REBUILDING THE PLAYER PIANO

by LARRY GIVENS

THE VESTAL PRESS - Vestal, New York
KEEP CALM AND FOLLOW PROTOCOL
API SPECIFICATIONS TO ENABLE INDUSTRY PLATFORM INTEROPERABILITY
OMI
IS THE
MVI
UPDATE ON PROGRESS
5 WORKING GROUPS

CORE FUNCTIONS

IDENTITY

PLATFORM ARCHITECTURE

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
HACKS:
SPOTIFY +
SOUNDCLOUD +
BIGCHAIN
BERLIN 5.5.17
API / MVI 1.0
RELEASED
SEPTEMBER 2017
Summer Lab
JULY 11-12
KICKOFF
DAY 1
DEEP DIVE WITH OMI MEMBERS
DAY 2
DEEP DIVE WITH IDEO

JULY 13-19
SPRINT 1
CREATIVE WORK-FLOW DATA

JULY 21-27
SPRINT 2
FAN ENGAGEMENT

JULY 29
REVIEW / DEMO

at MIT MEDIA LAB at BERKLEE COLLEGE OF MUSIC
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

OPEN MUSIC INITIATIVE / BERKLEE ICE SUMMER LAB 2017
What new workflows might we design to gather critical information as music is being created?

What emergent fan experiences might result from data collection?

What creator and fan incentives might we create to encourage sharing of this information?
12 CONCEPTS
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** 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?
THIS IS HOW WE OPEN MUSIC