

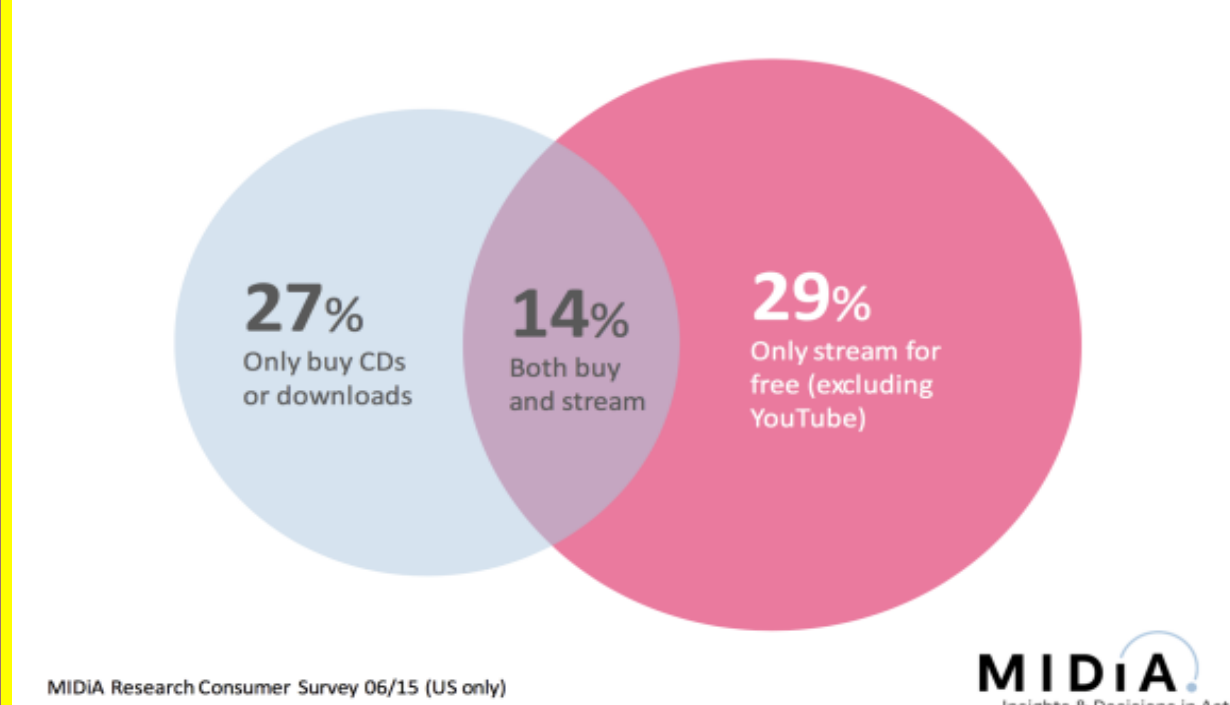
Sound Expansion: Music Taxonomy and MIRs Redeveloped for Music Streamers

Problem: Music Streamers are at an Informational Disadvantage

- Working for Dr. Jin Ha Lee at the Information School, there was research that was needed to be done on music taxonomies and information retrieval.
- Prior research has been done on music personas, but music streamers (and DJ's) lack the sufficient research to fully understand what role they serve in the music information community, as they are a growing force, but have many disadvantages in the overall community as opposed to buyers.
- Streamers are at an informational disadvantage when it comes to accessing and collecting music for their upcoming projects.
- Consequently current MIR systems and their taxonomies might not work in their favor.

Free Streaming Audiences And Music Buyers Are Still Largely Distinct Audiences

Installed Base Of Music Consumers By Type And Overlap, US Only



MIDIA
Insights & Decisions in Action

SERVICE CENTRIC LICENSING (CURRENT MODEL)									
	% of total plays on service	% total plays by user	Subscription fee	Label share	Label revenue	Artist royalty share	Artist royalty	Artist consumer spend	% of total royalties
Artist A	10%	0%	\$9.99	60%	\$5.99	15%	\$0.090	0.90%	10.00%
Artist B	0.5%	55%	\$9.99	60%	\$5.99	15%	\$0.004	0.05%	0.50%

USER CENTRIC LICENSING									
	% of total plays on service	% total plays by user	Subscription fee	Label share	Label revenue	Artist royalty share	Artist royalty	Artist consumer spend	% of total royalties
Artist A	10%	0%	\$9.99	60%	\$5.99	15%	\$0.000	0.00%	0.00%
Artist B	0.5%	55%	\$9.99	60%	\$5.99	15%	\$0.495	4.95%	55.00%

NOTES: assumes artist is on a 15% royalty deal with label and is fully recouped
<https://musicindustryblog.wordpress.com>
<http://www.midiaresearch.com>

Methodology: Research and Discovery

- Literature review on music information retrieval, and on how certain methods can benefit the music streaming community.
- Conversations with fellow streamers on Skype to have a general understanding on what their information needs truly are.
- Surveying streamers from various music-based subreddits on Reddit to understand common themes among their information needs, and building taxonomies out of these, in addition to a further creation of what the music streamer persona may entail.



Conclusion: Music Streamers Indeed Need More

- The research findings suggested that a music information retrieval system, that would be contingent on as many information needs possible, would be an effective way of satisfying this informational disadvantage.
- Streamers are very broad when it comes to information needs because those who participated all came in with different queries and replies..
- Because of the diversity in information needs as well as the streamer personas, a broad and vast music streaming service with a complex MIR system will be needed in the foreseeable future to fully satisfy this informational disadvantage.

What's Next?

- Create an ongoing user-friendly music streaming service project in the foreseeable future to make the music streaming community at a less disadvantage.
- The service will need to have a consistent algorithm indicating that the diversity of information needs is pertinent.
- The metadata within the algorithms will be based off well-constructed taxonomies based off what these queries entail.
- The ultimate goal of this upcoming project is to provide a streaming service that redefines music information retrieval into something more relevant than before.