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(R)Evolution in the Information Industry: What the Information Industry Can Learn from the Music Industry

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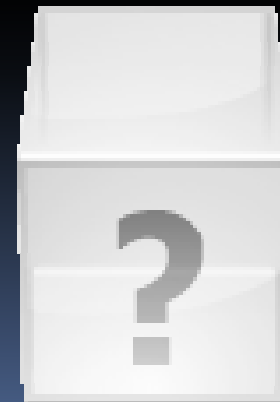
(R)EVOLUTION IN THE INFORMATION INDUSTRY

What the Information Industry Can Learn from the
Music Industry.

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Who's on First?

- The music industry:
 - Record companies, publishers, studios, A&R
- The information industry:
 - Publishers, vendors, universities, libraries
- Technology
 - Digital technologies



Strategic Inflection Point

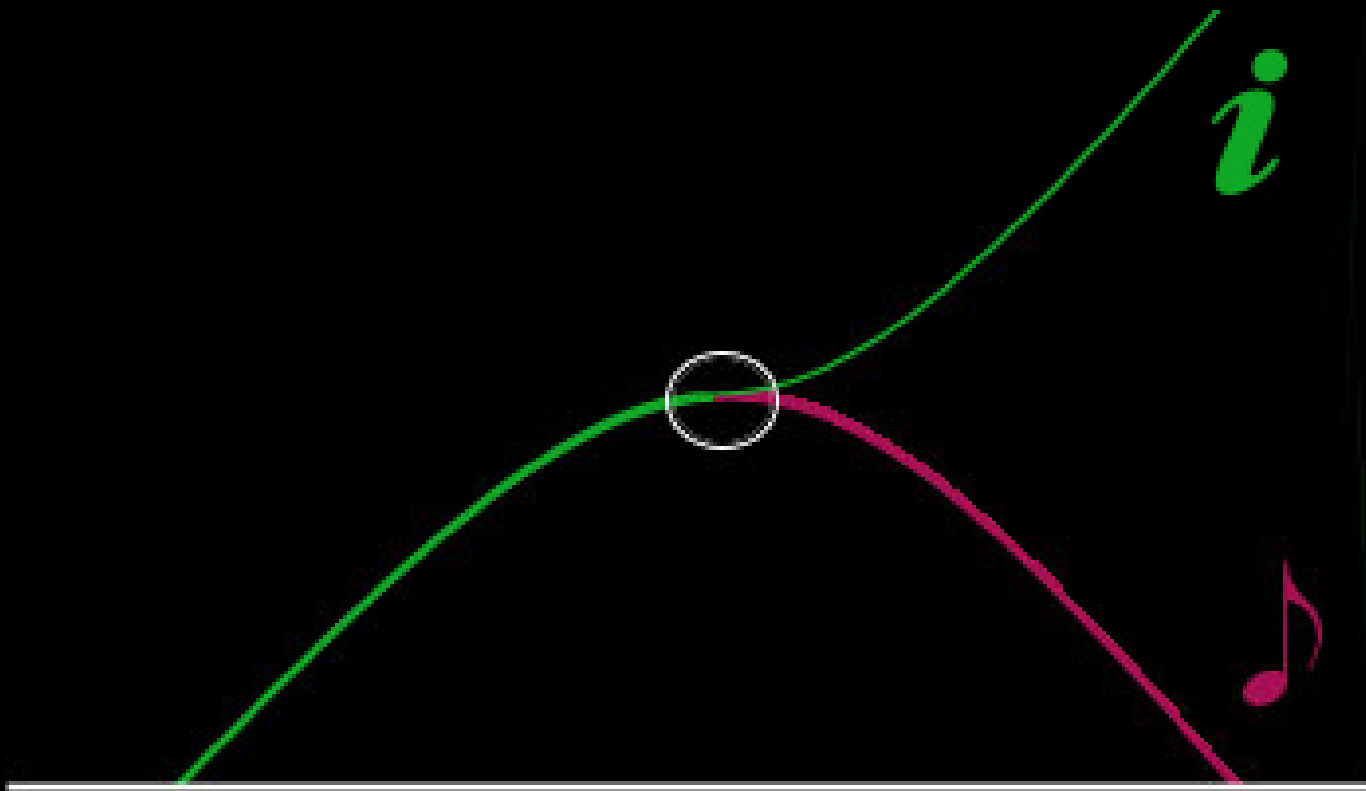
A strategic inflection point is a time in the life of a business when its fundamentals are about to change. That change can mean an opportunity to rise to new heights. But it may just as likely signal the beginning of the end.

Strategic inflection points can be caused by technological change but they are more than technological change. They can be caused by competitors but they are more than just competition. They are full-scale changes in the way business is conducted, so that simply adopting new technology or fighting the competition as you used to may be insufficient.

– Andrew S. Grove, *Only the Paranoid Survive*

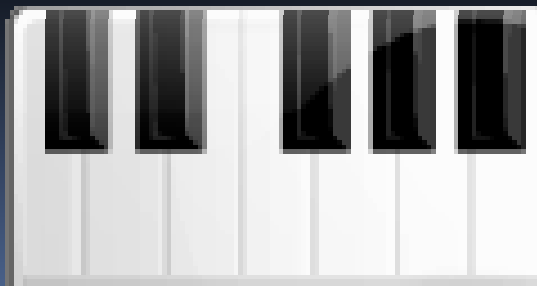
The Point

Strategic Inflection Point

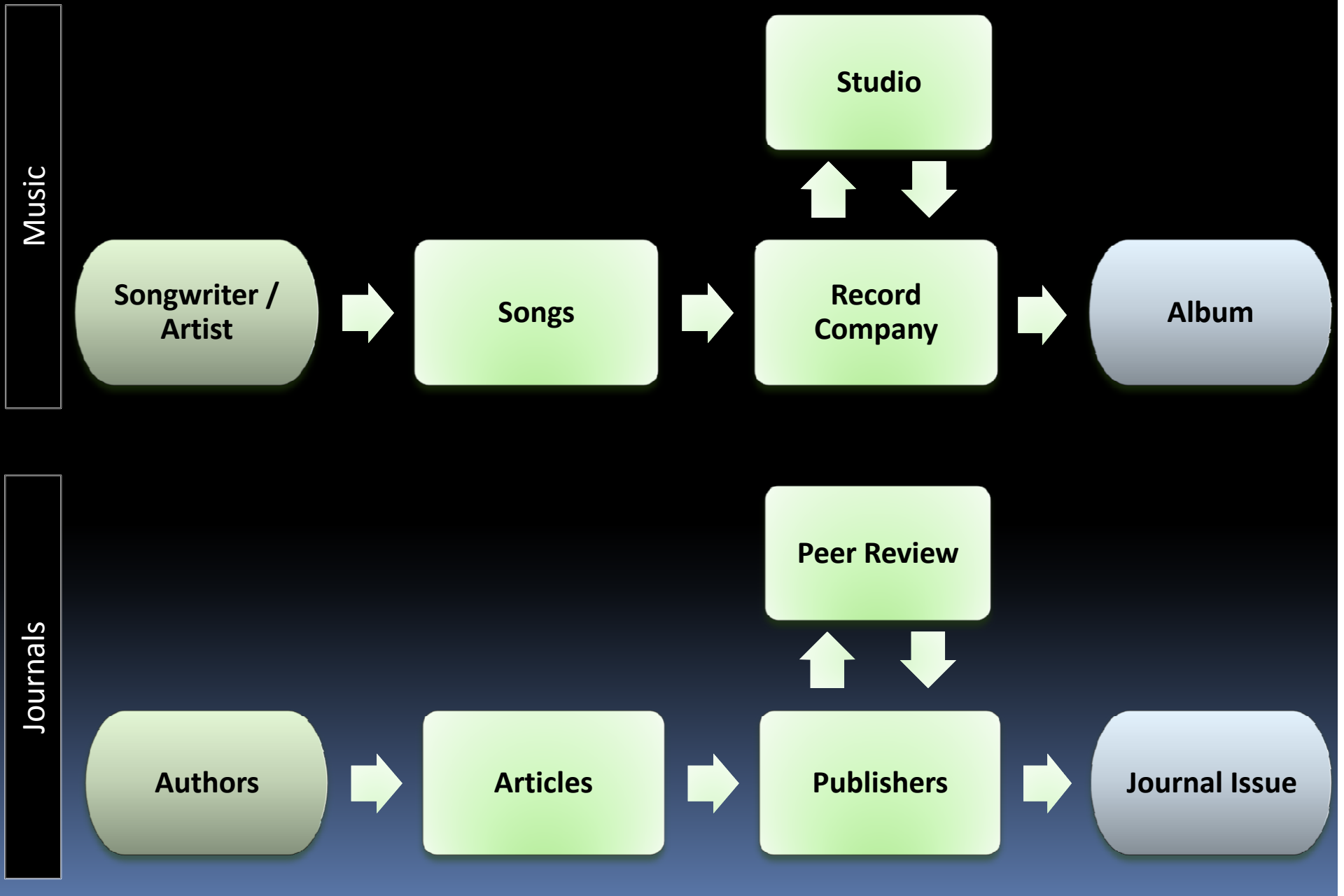


Tale of Two Industries

- Sub-Industries of Entertainment Industry
- Similar products
 - Rely on transfer of copyright for profit
 - Physical expression of intangible idea
- Similar players

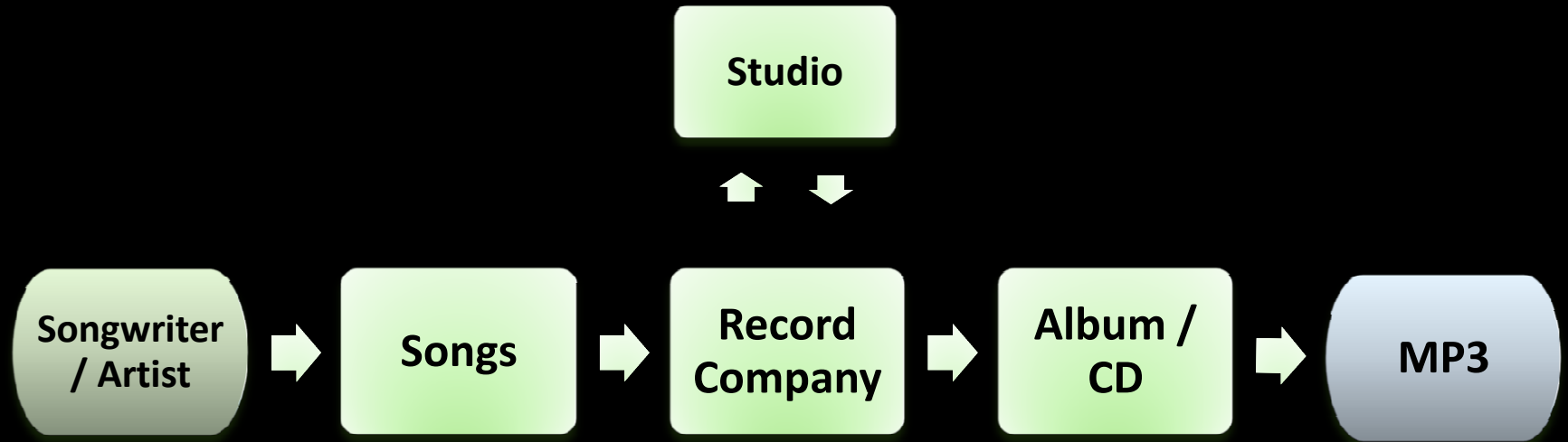


Pre-Technology



Post-Technology Short-Term

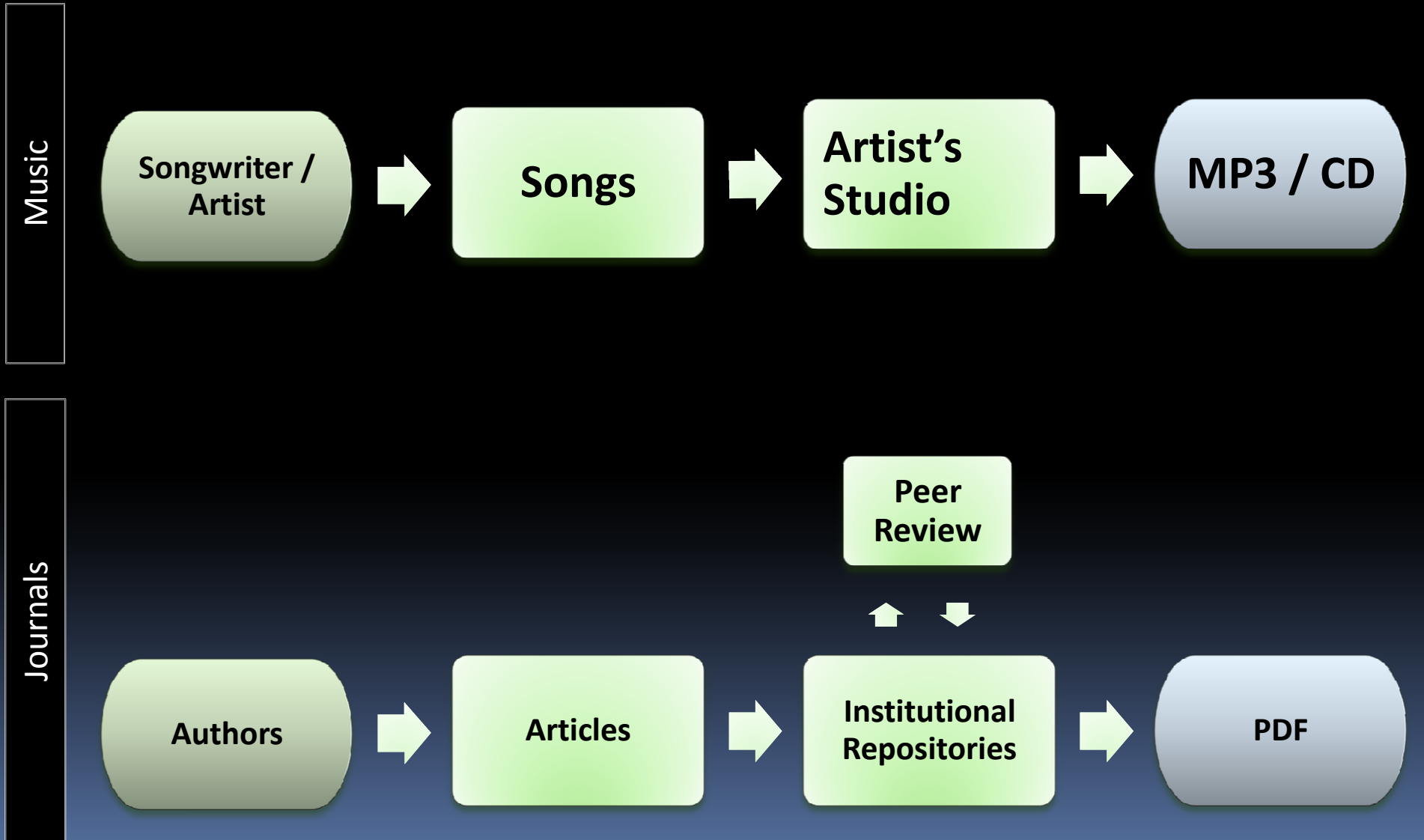
Music



Journals



Post-Technology Long-Term



Music Industry Crash

Physical Sales

**42%
Loss**

\$14.5 billion

\$8.5 billion

1999

2008



Music Industry's Mistakes

- A shift from culture to commerce
- The slow and ineffective adaptation to and implementation of technology
- A failure to foresee and adapt to new consumers changed by technology, called digital natives



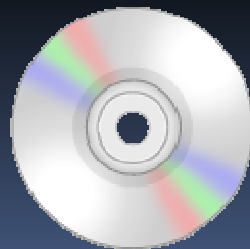
Culture → Commerce

- Consolidation into corporations
- “No talent talent”
- Death of the single



Technology's Slippery Slope

- CD repackaging – false boom
- Digital piracy
- MP3, P2P, DRM, lawsuits & Apple



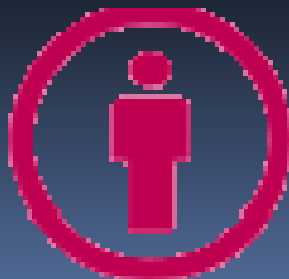
The Natives are Dangerous

- Digital Natives
- P2P Boom & Lawsuits
- Alienation of consumers & future artists



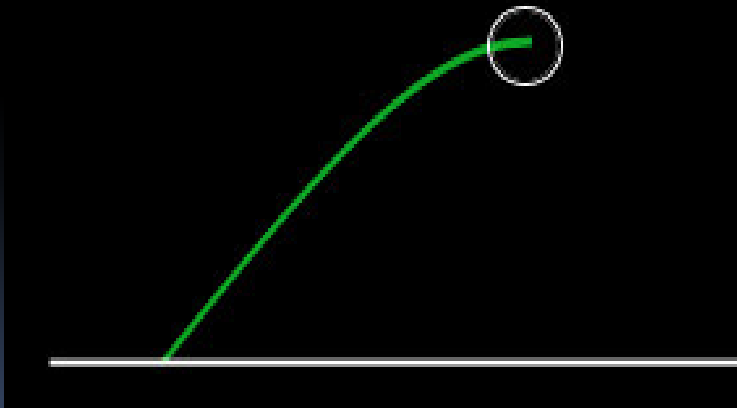
Rebuilding: It Takes a Village

- 360° deal
- Creative Commons licenses
- Ringtones & Ringbacks



On a Precipice

Information Industry



- A shift from culture to commerce
- The slow and ineffective adaptation to and implementation of technology
- A slow adaptation to new consumers changed by technology: digital natives

Culture → Commerce

- Consolidation into corporations
- Serials crisis
- Death of scholarship



Technology's Slippery Slope

- Slow and ineffective adaptation to and implementation of technology
- Ebooks = CDs – Repackaging
- Copyright and Institutional Repositories



The Natives are Dangerous

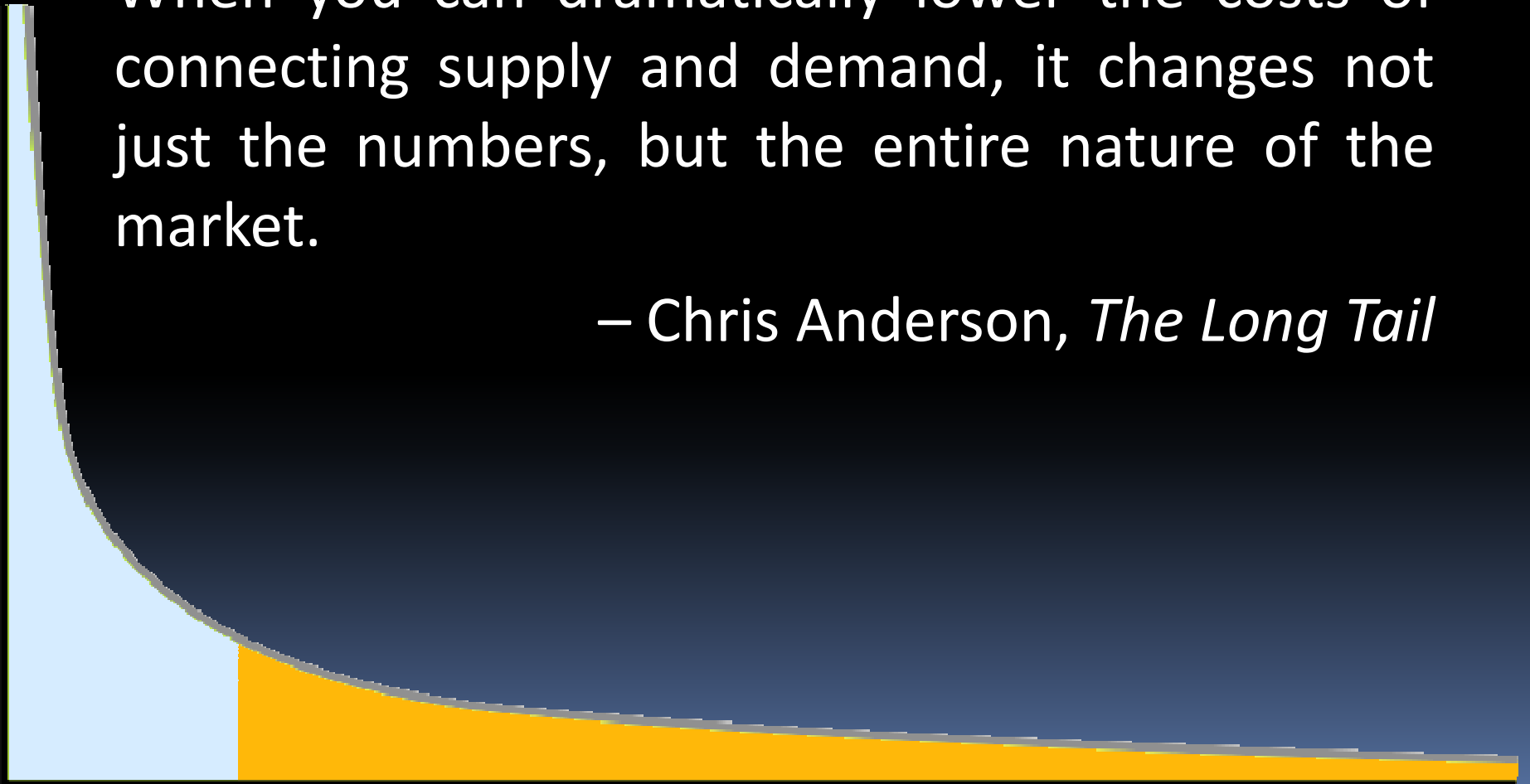
- Digital natives in universities
- Supply, demand & long tail economics / “freeconomics”



New Economies

When you can dramatically lower the costs of connecting supply and demand, it changes not just the numbers, but the entire nature of the market.

– Chris Anderson, *The Long Tail*



Talking about a R(E)volution

- Future is now!
- We have a responsibility to act:

“It’s upon the shoulders of the insiders that the duty to speak up [and to act] falls first.”

-Lindsay Waters,

Enemies of Promise:

*Publishing, Perishing, and the Eclipse of
Scholarship*

Libraries and Universities

- Institutional Repositories & Open Access opportunities – “less of more”
 - Faster publication & wider distribution
 - More cost effective
 - Niche research
- Bepress’s Digital Commons, D-Space, etc.



Universities

- Tenure Systems & Digital Publication

“When we scholars defer to the demands of administrators and the procedures of scholarly publishers, as when we outsource tenure decisions, we betray a craven attitude to authority that does not become us”

-Lindsay Waters, "Scholarship and Silence"

Publishers & Vendors

- It's time to add real value
- Metadata & better searching
- Save the time / effort of the user
 - Repackage
 - Collect the best content



American Pie

- Perhaps someday, we will all settle for a smaller piece of the pie in order to sit at the table at all.
- Questions & Discussion



Credits

- Icon pictures from [http://commons.wikimedia.org/wiki/Crystal Clear](http://commons.wikimedia.org/wiki/Crystal_Clear)

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