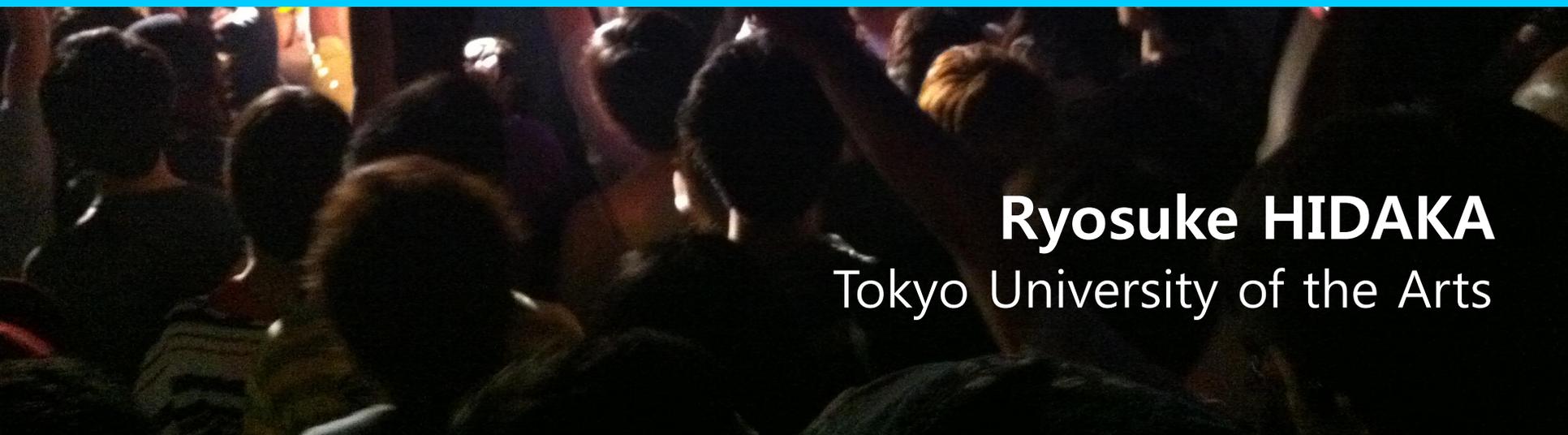


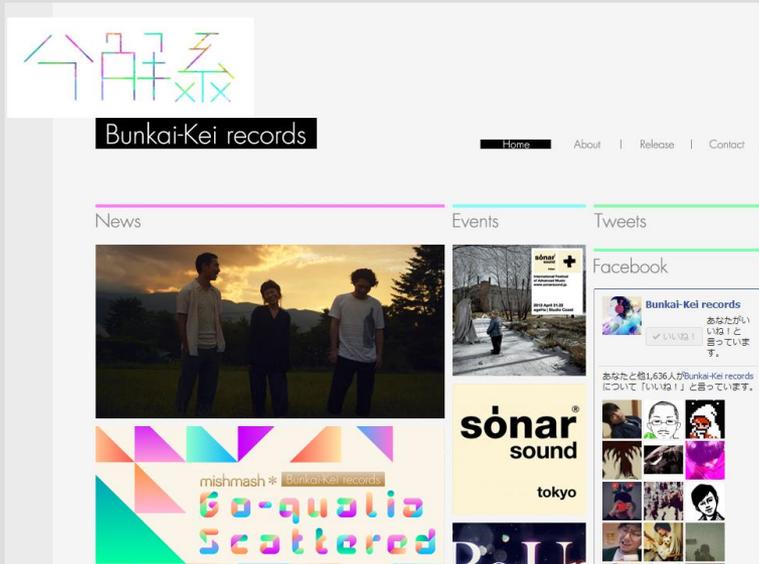


# Netlabels: Communication in Japan's Music Culture

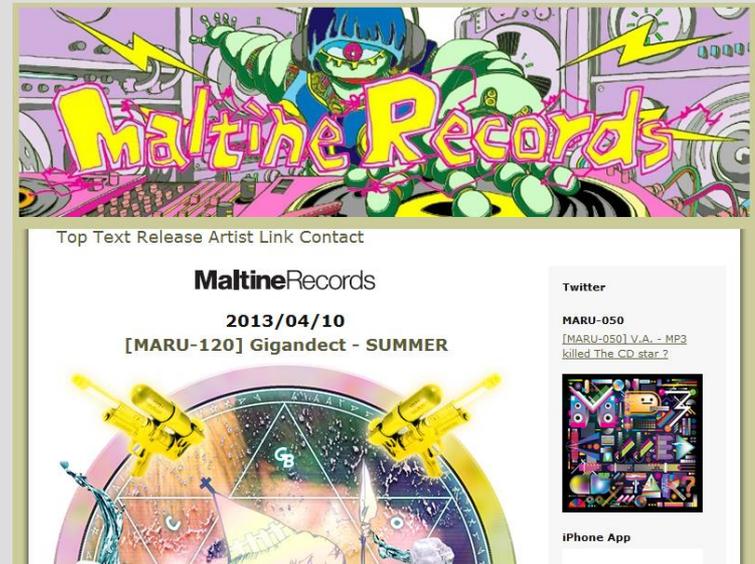


**Ryosuke HIDAKA**  
Tokyo University of the Arts

# What is a Netlabel?



Bunkai-kei Records Website



Maltine Records Website

## Patryk Galuszka's Definition

Netlabel is "something in between MP3 blogs focusing on free music and non-profit record labels" and they "promote and distribute music released under Creative Commons licenses by individual artists who decide to co-operate with them"

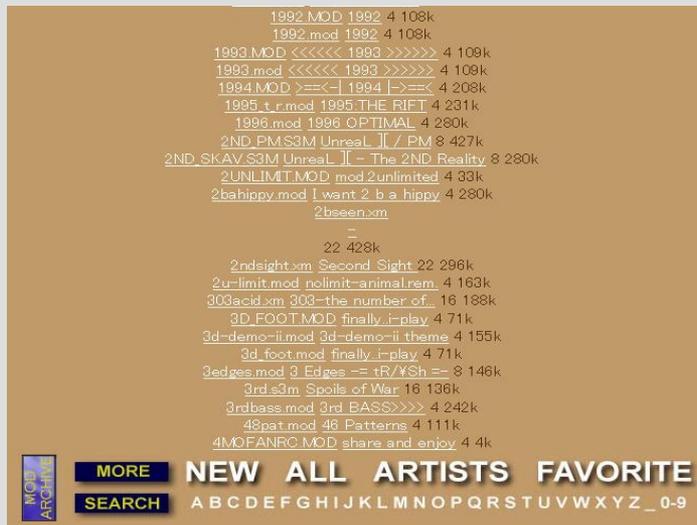
— Patryk Galuszka, "Netlabels and democratization of the recording industry", 2012.

# History of Netlabels

In the DEMO scene, hackers competed with their programming skills through making DEMOs.



Captured from a "DEMO"

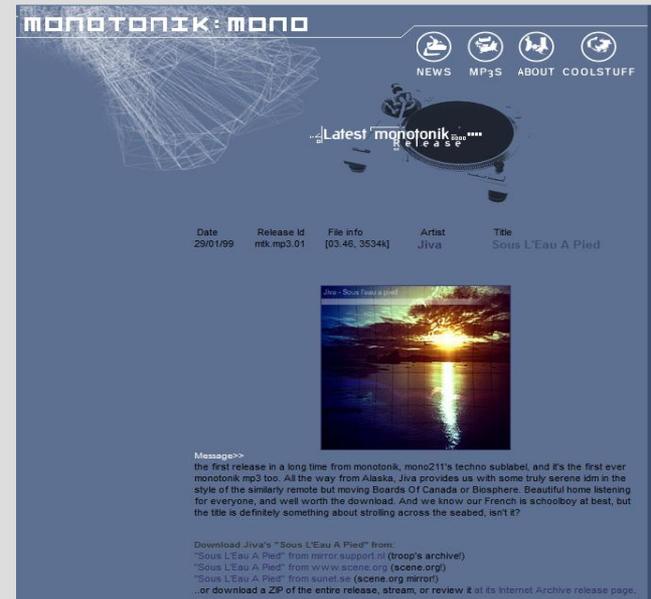


"The MOD Archive" in 1997

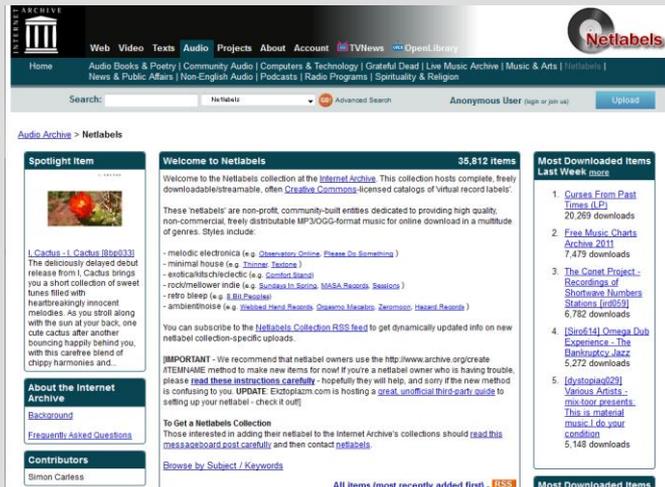
In the mid 1990s, music groups or tracker groups started to archive MODs.

# History of Netlabels

The album style was introduced that included MP3 tracks. Finally, they started to be called "Netlabel" in around 2000.



An old Netlabel "monotonik"



"Netlabels" category at Internet Archive

Internet Archive established "Netlabels" category in 2003.

This style no longer used archiving websites to host music files, it had transformed into a virtual music label.

# Netlabels in Japan

During the 1990s, there existed no DEMO / MOD scene in Japan. In the mid 2000s, the music distribution style of Netlabels had started to be known by particular musicians, and they established websites where they published MP3 files under the guise of a Netlabel.

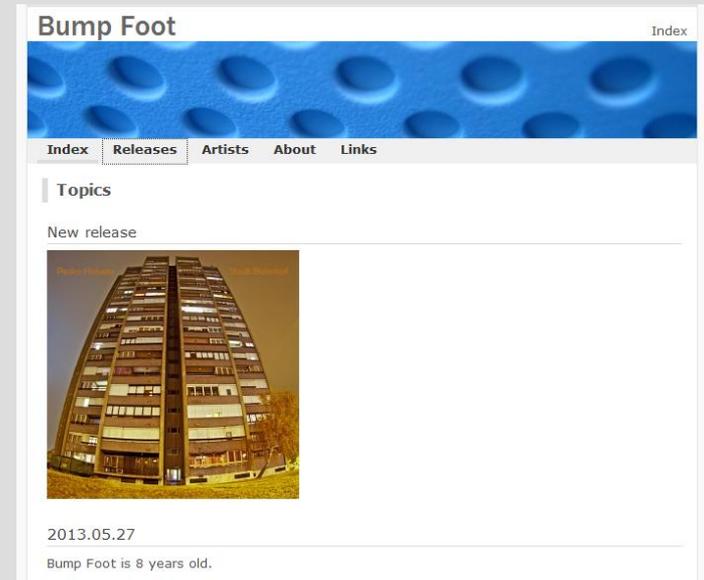


鯖缶レコード  
サンプリング狂いの、サンプリング狂いによる、サンプリング狂いのためのネットレーベルです  
→[English](#)

最近の作品

- 2007 02 03 [TENGA - Hole Track 4](#) released !!!
- 2007 02 03 [TENGA - Hole Track 3](#) released !!!
- 2007 02 02 [TENGA - Hole Track 2](#) released !!!
- 2007 02 02 [TENGA - Hole Track 1](#) released !!!
- 2007 02 02 [TENGA 登場 !!!](#)
- 2007 01 30 [藤子名人 - 春一番](#) released !!!

"sabacan record" from 2004



Bump Foot Index

Index Releases Artists About Links

Topics

New release



2013.05.27

Bump Foot is 8 years old.

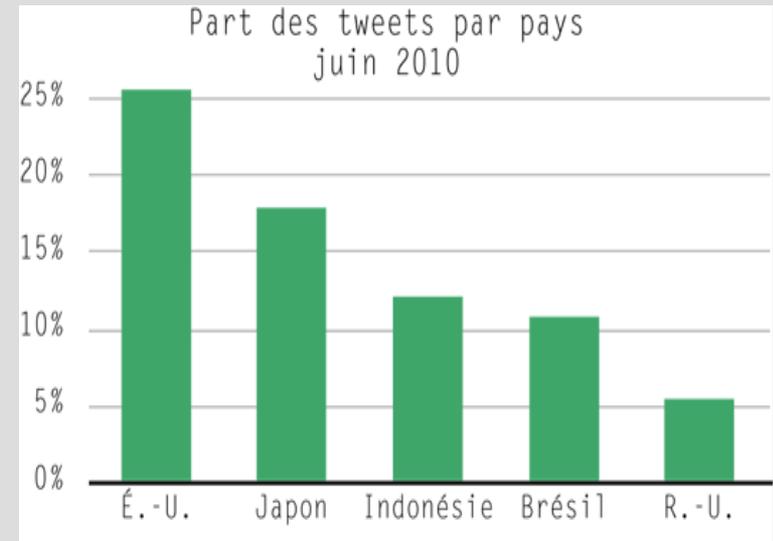
Bumpfoot from 2005

# Netlabels in Japan

In Japan, Twitter caused a big boom with accompanying extensive coverage in the media in 2010. Japan was second active country using Twitter in the world in 2010.

Most of Netlabels owners and musicians in Japan started to use Twitter and followed each others' timelines.

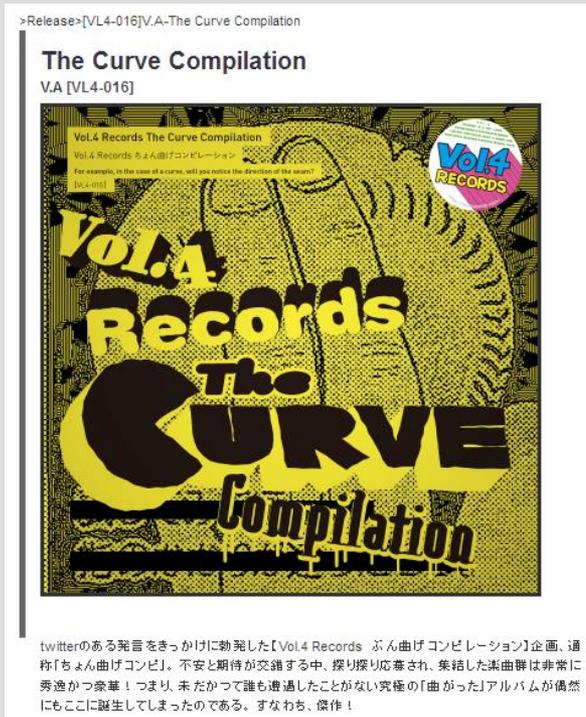
As Twitter got more and more popular in Japan, the activities of Netlabels came to be known by music lovers. Practices of Netlabel expanded to include listeners and fans.



Research by semiocast



# Co-operation with musicians



Captured from Vol.4 Records

okuri-tsukeru

Vol.4 Recordsに音源を[送りつける]。  
I will [send out] a track to Vol.4 Records.



bun-nageru

Vol.4 Recordsに音源を[ぶん投げる]。  
I will [throw out] a track to Vol.4 Records.



chon-mageru

Vol.4 Recordsに音源を[ちよん曲げる]。  
I will [chon-mageru] a track to Vol.4 Records.

## Co-operation with musicians



There is not a word "chon-mageru" in Japanese, however they coined it by creating a verb from the word "chonmage" as a kind of rhyming wordplay.

## At club events



These pictures were taken at Netlabel's events by presenter.



Participants at events heavily tweet. They communicate with others, both inside and outside of the event. At Netlabels's event, posts about the label increased massively in number and it represented an added promotion for the label.

# The structure of Netlabel as a community

The structure of Netlabel of Japan deeply depend on voluntary participation by actors around the label. Label owners use Twitter daily and stimulate online communication.

Gerard Delanty's argument about today's community

"contemporary community may be understood as a communication community based on new kinds of belonging", and the "belonging" is "participation in communication more than anything else".

——Gerard Delanty, "Community", 2003.

## Conclusion

The divide between the international Netlabel community and Japanese Netlabels has occurred through this the sense of community that has developed by heavy Twitter communication based in Japanese.

The language barrier formed the boundary and the particular context of Japan's Netlabels.

**Thank you for your attention!!**

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**ryo. pddk@gmail.com**