



## **ALL TOGETHER NOW A POSITIVE MUSIC FUTURE**

If you're a music fan, musician, composer, or industry employee the endless stream of bad news for the traditional music model is constant. "Oh, it's the end of the world. We'll never recover. Damn those downloading college students".

The dawning of a new age in music and music business is here. Recording artists and music lovers must unite and I like to call the concept: All Together Now. "I am you. You are me. We are all together...Now".

Yeah, you can say it's cliché or even naive combining lyrics from Beatles songs to build a platform, but I was just at AIR studios in London and Paul McCartney walked right by and gave me the thumbs up. I take that as a Paulo Coelho sign that I'm on the right path.

WTF is All Together Now (ATN)? It's a combination of software/technology, social media, and music publishing. Maybe you can toss in some psychology. ATN is the ability for artists and their fans to build a future together. Get comfortable and open your mind wide.

Let's begin with technology futurist Marc Andreessen. He coauthored Mosaic Web Browser and developed the first marketed web browser for Netscape called Netscape Navigator. That means we can thank him for your ability to read this page. Thanks Marc. If we were in Pulp Fiction right now Marc would wear a big shirt that says "Bad Ass Mother Fucker!!!"

In the May 2012 issue of Wired magazine Marc says, "Software is eating the world. The internet has now spread to the size and scope where it has become economically viable to build huge companies in single domains, where their basic, world-changing innovation is entirely in the code. We've especially seen it in retail-with: Groupon, Zappos, and Fab."

Marc is telling the music community to use technology in a way that supports a mega-company or an amazing pool of intelligent independents. Let's take a look at the music mega-company of the future.

One area of the music business that is rarely mentioned outside of the technology press is the Virtual Instrument Sample Library (VISL) market. A rudimentary version you might know is Garage Band for Mac. An advanced VISL allows you to access pre-recorded and mixed loops of instruments or lets you play specific instruments soloed for your composition.



Companies like Ableton and Native Instruments distribute intuitive VISL software packages that range from \$50-\$1,000. Some are marketed to basic DJ users to prepare tracks for live sets and more expensive versions are marketed to the advanced composer or music producer. In both cases Ableton and Native Instruments are printing money. They are laughing at major record companies. Signed artists buy Ableton and N.I. products whether their releases sell or not.

#### ABELTON & N.I. - MUSIC MEGA COMPANIES

In the future, besides robots, Ableton and N.I. will discover that major artists like Lady Gaga, Justin Beiber, Dr. Dre, Santigold, Jay Z, Nine Inch Nails, and Radiohead will have total autonomy and decide to release all of their magic tricks, all of their golden audio files, as intuitive VISL's. Some savvy artists will market a new release and a VISL based on those assets as one package. Going backward is difficult to impossible due to legal issues arising from copyright ownership but moving forward it's open sesame.

Imagine Trent Reznor releasing Downward Spiral in 1994 and for \$350 you also get the VISL so you can use the "Closer" percussion files to craft your own wicked song. Then his record company master Jimmy Iovine says, "Hey kids, post your new songs or remixes on Youtube and Soundcloud. Those with the most views/votes will be picked by Trent to join our publishing company." Insert mad laugh here. MUHAHAHAHAHAHA!!!

Ableton, N.I., or a new publisher/distributor could offer the traditional album release, VISL, and fan music publishing capacity that create a Music Mega Company. If intellectual property is even remotely valued in the future, fan based publishing models will eclipse the revenue from a standard release or VISL sales.

Simple math for a Lady Gaga VISL Mega Hit:

|  |                |
|--|----------------|
| Song "Bad Romance" You Tube Views                  | 450 Million    |
| Albums Sold Worldwide                              | 24 Million     |
| Gaga's Wicked Beatz (VISL based on catalogue)      | 1.5 Million    |
| VISL retail \$150 x 1.5 million sold = gross sales | \$ 225 Million |
| Fan songs published - 10% of 1.5 mil = 150,000     |                |
| Fan song value \$2,000 each - \$2,000 x 150,000    | \$ 300 Million |
| Total Gross  | \$ 525 Million |



That's right folks. A Lady Gaga VISL and fan publishing model could yield half a billion. If Ableton and N.I. adopt this model they will become multi-billion dollar behemoths and prove Marc Andreessen correct, "Software is eating the world". Even if my estimate of 1.5 million VISL sales for Gaga is considered high several artists of similar popularity would move us into the billion dollar category. That translates to power in the financial marketplace. I'm not even including Asia in this theory.

Music fans I say to you now. Let's be one of the first. Let's be smart independents and get this model moving. Radiohead, Bjork, and Massive Attack will be doing this in no time. "Hey, you listening Trent...Dre...Billy Corgan...Lil Wayne...."Madge"?"

This is a call to action. If you find my theory valid or worth debating find Corner Stone Cues on:

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The barrier between crowd and artist is gone. Join us!!!!

ALL TOGETHER NOW!!!!!!

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