかお/88
8384	99/03/18	13131	SE-RA-V2.LZH	セーラー服と機関銃(V2)//88
8383	99/03/17	23455	ZARD07.LZH	あの微笑を忘れないで/ZARD/80
8382	99/03/17	31232	EDGE.LZH	Edge of the season/ICEMAN/100
8381	99/03/16	38097	MAY88P.LZH	Maybe Love/deeps/88P
8380	99/03/16	19151	TEARSXG .LZH	Tears/X JAPAN/XG
8379	99/03/16	18952	TEARSGS .LZH	Tears/X JAPAN/88
8378	99/03/16	19315	XXG.LZH	X/X JAPAN/XG
8377	99/03/16	18943	XGS.LZH	X/X JAPAN/88
8376	99/03/16	13291	TAIYOXG .LZH	太陽と埃の中で/チャゲアス/XG
8375	99/03/16	13094	TAIYOGS .LZH	太陽と埃の中で/チャゲアス/88
8374	99/03/16	4805	SAKURETV.LZH	炸裂/魔術師オーフェン/GS
8373	99/03/16	19214	WAED_GM .LZH	青空に誓って/アメルドアームズ/GM
8372	99/03/16	21527	WAED_8P.LZH	青空に誓って/パル・アーム、/88P
8371	99/03/16	22829	LADY.LZH	LADY BLUE/RED WARRIORS/552
8370	99/03/16	18972	TOKYO.LZH	TOKYO CITY NIGHT/ZIGGY/552
8369	99/03/15	15629	IDOL8P.LZH	Idol Talk/マロスプラス88P
8368	99/03/15	40444	MAGIC8P.LZH	MagicOne(live)/ディジ/isi/88P
8367	99/03/15	54946	OVER_AND.LZH	Over and Over/ELT/88P
8366	99/03/15	9313	INFINITY.LZH	infinity/IIX\II/\"-\%88
8365	99/03/14	24149	GREEN.LZH	グリン・Vバエリ久石 譲/88

MIDI data in the DTM culture

"how to master transcribing by ear?"

A serial article at "DTM magazine".



"MIDI hunt"

-JASRAC started action in 2001.

websites and BBS which uploaded "transcribed" MIDI data were forced to pay royalties or shut down.

the space of distribution and the reviews reduced.

this incident is called as JASRAC's "MIDI hunt".

"MIDI hunt"

Copyright Law chang in 1997

"Right to make transmittable" was included. so, distribution of "transcribed" MIDI data became illegal.

•NMRC (Network Music Rights Conference) and JASRAC agreed with the degree of royalty.

The "MIDI hunt" occurred in a process of preparing online music distribution business.

Other causes / User's activities

1MIDI data of game music

There were many game companies in Japan which did not entrust JASRAC with the copyrights of their music. A part of them admitted to be arraged music by DTM users in the beginning 2000s.

Those users transformed into today's game and "otaku" music culture like doujin ongaku and "Hatsune Miku" composers.

Other causes / User's activities

2independent music distirubtion of MP3

The MP3 began to replace MIDI data as main online music distribution format from the late 1990s. Amateur musicians who composed "original" tracks started to change their output to MP3.

They formed the altanative music distribution space on the internet.

Other causes / User's activities

3new businesses arouse from DTM culture

Online Karaoke from the late 1990s and Ringtone business from the 2000s both used MIDI data. Those MIDI data were "transcribed" as part time jobs by amateur musicians in DTM culture.

These two businesses became important in the 2000s music industry in Japan.

Conclusion

Today's space of online music distribution has complex processes which were formed with user's activities as I showed through DTM culture's history.

We can not recognize it as a simple binary of the music industry versus users.

And we have to pay attention to "context of use" of particular technology.

Thank you for your attention

Tokyo University of the Arts Ryosuke HIDAKA ryo.pddk@gmail.com