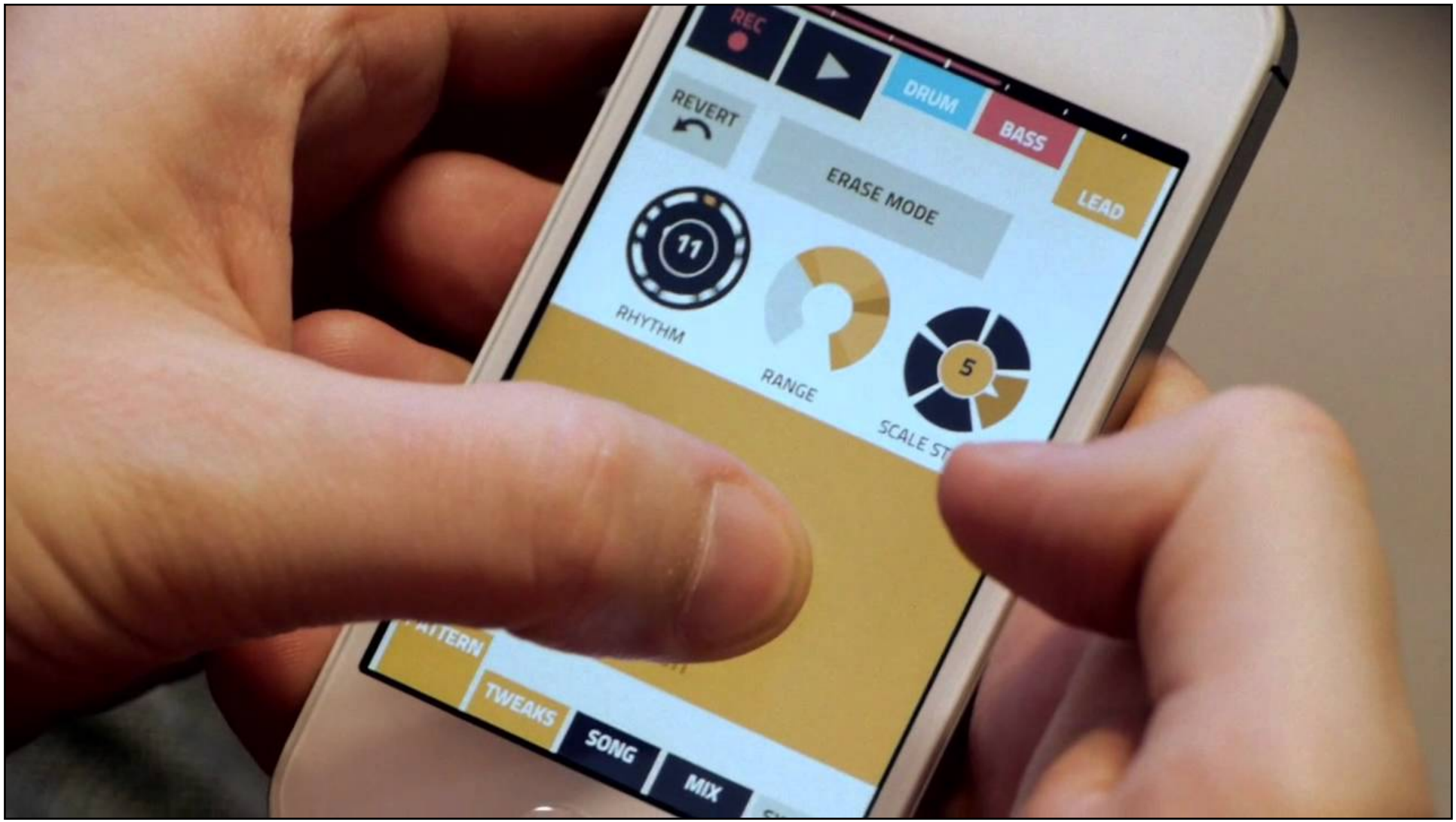
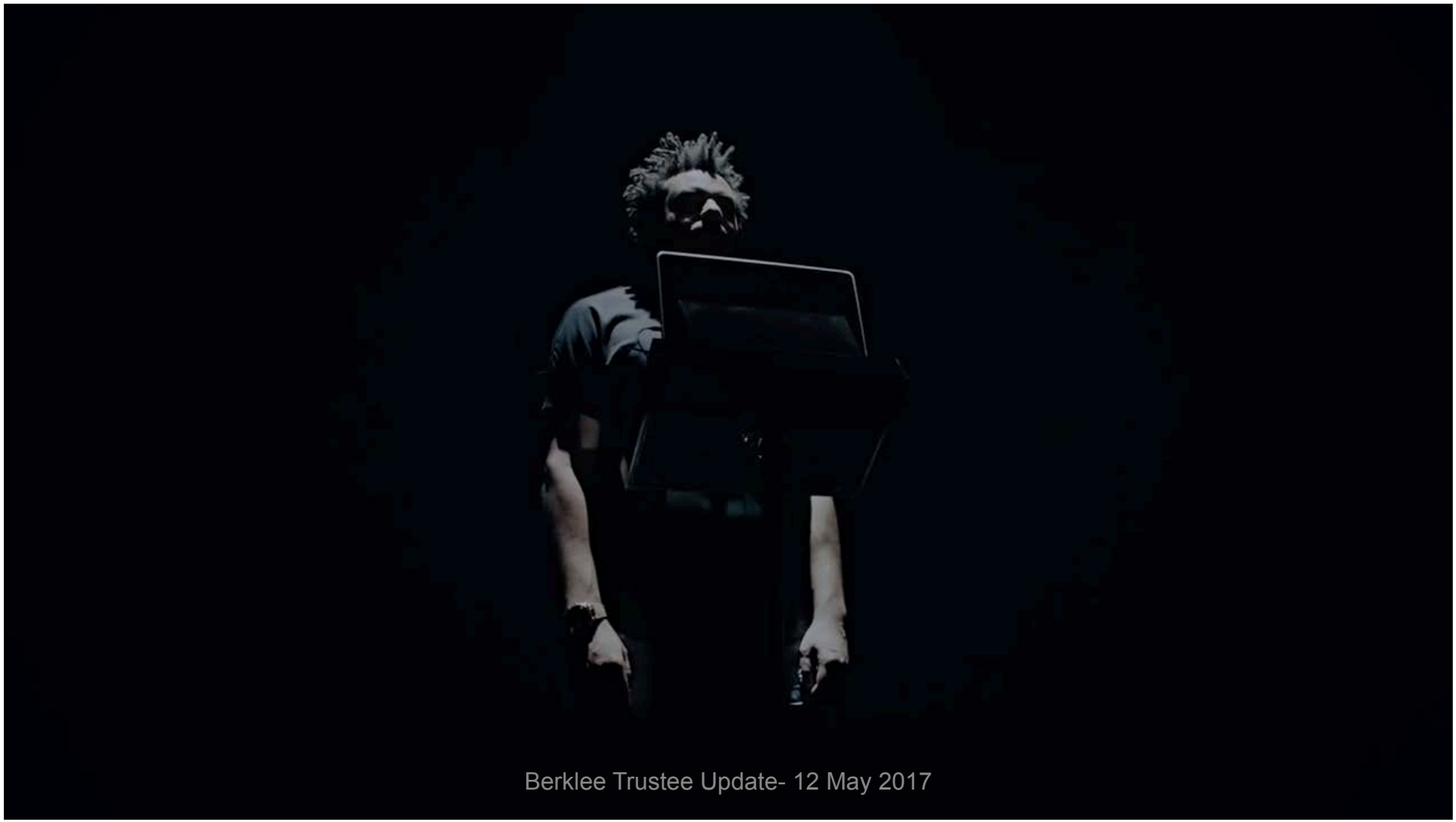
OPEN MUSIC

ROCK CD's
ROCK TAPES
GOSPEL LPs
CHRISTIAN

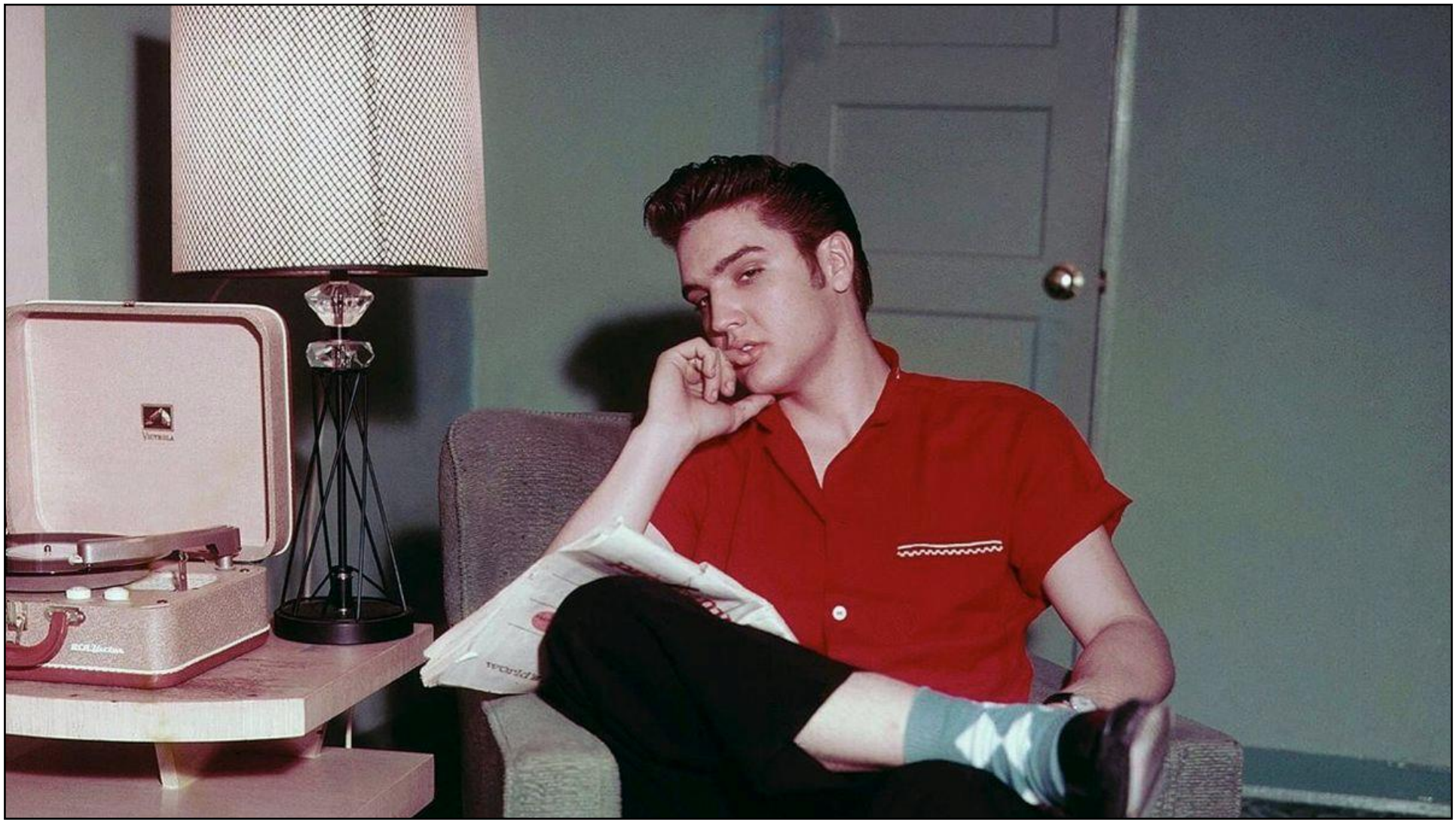
9:41 AM
100%
$1.29
Random Access Memories
1:06
-5:03
Get Lucky (feat. Pharrell...
Daft Punk - Random Access Memories
History
iTunes Radio
Now Playing
Featured Stations
MUSIC HEARD AT WWDC
Music Heard at WWDC
#music
TRENDING ON TWITTER
Trending On Twitter
POP HITS
Pop Hits Summer Songs
Edit
My Stations
Rihanna Radio
MIGUEL
Adorn Radio
Radio
Genius
Playlists
Artists
More
Clear
History
Done
Played
Wish List
Rihanna Radio
Keri Hilson
Pretty Girl Rock
$1.29
Cher Lloyd
Want U Back
$1.29
Akon
Lonely (Old...
$1.29
Emeli Sandé
Next to Me (Jame...
$1.29
Music Heard at WWDC
Julian Casablancas
11th Dimension
$0.99
K'naan
Wavin' Flag (Coca...
$1.29
OneRepublic
If I Lose Myself
$1.29


REC
REVERT
DRUM
BASS
LEAD
ERASE MODE
11
RHYTHM
RANGE
5
TWEAKS
SONG
MIX

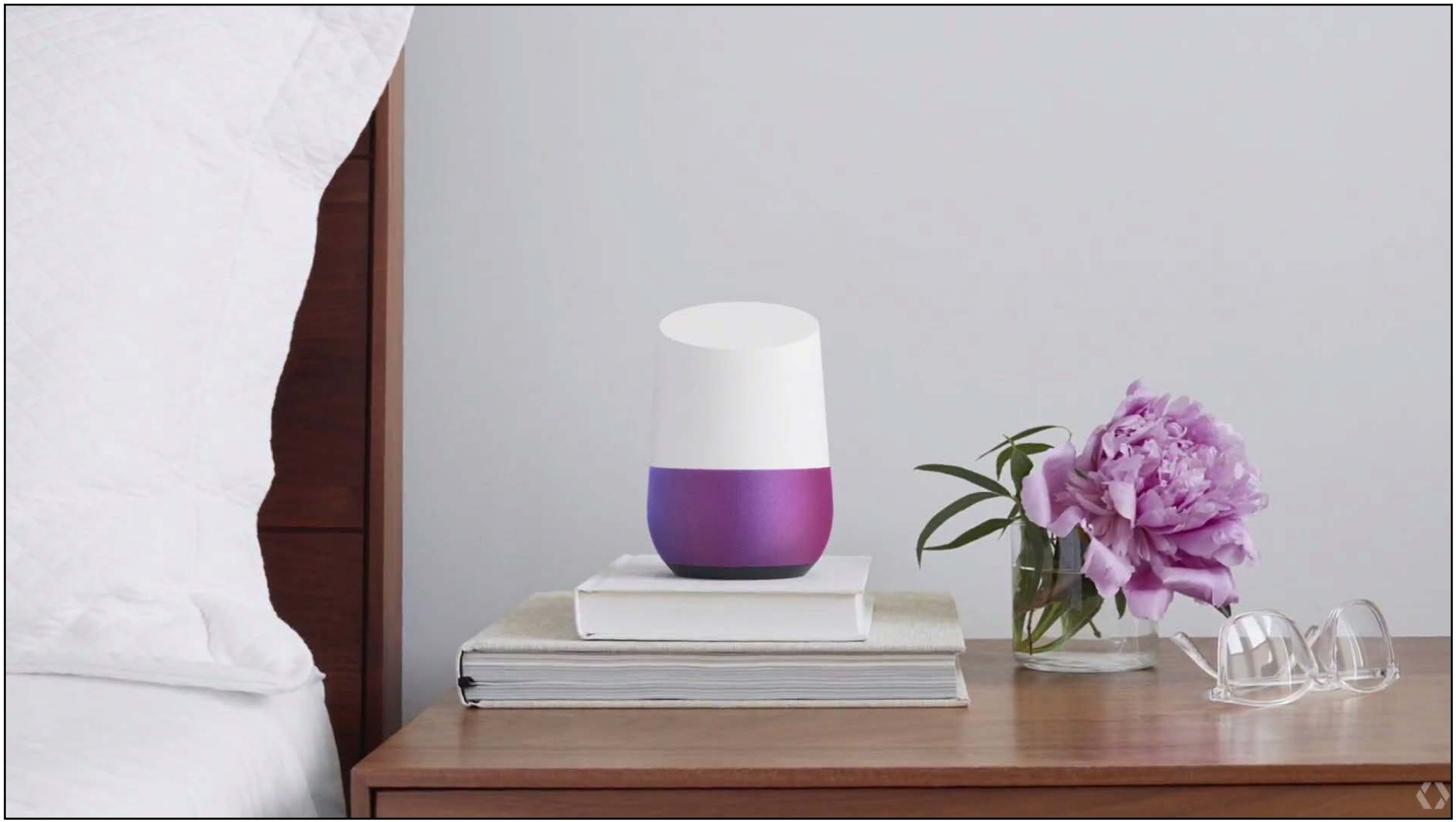
IBM
POWER7
POWER7
POWER7
POWER7



Berklee Trustee Update- 12 May 2017


Victrola
RCA Victor

powerbeats
0:06
10:09
Boys Latin
Panda Bear



nest
66
IN 20 MIN
70

We Are Here
Human Adaptability
Technology
© THOMAS FRIEDMAN

VOICE
MULTISONIC
MUSIC
VOLUME
TUNING
BASS
TREBLE
PU
MW
SW I
SW II
SW III
1600
1400
1200
1000
800
700
600
550
510

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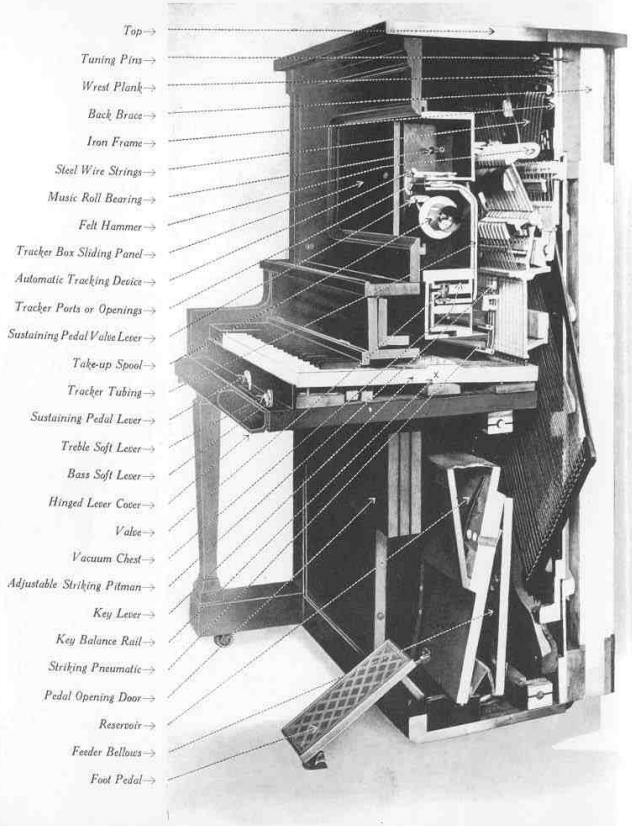

REBUILDING THE PLAYER PIANO

by LARRY GIVENS

THE VESTAL PRESS · Vestal, New York

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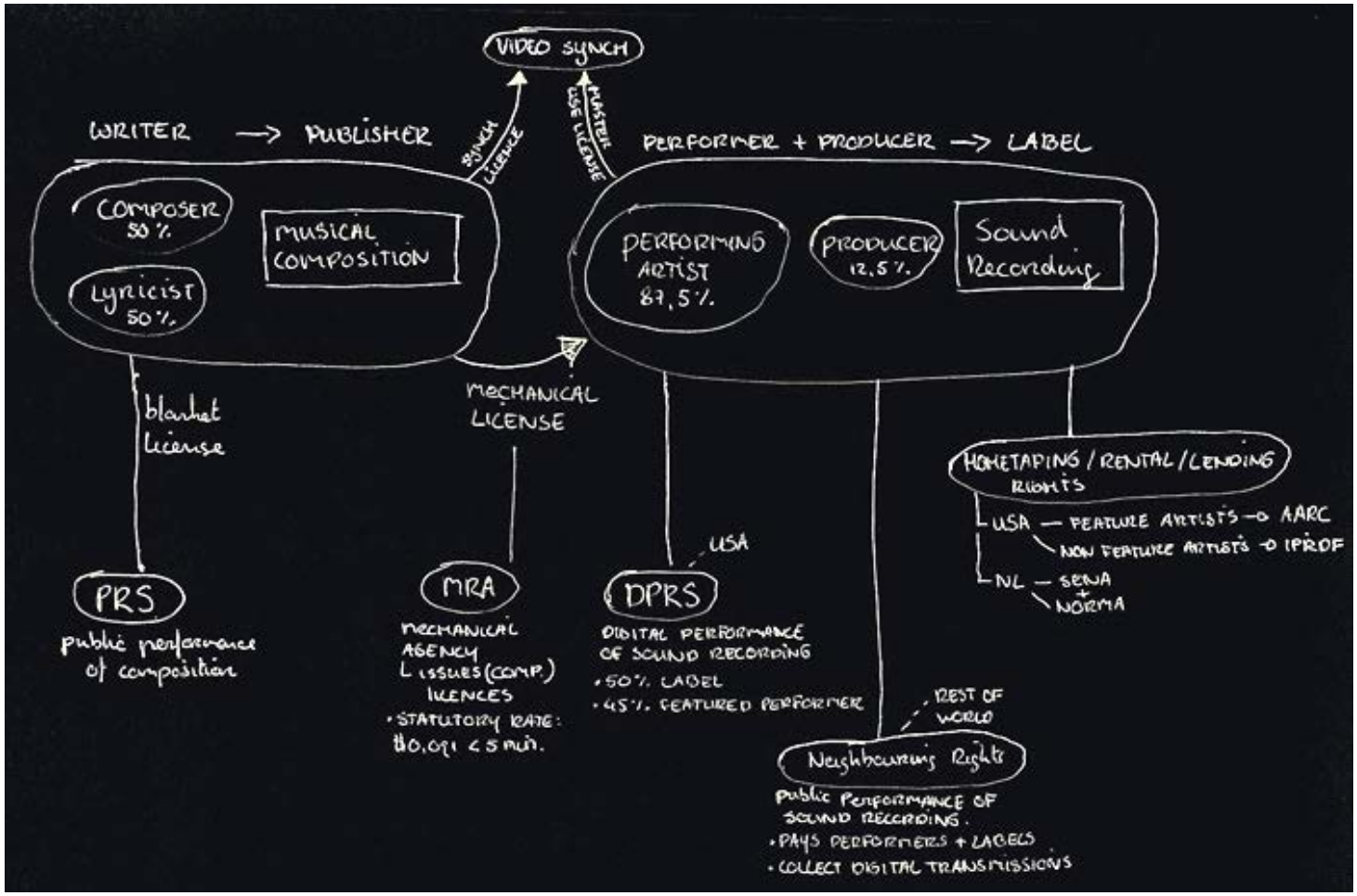

VIDEO SYNCH
WRITER → PUBLISHER
SYNCH LICENCE
MASTER USE LICENSE
PERFORMER + PRODUCER → LABEL
COMPOSER 50 %
Lyricist 50 %
MUSICAL COMPOSITION
PERFORMING ARTIST 87,5 %
PRODUCER 12,5 %
Sound Recording
blanket License
MECHANICAL LICENSE
HOMETAPING / RENTAL / LENDING RIGHTS
USA — FEATURE ARTISTS → AARC
NON FEATURE ARTISTS → IPROF
NL — SENA + NORMA
PRS
public performance of composition
MRA
MECHANICAL AGENCY
ISSUES (COMP.) LICENCES
• STATUTORY RATE: $0,091 < 5 min.
DPRS
USA
DIGITAL PERFORMANCE OF SOUND RECORDING
• 50 % LABEL
• 45 % FEATURED PERFORMER
REST OF WORLD
Neighbouring Rights
Public Performance of Sound Recording.
• PAYS PERFORMERS + LABELS
• COLLECT DIGITAL TRANSMISSIONS

FRIENDS
LIKE
SHARE
TWEET
SEARCH

OPEN MUSIC

BERKLEE COLLEGE OF MUSIC
BERKLEE ICE
MIT MEDIA LAB

KEEP CALM AND FOLLOW PROTOCOL

The Orchard
PowerScore Music
For Film and TV Scores
Round Hill Music
Creative Rights Management
DIGIMARC
PANDORA
Jammber
Make Way For Music.
TOTEM
DOWNTOWN
DUBSET
NEW TORCH ENTERTAINMENT
intel
MRD
Music Revenue Data
cdbaby
Sell Your Music
SESAC
dot blockchain music
MMF
UNIVERSAL
UNIVERSAL MUSIC GROUP
SONY MUSIC
Red Bull
SOUND SELECT
blòkur
stem
Spotify
YouTube
CONSENSYS
Teosto
WARNER MUSIC GROUP
SOUNDCLOUD
Komposed
NEWZIK
soundexchange
RECORDS
NETFLIX
SOCAN
music. people. connected.
THE SYNC PROJECT
hfa
SONOS
buma·stemra
Venten
Music Innovation
viacom
UNDER THE WINDOW
SiriusXM
chainvine
HEAVEN11
update the world
GiantSteps
Media Technology Strategies
Songtrust
res( )nate

API SPECIFICATIONS TO ENABLE INDUSTRY PLATFORM INTEROPERABILITY

OMI
IS THE
MVI

UPDATE
ON
PROGRESS

OPEN MUSIC
SUMMER LAB 2016
The Berklee ICE/IDEO Open Music Initiative Summer Lab addresses the challenge of
THE WOR
OPEN MUSIC
MICHAEL HENDRIX
IDEO

5 WORKING GROUPS

CORE FUNCTIONS

IDENTITY

PLATFORM ATCHITECTURE

METADATA

PAYMENTS

ENAGEMENT

5 PLENARY

55 CONFERENCE CALLS

70+ COMPANIES

2900+ HOURS

50+ USE CASES

Open Music Initiative

Minimum Viable Interoperability 1.0

API Requirements Documentation 1.0

Request for Comment (RFC) Review

[WORK IN PROGRESS]

Open Music Initiative

MVI 1.0

Minimum Viable Interoperability 1.0

API Specification v0.1

Request for Comment (RFC) Review

SPOTIFY +
SOUNDCLOUD +
BIGCCHAIN
BERLIN 5.5.17

NEXT STEPS

OPEN MUSIC

API / MVI 1.0

RESEASE

JUNE 2017

MIDEM

MEETING

JUNE 9

OPEN MUSIC
Summer Lab
IDEO

Shwetaank Gupta
+ GUITAR PERFORMER
+ ENTREPRENUER
Lori Syzmanski
· PERFORMANCE
· DATABASE ADMIN
Francisco Rafart
· MUSIC TECH
· TECHNOLOGIST (DEV) ✓
NEDRET MERJAN
· INDUSTRIAL DESIGNER
April
o MUSIC BIZ ENTREPRENUER
Radriso Ponce
· PERFORMANCE
· ENTREPRENUER
PABLO
· IAD
· ENTREPRENUER
Ben Hung
· MUSICIAN VIDEO GAME
Jestin Satriano
· DEVELOPER ✓
Grant Strumwasser
· PRODUCTION & ENGINEERING

HOW IT WORKS / APPROACH

EXPLORING USE CASES

1. CATALOGING, ATTRIBUTION AND DISTRIBUTION OF LIVE DJ MIXES

2. COMMERCIAL HIPHOP MIXTAPES BUILT FROM ORIGINAL MATERIAL AND BACK CATALOG

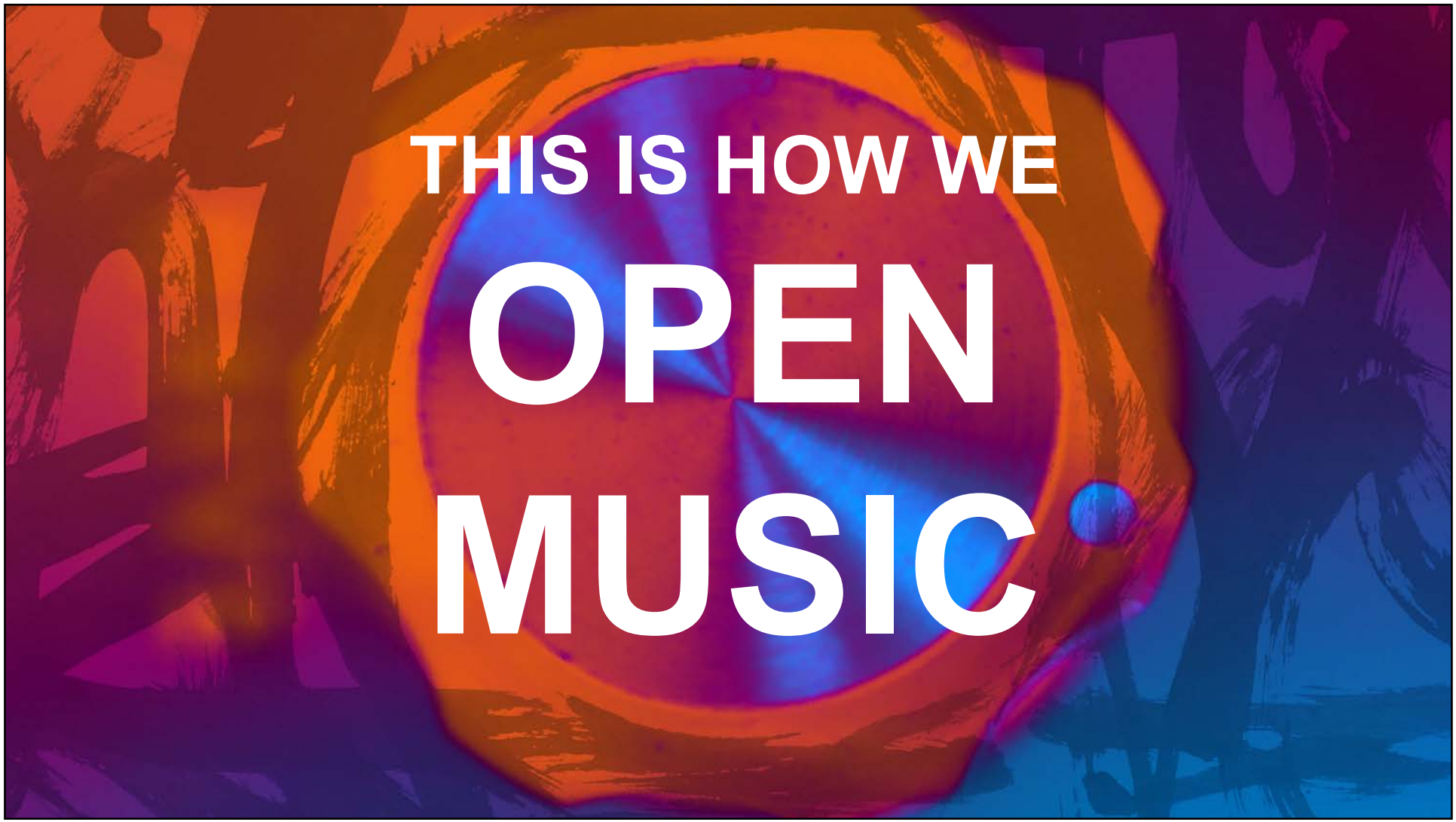
3. MUSICIANS COMPENSATED FOR VISUAL WORKS WHICH USE THEIR SONGS AS DATA

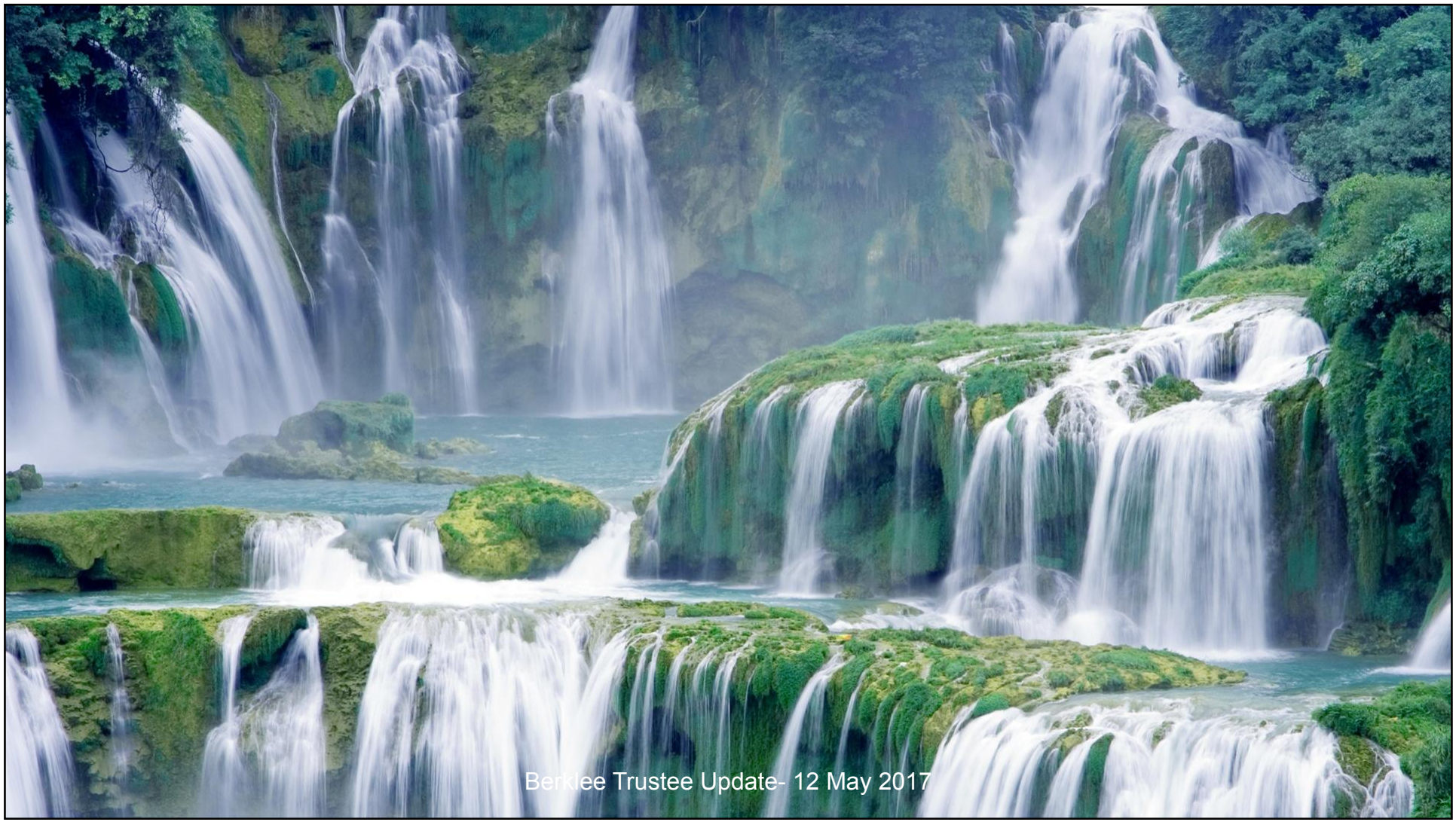
4. INDIVIDUAL ATTRIBUTION FOR SINGLE TRACKS IN NEW DERIVATIVE WORKS

ARTISTS
A SMALL, CURATED GROUP OF ARTISTS WILL MAKE NEW WORKS AND EXPLORE MEDIUMS DURING THE LAB. THEIR MASHUPS REQUIRE A NEW WAY TO CAPTURE INFORMATION ABOUT THEIR ART.

PRODUCT TEAMS
DEVELOPERS WILL BUILD PRODUCTS TO CAPTURE THIS INFORMATION INTO INTEL'S SAWTOOTH LAKE. THE BUSINESS REQUIREMENTS OF THE OMI AND ITS INITIAL API RELEASE WILL BE USED TO QUERY THE DATA ON THE BLOCKCHAIN TO KNOW WHO CONTRIBUTED TO EACH WORK

CREATORS
ACCESSING THE STORED WORKS WILL TAKE ELEMENTS AND MAKE NEW WORKS TO FEED BACK INTO THE BLOCKCHAIN


THIS IS HOW WE
OPEN
MUSIC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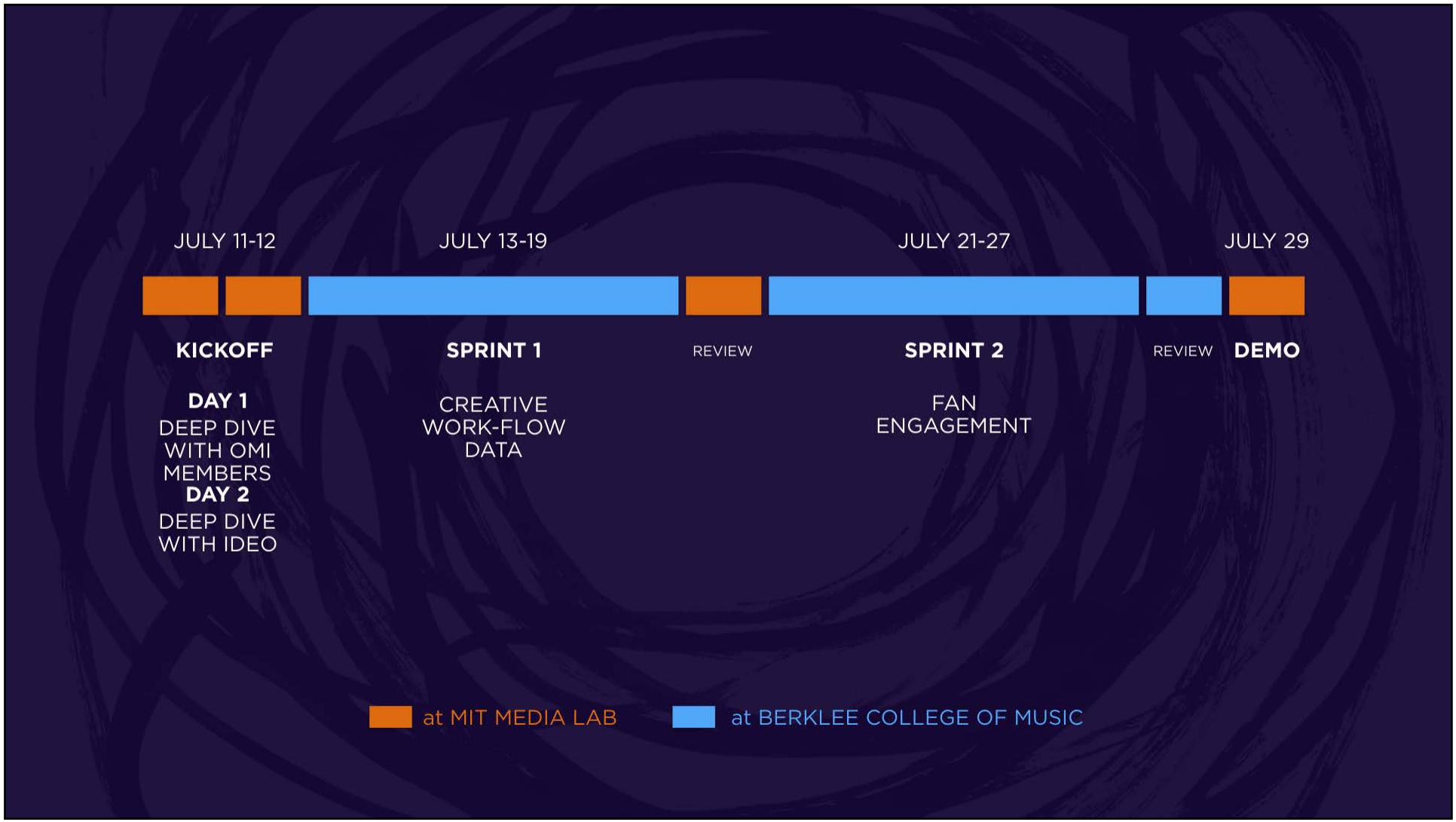
SPRINT 1

What new workflows might we design to gather critical information as music is being created?

SPRINT 2

What emergent fan experiences might result from data collection?

What creator and fan incentives might we create to encourage sharing of this information?


JULY 11-12
JULY 13-19
JULY 21-27
JULY 29
KICKOFF
SPRINT 1
REVIEW
SPRINT 2
REVIEW
DEMO
DAY 1
DEEP DIVE WITH OMI MEMBERS
DAY 2
DEEP DIVE WITH IDEO
CREATIVE WORK-FLOW DATA
FAN ENGAGEMENT
at MIT MEDIA LAB
at BERKLEE COLLEGE OF MUSIC

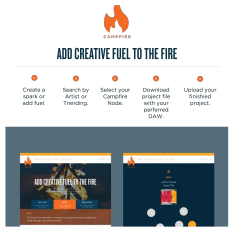
12 CONCEPTS

MIRROR
NEVER FORGET AN IDEA
GET THE FULL PICTURE

BEAM

AURA

INTRSTLR

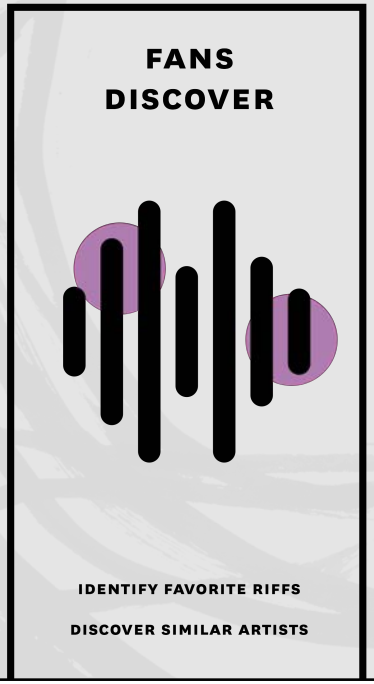

CAMPFIRE
ADD CREATIVE FUEL TO THE FIRE
Create a spark or add fuel.
Search by Artist or Trending.
Select your Campfire Node.
Download project file with your preferred DAW.
Upload your finished project.

HELIX™
YOUR MUSIC DNA CAN LIVE FOREVER

lucy
Immersive experiences. Anywhere.

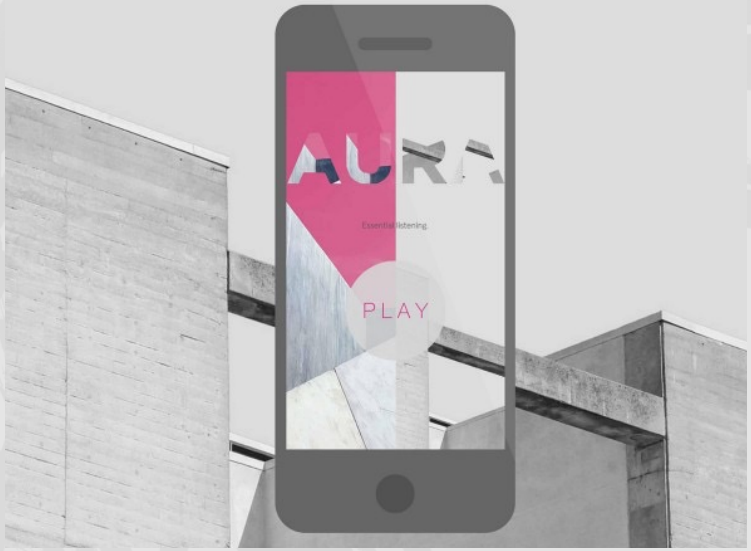
FAN OR ARTIST?

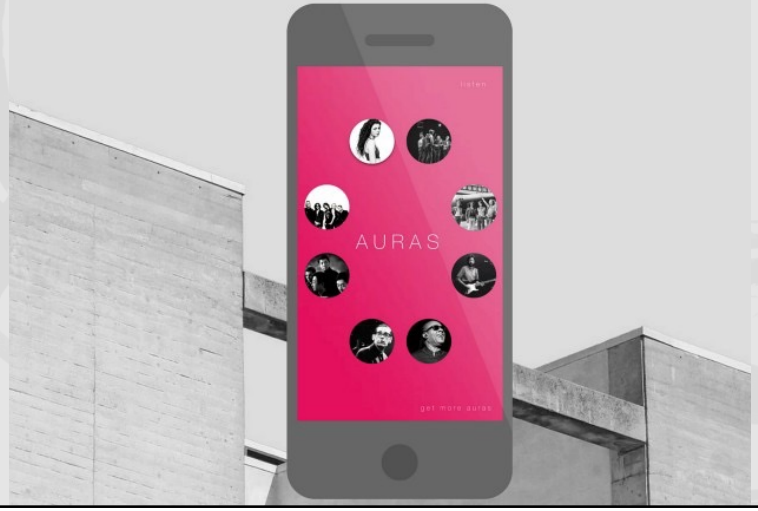
Mark.



OnRecord's 1/4" Plug creates a Soundprint that seamlessly embeds track-level performer identity

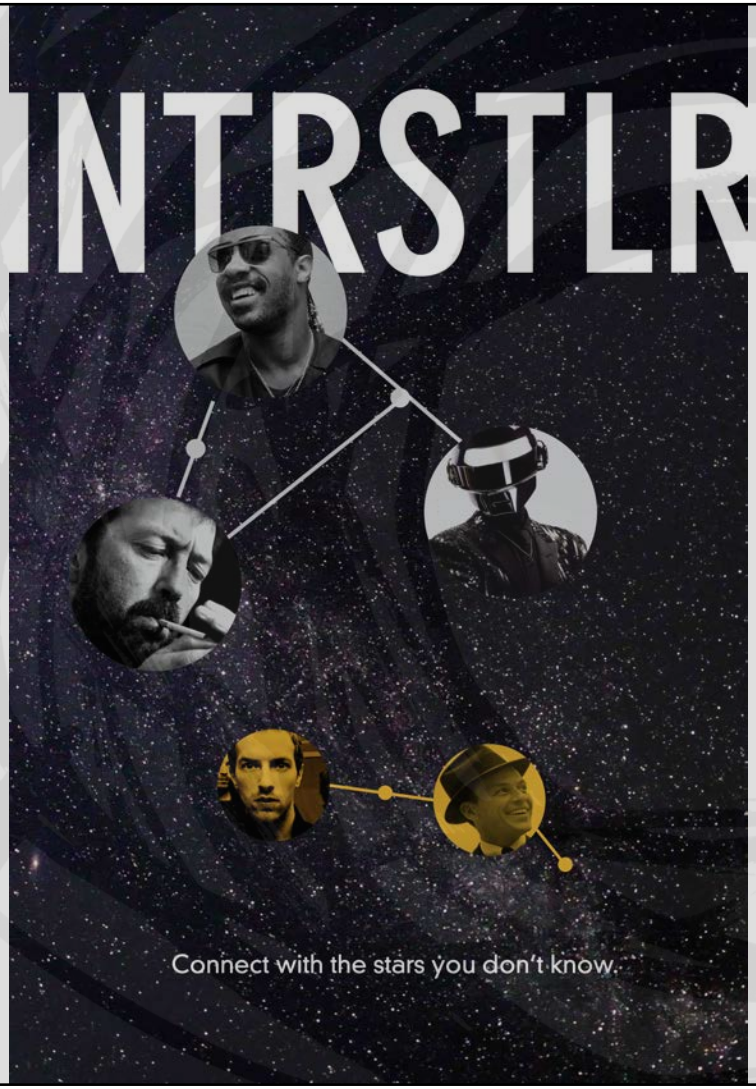
How might we anticipate the proliferation of atomized contributor data embedded in the tracks themselves?





Aura lets fans assign 10 artistic muses, then live-mixes available stems so music changes with the listener's movement and surroundings.

How might we build systems that identify track-level contributions in new derivative works created from AI?



INTRSTLR is a platform that analyzes song metadata to help fans discover lesser known artists, and then build a following around them.

How might we make song metadata easily accessible to help fans discover and support lesser known artists, producers and songwriters?

CAMPFIRE

ADD CREATIVE FUEL TO THE FIRE

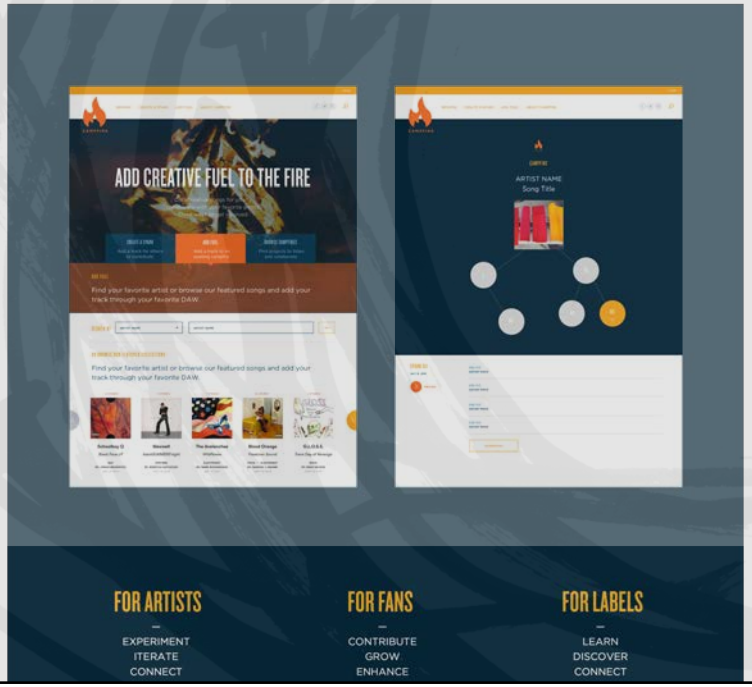
Create a spark or add fuel.

Search by Artist or Trending.

Select your Campfire Node.

Download project file with your perferred DAW.

Upload your finished project.



Campfire is a platform that encourages derivative works- bringing all of this content into one, generative, trackable platform. Upload a track to see all the iterations people make, or hop in to add your own spin.

How might we create a system that accommodates individual consumer identities so that we can realize revenue from derivative works?

PLEASE REVIEW
THE UPDATE MEMO
IN YOUR
BOARD PACKAGE
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DIFFERENT BY DESIGN

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OPEN MUSIC

THE OMI METHOD-
TECHNOLOGY
ADVOCACY
EDUCATION
POLICY
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UDPATE ON PROGRESS

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OPEN MUSIC

MVI

MINIMUM

VIABLE

INTEROPERABILITY

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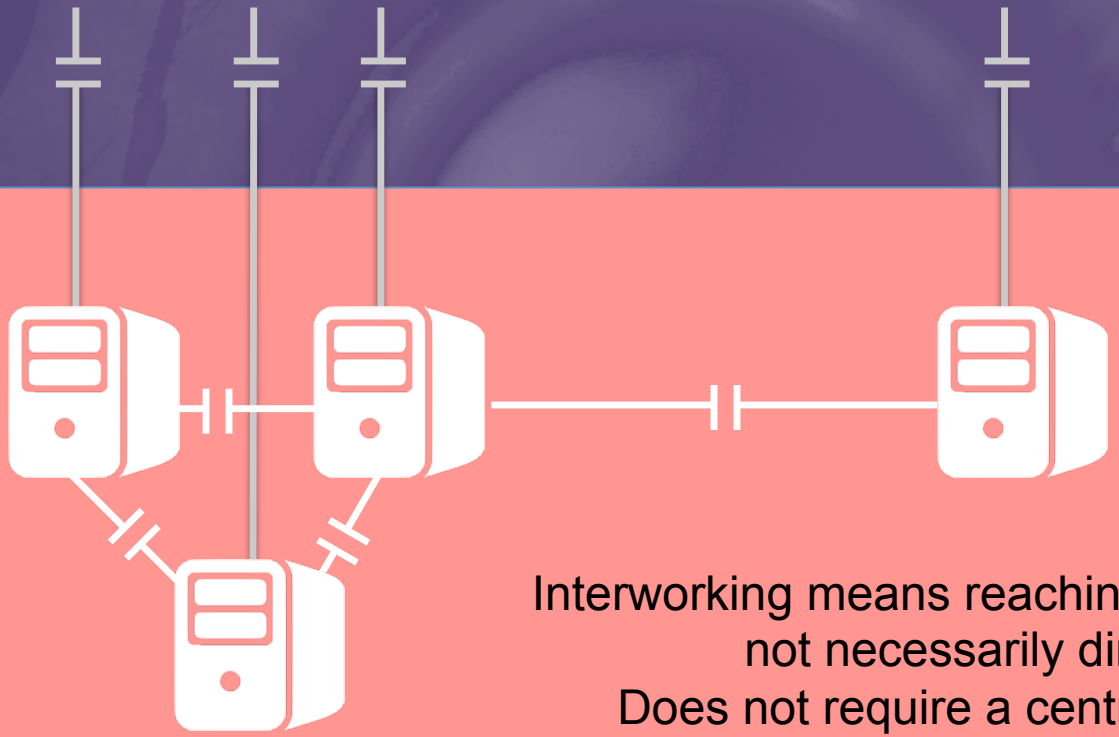
INTEROPERABILITY



Interworking means reaching everyone, but not necessarily directly.
Does not require a central directory

TIMELINE

29-Jan-2016: Concept presented to Roger

Feb-2016: OMI Model, “Pitch,” and MoU Finalized

March-2016: Members approached, massive team effort

22-June-2016: OMI Launch (NYC kick-off) and PR

1-29-July-2016: 1st Summer Lab

21-Aug-2016: NYC Kick-off Meeting for Members

13-Sept-2016: 1st OMI Tech Meeting (NYC)

27-Sept-2016: Intel announcement

22-Nov-2016: 2nd OMI Tech Meeting (London)

Significant OMII Working Group Meetings (3000+ Person Hours)

10-March-2017: 3rd OMI Tech Meeting (NYC)- MVI 1.0 Specs. as RFC’s

28-May-2017: Released MVI API’s!

Aug-2017: 2nd Summer Lab

OMI WG Engagement & Milestones

3 Major WG Meetings (NYC/London/NYC)

55 working group conference calls

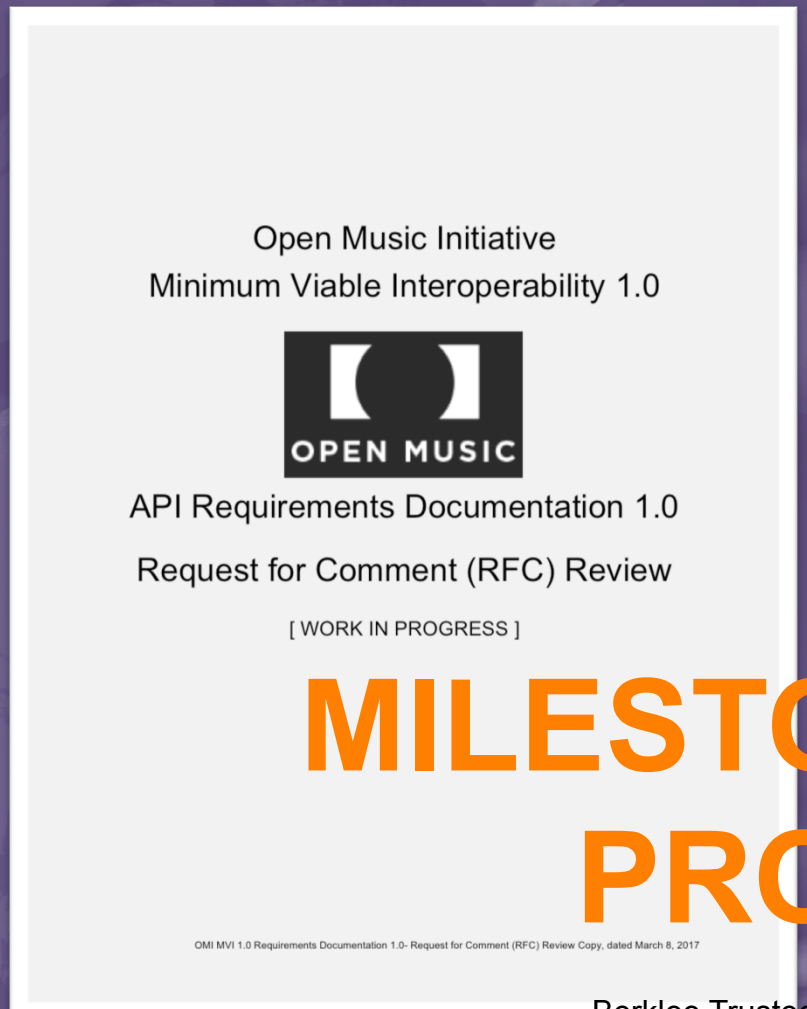
70+ companies participated on calls

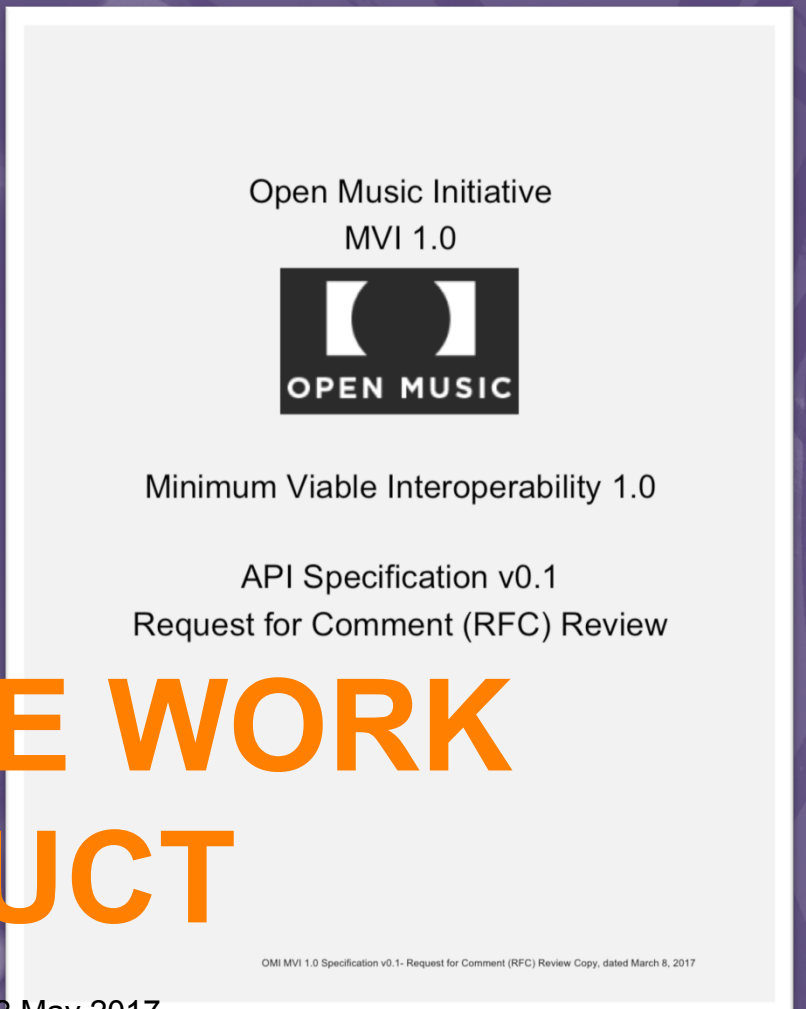
2900+ person-hours contributed (est.)

50+ use cases written

Milestone :

MVI 1.0 Rqmts. Doc. and API Spec.





MILESTONE WORK PRODUCT

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