

The Album Post Now

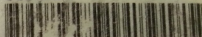
Scott Hewitt & Adam Jansch

March 12, 2015



HMV

£16.99



50997502036200016993

FIVE FOR F AMERICA T

ROCK CD L U2 180

5020362 101

UK Sales 2003

Life For Rent by Dido 2.1m

159m units

6 Albums sell 1m+

2012 - Our Version of Events by Emeli Sandé 1.4m

UK Sales 2013

Midnight Memories by One Direction 685,000

94m units

Official Charts Summary UK 2014

X by Ed Sheeran 1.6m

2 Albums sell 1m+

in 2014 Album sales Digital -9.0% and Physical -6.9% from 2013

Album Objects

The Flaming Lips - Zaireeka

Nicolas Jaar - Don't Break My Love

Mogwai - Tracy

Beck - Song Reader

Third Man Records - Blue Series Single

FM3 - Buddha Machine

Fantômas – Delirium Cordia

Listen to the Light - Ryan and Hays Holladay's 

Album Distribution Experiments

U2 - How to Dismantle an Atomic Bomb iPod

Nine Inch Nails - Year Zero

Prince - Planet Earth

Boards of Canada

Jay Z Magna Carta Holy Grail

U2 - Songs Of Innocence

Wu-Tang Clan - Once Upon A Time In Shaolin

Reasons

Reduced Shelf Life

Avoid the filler

Single Appeal

Streaming

Youtube

Format Approaches

Vinly 6% of US physical sales 2014

Pono Player

Sony Hi-Res Audio

Advantages of Digital

Album Variation

Reduced costs

Desired Features

Feature	Creator	Consumer
Portable	Bad	Good
DRM	Good	Bad
Quality	High	High
Cost	Low	Low
Profit	Good	Good

Suggestions

Playback Device

Feature Rich

Mobile

Expanding the Format

Artwork

- ▶ Immersive
- ▶ Exclusive

Album Notes

- ▶ Current
- ▶ Selling
- ▶ Informative

Just a Playlist

- ▶ Flexible
- ▶ Curated
- ▶ Contextualised

A Different Object

Open Outcome

Generative

Evolving

Participative Object

Remix-able

- ▶ Remixer
- ▶ Alt stems
- ▶ Functionally Integrated

Reclaiming the Playback

Single Use

- ▶ Self Deleting Audio

Contextual Player

Informed by data

- ▶ Track listings
- ▶ Gig set lists

Binaural Mastering

- ▶ Enhanced Headphone Experience
- ▶ Second Non Binaural Mix

Gamification based on playback

- ▶ Enhanced Engagment
- ▶ Participation

An Experiment

Locative Album Player