



TechMutiny

new thinking new technology for the creative sectors
A MediaTainment Finance supplement

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News Analysis

Twitter is set to rock an IPO in 2014; Sweet tweet music to investors' ears

After Zynga, Facebook, and Groupon, could innovative micro-blogger Twitter be the next social-media consumer brand to become the next darling of Wall Street?

The digital-media industry is confident it will launch an initial public offering (IPO) and be listed on a US stock exchange in 2014.

When the first three tech companies got into bed with stock-exchange suitors, someone fell out of love and the value of their shares slumped shortly afterwards. Social-games publisher Zynga, which floated on NASDAQ in 2011 with a predicted valuation of US\$2bn, is now worth about US\$2bn.

Facebook confounded more than the industry's expectations and listed on NASDAQ in May 2012 at a gargantuan US\$104bn in value. In March this year, the value had slumped to US\$60.9bn.

And Groupon, the pioneering e-commerce discount service, let go CEO Andrew Mason after this NASDAQ company saw its value drop to US\$3bn. Search-engine giant Google had once offered to buy it for US\$6bn.

Considering the experiences of these tech-media pioneers, should Twitter float the same way? The company is certainly not giving much away directly and will not go on the record about its plans. But analysts have been keeping a close watch on Twitter's business activities. The platform boasts more than 500 million registered users and media experts estimate it is valued at US\$11bn.

Market researcher eMarketer has predicted that Twitter will generate about US\$950m in ad revenues next year and US\$1.3bn by 2015 thanks to growing mobile advertising.

Since Twitter itself predicted US\$808m revenues for 2014, Silicon Valley, Wall Street and the international investment community are very excited.

There have been other activities hinting at an IPO. Twitter needs assets to justify whatever value it is given going forward. It has spent nearly US\$300m on acquiring or developing start-ups and technologies compatible to its core micro-blogging services.

It needs to position itself as a media platform that consumers, brands and other media owners want to be associated with. Imaginative uses of Twitter during the blackout at this year's Super Bowl, the US biggest live-sports event, confirmed how far the Twitter platform is entrenched in people's lives.

On learning that viewers love to share content via social media while watching TV, Twitter has invested in the second-screen trend. It has formed a partnership with Nielsen, the US TV audience-measurement company, to analyze tweets sent during a program.

In January, Twitter launched Vine, the videoclip equivalent of Twitter's 140-character blogs. Then, in February, it paid a reported US\$90m-US\$100m for Bluefin Labs, a social-TV analytics firm located in Cambridge, Massachusetts.

To work closer with brand owners, while not overwhelming users with advertising, it has introduced an ad API, so that advertisers can control, manage and analyze the ads and marketing campaigns they launch on Twitter.

After TV and advertising, it is reported to be entering the music-content space with a new music app that enables users to share tracks via Berlin-based online audio-distribution platform SoundCloud.

Additionally, a rumor is going round that Twitter has snapped up We Are Hunted, the San Francisco-based music-analytics technology company – a rumor that has neither been confirmed nor denied.

Since 2007, shareholders of the privately owned Twitter have included several venture-capital firms (Union Square Ventures, Spark Capital, Bezos Expeditions, T. Rowe Price, Kleiner Perkins Caulfield & Byers, among others), Saudi billionaire Prince Alwaleed bin

NEWS ANALYSIS

Talal and Russian oligarch Yuri Milner. Founder/chairman Jack Dorsey, CEO Dick Costolo, its executives and employees also have interests. Sooner or later, they will want to earn some decent cash from one of the tech world's hottest properties. Come 2014, their tweets might be spreading the sweet sound of success.

###

Baby, you can drive my cloud-connected car - music on the road takes a new turn

Listening to radio music in a car on the move is nothing new. Now that we have connected mobile-phone devices and the connected home, here comes the connected car.

Ford Motor Company, General Motors, Chrysler and Volvo are among the auto makers embracing technology that links the driver, via wireless Internet, voice activation or touch screen, to the music on their mobile devices or on cloud servers.

Music-streaming services, which effectively rent out the tracks to listeners for a monthly fee, are the closest the digital age has got to traditional music radio. The key difference being fans can now collate their own playlists. Ford has been pushing this new type of in-car entertainment via its Ford Sync voice-activation technology, which is already incorporated into its automobiles in the US and Europe.

Ford Sync enables drivers to control what they listen to with voice commands, while keeping their hands on the wheel and eyes on the road.

Ford's AppLink technology allows streaming music services to integrate their platforms into Ford SYNC, giving the driver a voice-controlled jukebox.

Among the music-streaming and online-radio services in the US accessible via AppLink are Spotify (the world's largest streaming-music service); digital-radio platform Pandora; MOG (soon to be relaunched by new owner Beats Electronics); Rhapsody; the venture capital-backed TuneIn Radio; Clear Channel Broadcasting's iHeartRadio; and

Amazon.com's Cloud Player.

Ford's Developer Program also welcomes third-party software developers to produce SYNC-controlled apps for cars. This opens up opportunities for creating locally-focused apps in multi-lingual Europe.

In the US, Ford says, more than 5 million Ford vehicles feature the voice-activation SYNC technology, including the 1 million equipped with AppLink.

AppLink launches in Europe later this year. The company predicts that by 2015, more than 3.5 million cars in Europe and about 15 million cars globally will have the SYNC voice-control system.

Competing against Ford's car-connected SYNC technology is Ericsson's Connected Vehicle Cloud that Volvo is incorporating into its cars.

In the US, Chrysler cars feature the UConnect in-car system for listening to digital-music services like Pandora and iHeartRadio, while GM's Chevrolet drivers listen to connected music via the UpLink platform.

As more newly manufactured cars come with Internet connectivity, there will be a host of other personalized consumers services that will be able to reach the digital generation of drivers. So, watch this space while keeping your eyes on the road.

###

Architectural revolution: take control and 3D print your own houses

3D-printed architecture is in vogue. 3D-printing technology has so far been used to produce miniature three-dimensional physical items such as merchandise cups or trinkets.

But Amsterdam-based DUS Architects wants to use large-scale versions of the technology to construct the first 3D-printed habitable building. It is using the purpose-built KamberMaker, an 11.5-foot tall mobile 3D-printing pavilion capable of producing giant rooms, to build a complete canal-side house in the Dutch capital.

NEWS ANALYSIS

The inventive enterprise, which will be built along Amsterdam's Buiksloter canal, kicks off later this year. DUS will use the KamerMaker to produce ('print') the different sections and pieces of the house.

They will be made from sturdy polypropylene, a material normally used for packaging and containers, plus recycled plastics. Miniature versions of each room are printed out first before the full version is created.

DUS, which has the leased land near the Buiksloter canal for three years, believes the structure will hold up for several months. The firm will also invite the international architecture profession to benefit from the lessons learned from using the KamerMaker.

Traditionally, architects design the buildings while construction firms bring the concepts to life. Proponents of 3D-printing architecture believe the technology will also give them a say on how their visions are built instead of depending on the construction firm's interpretation.

Another 3D-printed home is Landscape House, the Mobius strip-shaped building by Janjaap Ruijssenaars, an award-winning architect at another Dutch firm Universe Architecture. Participating in the Landscape House project are Rinus Roelofs, a Dutch mathematician and designer, and Enrico Dini, the Italian inventor of the giant D-Shape 3D printer. The house's design is unique in that it has no structural beginning or end, just like a Mobius strip.

The printer releases 20ft x 30ft strips of sand and, to build secure solid structures, the strips are combined and strengthened with a binding agent, concrete and fiberglass.

From that, Ruijssenaars' team will create the 12,000 sq ft two-story Landscape House, which is expected to be situated on the Irish coast. Ruijssenaars' house is expected to be completed in 2014 and will cost about US\$6m.

Also competing in the race to complete the first 3D-printed house is London-based Softkill Design. It says its modular method means it can build the building's different sections off-site, transport them by road to the building site and complete the structure in about three weeks.

It is fair to say these projects are still experimental. But the KamerMaker, D-Shape and Softkill Design's bespoke algorithmic system are setting down paths that look set to redirect the architect profession's future.

###

Heard the one about celebrity headphones? Loud and clear

Popular music does not get louder than heavy metal and metal music does not get more picky than the plectrum of Motorhead frontman and bassist Lemmy.

This may explain why Lemmy and the rest of his UK "Ace of Spades" band hooked up with a Swedish electronic-goods specialist to launch Motorheadphones in January at CES, the Las Vegas trade show featuring the what's what in the future of consumer digital gadgets.

The hard-rock band joined Swedish audio expert Anders Nicklasson and Krussell International, the global portable-electronics manufacturer, were attending to launch Motorheadphones. These new portable mini loudspeakers promised to reproduce faithfully the loudness that metal music is notorious for. At the same event, Lemmy's hip-hop US counterpart 50 Cent was also introducing the latest line in his Street by 50 headphones.

50 Cent, who ended up with what he says is an unjustified notoriety with album titles like Get Rich or Die Tryin', has had mixed success with SMS Audio, a headphone venture he launched in 2011.

To boost SMS' business prospects that year, the company bought and integrated the expertise of KonoAudio, an audio-equipment maker founded by former Gillette executive Brian Nohe.

Today, SMS Audio markets the Street by 50 over-ear, in-ear and on-ear headphones, plus the Sync by 50 wireless range. The business must be improving as 50 Cent (real name Curtis Jackson) has gained the trust of his associate Timbaland, the rapper/producer, who became an equity investor in SMS Audio in January.

NEWS ANALYSIS

The fascination with celebrity-endorsed headphones is soaring, thanks to the irrefutable success of Beats By Dre range, launched by Beats Electronics in 2008. Co-founded by six-time Grammy Award-winning US producer Dr Dre with Jimmy Iovine, boss of InterscopeGeffenA&M Records, Beats Electronics is turning into a burgeoning entertainment empire.

This trajectory to profitability first emerged when Taiwanese electronics-goods giant HTC invested US\$300m in Beats during 2011. Since then, Beats by Dre has morphed into a global brand renowned for its clever marketing.

During last year's London Olympic Games, free samples of the headphones with the distinctive 'b' logo were sent to high-profile athletes.

Happy with the design and sound quality, they wore the headphones and triggered one of the slickest ambush-marketing tactics at a global event and raised the brand's international profile.

Beats Electronics has since acquired US streaming-music service MOG, for which it has won investments from Access Industries (owner of major recording label Warner Music Group) for a re-launch later this year.

From headphones to entertainment group, Beats by Dre is proving that musicians can do more than just endorse audio products so that their fans can listen to nothing less but high-quality sounds.

For some artists, the association with and participation in the design of headphones is not a full hands-on vocation. This is notably the case of legendary veteran producer Quincy Jones (with Vienna-based AKG), Dutch DJ Tiesto, Lady Gaga and US rapper Ludacris.

But for Dr Dre, 50 Cent and Lemmy's Motorhead, you get the feeling they are investing in a future after the best-selling hits have come to an end

###.

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Media

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isruption Directory

*Thumbnail outline of the latest in
ground-breaking technologies*

ADVERTISING/MARKETING

Product: **Adidas Collider**, an online app for the 2013 digital global marketing campaign promoting adidas' Originals line of sports apparel and footwear
Need to know because: it is part of the sport-apparel giant's Unite All Originals brand-awareness campaign by offering the app, which enables international artists from all disciplines (music, art, design, fashion, video, poetry, lyric writing etc) and techies to showcase original collaborative creative works on one platform; artists already participating include French visual artist SoMe, Canadian DJ A-Trak, Australian rapper Iggy Azalea, UK fashion designer Stooki; Brazilian painter Flip and Chinese artist Grace Tang

Creative function: international digital advertising campaign

Creative target: adidas' youth customers

Company: adidas, based in Herzogenaurach, Germany

Key executive/s: adidas CMO Hermann Deininger

Investors/Owners: adidas

Distribution platform: internet

Launched: March 2013

URL: www.adidas.com/unite

###

Product: **Eloqua**, a cloud-based automated marketing-management software

Need to know because: it was recently bought by Oracle, the US-based computer technology behemoth, for US\$810m, which wants to boost its cloud-computing business; the transaction is expected to be completed later this year

Creative function: their combined resources are expected to help marketers offer more consistent brand messages and e-commerce services across digital and social-media platforms

Creative target: marketers; advertising agencies;

Company: Eloqua, based in Virginia, US with operations worldwide

Key executive/s: Eloqua chairman/CEO Joe Payne; Oracle Development executive VP Thomas Kurian

Investors/Owners: NASDAQ-listed

Distribution platform: online; the cloud; software app

Launched: 1999

URL: www.oracle.com/eloqua

###

Product: **Flite**, the cloud-based online and mobile-advertising platform
Need to know because: Conde Nast, publisher of high-end magazine titles like Vogue, Vanity Fair and Architectural Digest, has spent US\$11m for an 11% share in Flite

Creative function: enables advertisers and publishers to create, control and measure ad campaigns on digital platforms

Creative target: advertisers; ad agencies; marketing services; digital publishers; web designers; app developers

Company: Flite, based in San Francisco, US

Key executive/s: CEO Will Price

Investors/Owners: Conde Nast; Sequoia Capital; General Catalyst Venture Partners; Hummer Winblad Venture Partners; Harrison Metal; and NCD Investors

Distribution platform: wireless networks; online

Launched: 2006

URL: www.flite.com

###

Product: **MirriAd**, digital brand-integration platform

Need to know because: Asia Today Ltd and ZEE Entertainment Enterprises, two conglomerates controlled by Indian media entrepreneur Subhash Chandra, have agreed to invest £3m in MirriAd, the product-placement technology that enables advertisers to insert their brands seamlessly and unobtrusively into TV content; media and entertainment fund Edge Performance VCT handled the deal

Creative function: Product placement in broadcast and online TV shows

Creative target: advertisers; ad agencies; production companies; broadcasters

Company: MirriAd, based in London, UK

Key executive/s: MirriAd CEO Mark Popkiewicz; ZEE chairman Subhash Chandra; Edge founder David Glick

Investors/Owners: institutional investors including Edge Investment Management; Oxford Technology Management; Oxford Capital Partners; STV Group PLC; Seraphim Capital; South East Growth Fund

DISRUPTION DIRECTORY

Distribution platform: digital TV

Launched: 2008

URL: www.mirriad.com

###

Product: **SmartID**, an automated content-recognition software

Need to know because: Audible Magic, the software's developer recently gained three US digital advertising networks and service providers (DG MediaMind, Accelerated Media; Cheshire Duo) as clients. Viewers are able to interact with TV commercials via extra brand-related content that is accessible on digital mobile devices

Creative function: enables ad agencies and clients to offer interactive marketing campaigns on TV and second-screen devices like smartphones and tablets; helps coordinate content on different digital media channels

Creative target: advertisers, ad agencies, TV networks, cable-TV operators, TV set-top box manufacturers

Company: Audible Magic Corporation, based in Los Gatos, California with EMEA offices in London

Key executive/s: Audible Magic marketing VP Jay Friedman

Investors/Owners: Florida Silicon Partners; Tierra Del Oro

Distribution platform: social TV; smartphones; tablets

Launched: 1999

URL: www.audiblemagic.com

###

Product: **Verve Mobile**, location-based mobile-advertising service provider

Need to know because the company and its proprietary technology have nabbed US\$14m in a Series C round of funding led by Nokia Growth Partners; the funds will be used to offer digital advertisers and publishers a wider range of tech tools

Creative function: offers advertisers more precise targeting based on where the consumer is physically located

Creative target: advertisers; ad agencies; marketing services; digital publishers

Company: Verve Mobile, based in New York, US

Key executive/s: CEO Tom MacIsaac; president Tom Kenney

Investors/Owners: Nokia Growth Partners; Qualcomm Ventures; BlueRun Ventures

Distribution platform: wireless networks; smartphone devices

Launched: 2005

URL: www.vervemobile.com

###

FILM/VIDEO

Product: **AVOS Systems**, umbrella company for online social media and entertainment platforms

Need to know because: AVOS co-founder Chad Hurley has disclosed plans to launch an online video network that industry observers believe will be similar to Google's YouTube, which Hurley and business partner Steve Chen co-founded in 2005

Creative function: still not fully disclosed but Hurley has said it will enable artists and producers to collaborate on projects online

Creative target: content, media and entertainment producers

Company: AVOS Systems, based in San Mateo, California, with offices in China and New Zealand

Key executive/s: Co-founders Chad Hurley and Steve Chen

Investors/Owners: New Enterprise Associates; Google Ventures; Madrone Capital; Innovation Works

Distribution platform: all digital platforms

Launched: 2011

URL: www.avos.com

###

Product: **M-GO**, cloud-based pay-as-you-go movie and TV-streaming and video-recommendation service

Need to know because: its app has just launched in public Beta but Hollywood studios, including DreamWorks Animation, NBCUniversal, Sony Pictures Home Entertainment, Warner Bros and 20th Century Fox, have already licensed hit movies and TV shows to the venture; titles will be available on the same DVD release date; and its recommendation engine directs users to other sites if a movie or show is not on M-GO

Creative function: offer video entertainment anytime, anywhere; part of the Hollywood-endorsed UltraViolet standard that enables users to store all their content legally in one digital locker

Creative target: movie and TV fans; production studios; video-entertainment producers; video licensors

Company: Technicolor, based in Paris, France

Key executive/s: M-GO CEO John Batter; Technicolor CEO Frederic Rose

Investors/Owners: DreamWorks Animation; Technicolor

Distribution platform: Technicolor's MediaNavi platform, a downloadable or pre-installed app for digital devices, including smart TV, tablet, computers; games consoles, smartphones

Launched: January 2013

URL: www.v1.mgo.com

###

DISRUPTION DIRECTORY

Product: **Pulp**, an online-distributed movie

Need to know because: the crime caper is the first feature film to premiere on Microsoft's Xbox 360 games console (on 4 March) for streaming via the Xbox Live network, which is accessed by 40 million-plus users

Creative function: Xbox 360 offers an alternative distribution platform to independent movie producers

Creative target: movie and video producers, directors, studios, production houses

Company: Reels in Motion, Stoke-on-Trent, UK

Key executive/s: Pulp's co-director/producer Adam Hamdy; Xbox LIVE UK's product manager Pav Bhardwaj,

Investors/Owners: Reels in Motion; Adam Hamdy

Distribution platform: games console and online multiplayer platform

Launched: March 2013

URL: www.pulpthemovie.com

###

Product: **Taboola**, content distribution and monetization platform known for its video-predictive technology

Need to know because: It raised US\$15m in a Series D round of financing led by Pitango VC

Creative function: a recommendation platform that uses its EngageRank technology to connect users to video and other online content they want

Creative target: online publishers; content producers; brand owners; marketing agencies

Company: Taboola, based in New York, US

Key executive/s: founder/CEO Adam Singolda; president/COO Eldad Maniv; European GM Naday Rosenberg

Investors/Owners: Pitango VC; Evergreen Venture Partners; Marker LLC; WGI Group

Distribution platform: online; mobile

Launched: July 2007

URL: www.taboola.com

###

GAMES

Product: **DeNA**, mobile and social games portal

Need to know because: Sony Corp sold its 13.14% stake (17.7 million shares) in DeNA to Nomura Securities Co for Yen40.9bn (US\$437m) in March

Creative function: provides portal and e-commerce platform to sell digital games internationally; it also hosts Mobage, a platform for third-party developers to upload and distribute their games

Creative target: mobile games developers and users

Company: DeNA Co Ltd, based in Tokyo, Japan

Key executive/s: President Isao Moriyasu

Investors/Owners: Tokyo Stock Exchange-listed

Distribution platform: online; mobile

Launched: March 1999

URL: www.dena.com

###

Product: **GxYz**, the working title for a new smartphone social-games developer

Need to know because: it is the new US\$2.2m joint venture of GREE, the Japanese mobile-game publishing giant, and online Yahoo! Japan

Creative function: to develop and distribute social games aimed at Yahoo! Japan's mobile users

Creative target: app developers

Company: GxYz, based in Tokyo, Japan

Key executive/s: GxYz CEO Tomoyuki Isaka; Yahoo! Japan director Kentaro Kawabe

Investors/Owners: GREE (51% share); Yahoo! Japan

Distribution platform: smartphones

Launched: March 2013

URL: www.gree-corp.com

###

Product: **Infinity**, interactive games-distribution platform to be launched by the Walt Disney Company

Need to know because: after theme parks, stage theater, movies and TV, games is the new creative frontier for Disney; it is launching Infinity, a multi-platform portal that combines video, mobile, social and online games, plus real action figures and virtual worlds based on Disney and Pixar movie brands like Pirates of the Caribbean, The Incredibles and Monsters Inc

Creative function: to compete against Activision Blizzard's successful multi-platform Skylanders game

Creative target: family audiences of Disney and Pixar movies and other franchises; cross-platform games developers

Company: Avalanche Software, based in Salt Lake City, Utah, US, and part of Disney Interactive Studios

Key executive/s: Disney Interactive co-president John Pleasants; Walt Disney Animation Studios chief creative officer John Lasseter

Investors/Owners: The Walt Disney Company

Distribution platform: physical figurine toys; online virtual worlds

Launched: August 2013

URL: <http://infinity.disney.com>

###

DISRUPTION DIRECTORY

LIVE EVENTS/SPORT

Product: **EvntLive**, a digital live-music and on-demand concerts platform

Need to know because: Judy Estrin, one of Silicon Valley's most successful businesswomen, has come out of retirement to support this new start-up, which has raised US\$2.3m in seed funding from a variety of high-profile investors, including Troy Carter, Lady Gaga's manager

Creative function: music marketing; live-concert promotion; concert footage archive

Creative target: concert promoters; musicians; brand owners; record labels; music fans; e-commerce operators; music-video producers

Company: EvntLive, based in Redwood City, California, US

Key executive/s: executive chairperson Judy Estrin; CEO/co-founder Alex Beckman; CMO/co-founder David Carrico

Investors/Owners: includes Silicon Valley and other start-up investors like Vint Cerf; Troy Carter; Dave House; Ellen Levy; Amal Johnson and Judy O'Brien Levy

Distribution platform: online

Launched: 2013

URL: www.evntlive.com

###

MUSIC

Product: **Beatport**, the international online electronic-dance music store

Need to know because: SFX Entertainment, founded by entertainment mogul Robert F.X. Sillerman, has snapped up Beatport, one of the oldest (in digital terms) online music retailers for an estimated US\$50m-plus

Creative function: targeting fans of electronic dance music, a genre that has taken the US by a storm in the last couple of years

Creative target: DJs, dance-music artists; dance music aficionados

Company: Beatport, based in Denver, Colorado, US

Key executive/s: CEO Matthew Adell

Investors/Owners: includes Insight Venture Partners; SFX Entertainment

Distribution platform: online

Launched: 2004

URL: www.beatport.com

###

Product: **Daisy**, working title for new subscription-funded digital-music service

Need to know because: Access Industries, the conglomerate belonging to Russian-US billionaire Len Blavatnik and owner

of Warner Music Group, has led a round of US\$60m in investments in Daisy, which is part of the firm that owns headphone brand Beats by Dr Dre

Creative function: to revamp MOG, a digital music service bought by Beats to compete against subscription-music market leaders like Spotify, Rdio, Deezer, Pandora and Rhapsody

Creative target: record labels; music publishers;

Company: Beats Electronics, based in Santa Monica, California

Key executive/s: CEO (and Interscope Geffen A&M chairman)

Jimmy Iovine; CEO Ian Rogers; chief creative officer Trent Reznor

Investors/Owners: Access Industries; mogul James Packer; Apollo Global Management's Marc Rowan Texan billionaire Lee M Bass

Distribution platform: online; mobile

Launched: late 2013

URL: www.beatsbydre.com

###

Product: **The Kleek**, a pan-African mobile-distributed streaming music service

Need to know because: it has been launched in a Universal Music Group and Samsung Electronics joint venture to target Africa's emerging and increasingly digital-savvy economies like South Africa, Ghana, Nigeria and Kenya, where demand for legal digital music is growing; pre-installed exclusively in Samsung smartphones for the first two years, the Kleek's app and service will be free for the first few months; the app was developed by India-based IMImobile

Creative function: to offer copyrighted hit recordings in a region where music sales have been blighted by piracy and to give Samsung a first advantage in the new growing economies

Creative target: popular African popular-music acts; African record labels; international acts popular in Africa

Company: Universal Music South Africa, based in Johannesburg, South Africa

Key executive/s: Universal Music South Africa and Sub-Saharan Africa's Randall Abrahams; Samsung Electronics Africa head of content and services Thabiet Allie

Investors/Owners: Universal Music Group; Samsung Electronics

Distribution platform: mobile networks

Launched: March 2013

URL: www.universalmusic.co.za

###

Product: **OneZero**, new recorded-music album by prolific UK composer Nitin Sawhney

Need to know because: it is the first international studio album recorded direct-to-disc in its entirety in one take in 35 years; it will be available in both the vinyl and CD formats; it will be released on 24 June; a limited edition of the package will be available in standard and deluxe boxsets

DISRUPTION DIRECTORY

Creative function: to reenact the long-forgotten practice of recording albums in the analog format live within the studio, a practice that requires flawless performances for 15 minutes at a time; no re-recordings or digital cover ups

Creative target: professional musicians; fans of vinyl-disc music

Company: Cherry Red Records, based in London; Metropolis Records, based in London

Key executive/s: Nitin Sawhney; Cherry Red managing director Adam Velasco

Investors/Owners: Nitin Sawhney; Cherry Red Records; Metropolis Records

Distribution platform: vinyl; CD; digital

Launched: June 2013

URL: www.nitinsawhney.com

###

Product: Songdrop, online record player

Need to know because: although only launched in 2012, Songdrop recently raised £100,000 in its first round of investment from SOIC Capital, which specializes in the creative sectors such as music and fashion

Creative function: the platform enables users to play, store, discover and share streaming-music from a variety of digital sources, including YouTube and Spotify, in one hub

Creative target: music fans; record labels; music publishers

Company: Songdrop, based in London, UK

Key executive/s: co-founder/CEO Brittney Bean

Investors/Owners: SOIC Capital

Distribution platform: online

Launched: 2012

URL: <http://songdrop.com>

###

Product: Songl, a new streaming-music service in Australia

Need to know because: it is the recent commercial relaunch of a subscription-funded streaming-music service formerly called Anubis.fm; but Billboard says this new service, with tracks by more than 100,000 acts and co-financed by major record labels, has not licensed

independent music represented by the digital-music agency Merlin

Creative function: to compete against the local version of Spotify, the world's biggest streaming-music provider is backed by Merlin, Deezer, Pandora Radio, and Rdio, among other international services

Creative target: music fans; music acts; record labels; music publishers

Company: Digital Music Distribution (DMD), based in Sydney

Key executive/s: DMD/Songl CEO Mark Shaw

Investors/Owners: Southern Cross Austereo; Universal Music Group; Sony Music Entertainment

Distribution platform: online

Launched: October 2011

URL: www.songl.com

###

SPORTS

Product: GoalControl-4D, a soccer goal-line technology

Need to know because: it has convinced a skeptical FIFA, soccer's global governing body, to test its technology (which effectively tracks whether a ball has really gone over the line to be a goal in case a human referee missed it). If it is selected, the system will be used at this year's FIFA Confederation Cup competition and next year's World Cup event in Brazil. FIFA has long opposed the use of technology to help referees do their job. But several controversial goals forced the organization to change its mind

Creative function: aims to ensure referees never miss the position of a ball when players attempt to score

Creative target: sports organizations; soccer teams; sport broadcasters

Company: GoalControl, based in Wurselen, Germany

Key executive/s: CEO Dirk Broichhausen

Investors/Owners: GoalControl

Distribution platform: high-speed broadcast cameras

Launched: 2013

URL: www.goalcontrol.de

###

Product: LockerDome, social-media platform dedicated to the sports industries, profession and fan

Need to know because: it completed a Series A fund raising for US\$6m just as it reached more than 10 million monthly visitors

Creative function: social-media networking among sports fans and athletes

Creative target: sport enthusiasts; sports teams; athletes; brand owners

Company: LockerDome, based in St Louis, Missouri

Key executive/s: CEO/co-founder Gabe Lozano

Investors/Owners: Cultivation Capital Growth

Distribution platform: online

Launched: July 2008

URL: www.lockerdome.com

###

DISRUPTION DIRECTORY

PHOTOGRAPHY/ART

Product: **Kiosked**, a start-up developer of smart photography and content
Need to know because: in a partnership with stock-photography giant Getty Images, it is supplying technology that enables web publishers to convert still images into interactive stores; when a computer mouse hovers over a 'Kiosked' photo, the user is linked to web stores selling items related to the subject in the photo

Creative function: generating revenues from photographic images

Creative target: online print publishers, sport websites; brand owners, commercial photographers; celebrities and their fans

Company: Kiosked, based in Espoo, Finland with offices in Dublin, London, New York and Moscow

Key executive/s: Kiosked CEO/co-founder Micke Paqvalen; co-founder/head of solutions Antti Pasila; Getty Images' business development VP Christian Toksvig

Investors/Owners: private investors including Rovio owner Kaj Hed; Vision+ co-founder/managing partner Tero Ojanpera

Distribution platform: online; trademarked Smart Content platform

Launched: 2010

URL: www.kiosked.com

###

PRINT MEDIA/PUBLISHING

Product: **Blio**, e-reading technology

Need to know because: Blio's owner K-NFB Reading Technology confounded the creative-media sectors with its merger with eMusic, the online-music service that pioneered subscription-funded digital music almost a decade before Spotify, the subscription darling of the moment, was conceived; although, to be fair, eMusic also sold audiobooks and used Blio e-reading app; the newly merged venture is called Media Arc; it will offer 17 million songs, 600,000 e-books, and 40,000 audiobooks

Creative function: another example of how digital media is breaking down the traditional barriers between the different creative disciplines

Creative target: book publishers; music publishers; print-media rights owners; education establishments

Company: Media Arc/KNFB Reading Technology (part of Kurzweil Technologies, based in Massachusetts, US

Key executive/s: Blio CEO Peter Chapman

Investors/Owners: Kurzweil Technologies

Distribution platform: e-reader; online; mobile devices

Launched: January 2010

URL: www.kurzweiltech.com

###

Product: **Buzzfeed**, social-media news website

Need to know because: it landed itself US\$19.3m in new funds in January; the funds will be used to expand the service and grow Internationally; the latest round gives BuzzFeed about US\$46m in totally funding to date

Creative function: aggregation of news, trivia and gossip online

Creative target: next-generation news readers; branded owners

Company: BuzzFeed, based in New York City, US

Key executive/s: CEO/co-founder Jonah Peretti; editor-in-chief Ben Smith

Investors/Owners: New Enterprise Associates; Lerer Ventures; Hearst Corporation; Softbank Corporation

Distribution platform: online

Launched: October 2006

URL: www.buzzfeed.com

###

Product: **DNP (De Nieuwe Pers)**, mobile-delivered news app

Need to know because: it is a mobile-news service with a twist; the subscriber can personalize the subscription to focus on only his or her favorite journalist's writings; it replaces the now defunct Dutch print daily newspaper De Pers

Creative function: personalization of news flow

Creative target: freelance journalists; news agencies

Company: Digital Second BV, based in Amsterdam, the Netherlands

Key executive/s: **Digital Second** managing director Jan-Jaap Heij

Investors/Owners: Digital Second BV

Distribution platform: imgZine, mobile platform for delivering news in real time

Launched: February 2013

URL: www.denieuwepers.com

###

Product: **eBookPlus**, advertising platform

Need to know because: it proposes to cut down e-book piracy by enabling publishers and authors to sell advertising space in the format; consequently, e-book publishers would not need to be DRM-encrypted, which also prevents piracy, but makes e-books difficult to share with family and friends

Creative function: monetization

Creative target: e-book authors, e-book publishers; and brand owners

DISRUPTION DIRECTORY

Company: eBookPlus, Palo Alto, California, US

Key executive/s: CEO/co-founder Leo Mark; CTO/co-founder Fernando Almeida

Investors/Owners: angels

Distribution platform: online

Launched: 2011

URL: www.ebookplus.com

###

Product: Pearson Catalyst, education-technology incubator for start-ups

Need to know because: it was launched by Pearson, UK print-publishing giant, to search for and identify innovative education start-up companies

Creative function: incubator; training scheme

Creative target: aspiring book publishers; academic institutions

Company: Pearson, based in London, UK

Key executive/s: Pearson head of future technologies Diana Stepner

Investors/Owners: Pearson

Distribution platform: online

Launched: February 2013

URL: www.pearson.com

###

Product: Submit, platform for self-publishing digital comics and graphic novels

Need to know because: it has gone out of Beta and is open for business via the US' leading digital graphics-novel and comics service provider

Creative function: digital self-publishing

Creative target: aspiring publishers; aspiring graphic novelists; comics enthusiasts

Company: ComiXology, based in Gotham City, US

Key executive/s: CEO/co-founder David Steinberger

Investors/Owners: private

Distribution platform: online; mobile app; e-book reader

Launched: March 2007

URL: <http://submit.comixology.com>

###

SOCIAL MEDIA/INTERNET

Product: Atlas Advertiser Suite, online ad-serving, management and measurement network

Need to know because: Facebook has agreed to buy the network, which enables advertisers to manage their digital campaigns, from Microsoft for less than US\$100m reportedly, even though Microsoft originally acquired the network for US\$6m-plus; Microsoft will remain a client

Creative function: Facebook relies on advertising for the vast majority of its revenues; it hopes the Atlas Advertiser suite will enhance its online and mobile-ad services to marketers even though it was loss-making for Microsoft; it will also rival Google's DoubleClick

Creative target: digital advertisers; interactive ad agencies

Company: Microsoft Advertising, based in Seattle, US state of Washington, is the seller

Key executive/s: Facebook monetization product marketing director Brian Boland;

Investors/Owners: Facebook

Distribution platform: online

Launched: aQuantive, Atlas' original developer, launched in 1997

URL: www.atlassolutions.com

###

Product: Channel Intelligence (CI), supplier of online-retail services technology

Need to know because: Google just paid US\$125m in cash for the company to boost its ambitions in e-commerce thanks to CI's services to 850 small and major retailers in 31 countries, where customers use the technology to search for the best stores for online shopping; Google is rumored to be creating an online marketplace to rival Amazon.com

Creative function: digital content creators integrating e-commerce into the social-media element

Creative target: e-commerce product and service vendors

Company: ICG Group, based in Florida, US, sold CI

Key executive/s: CI's CEO Doug Alexander; VP of digital strategy Steven Roth

Investors/Owners: Google

Distribution platform: Internet

Launched: 1999

URL: www.ciboost.com

###

DISRUPTION DIRECTORY

Product: Dailymotion, the social video-sharing platform

Need to know because: Orange, the French telecoms giant, has agreed to pay €61m for the remaining 51% of Dailymotion that it does not own

Creative function: enabling Orange to enhance its digital-entertainment ambitions in the video space, compete against global market leader YouTube and Vimeo, and seek a US investor partner; Dailymotion has also released its new apps for Internet-connected TV sets

Creative target: video media and entertainment producers; user-generated content creators

Company: Dailymotion SA, based in Paris, France with offices in the UK and US

Key executive/s: Dailymotion CEO Cedric Tournay

Investors/Owners: Orange

Distribution platform: online

Launched: March 2005

URL: www.dailymotion.com

###

Product: Internet Explorer, Microsoft's flagship web browser

Need to know because: Microsoft has just been fined a record-breaking €61m by the EU's European Commission for the alleged abuse of its dominant position in the global market; the EC has now fined the company €2.2bn in total; yet analysts question EC's motive as Microsoft's browser market share in Europe has slumped to less than 25%

Creative function: Enables users to create and read content distributed on the Internet

Creative target: Internet users

Company: Microsoft, based in Redmond, in US state of Washington

Key executive/s: VP Windows Julie Larson-Green; EU's competition commission Joaquin Almunia

Investors/Owners: Microsoft

Distribution platform: the Internet

Launched: 1995

URL: <http://windows.microsoft.com>

###

Product: Keek, a free social video-sharing platform

Need to know because: the start-up company has snapped up US\$18m in its recent fund-raising round led by AGF Investments; will use the funds to boost infrastructure and expand internationally

Creative function: enables users to micro-blog, but instead of 140-character tweets, they use 36-second movie clips; apparently Kim Kardashian is one of many celebrity users and it is adding more than 200,000 new users daily

Creative target: micro-bloggers; social-network users; advertisers; marketing agencies

Company: Keek, based in Toronto, Canada

Key executive/s: founder/CEO Isaac Raichyk

Investors/Owners: AGF Investments; Pinetree Capital; Plazacorp Ventures; Cranson Capital Securities; Whitecap Venture Partners

Distribution platform: smartphone

Launched: July 2011

URL: www.keek.com

###

Product: Mail.ru, umbrella company of social networks

and games in Russia, and the country's biggest online portal

Need to know because: Russian billionaire Alisher Usmanov raised £349m after his USM Holdings company sold 7.4% of his Mail.ru shares in the London Stock Exchange-listed group; he has a 17.9% stake left

Creative function: Mail.ru is home to several popular Russian-language social-media platforms, social online games, blogging sites, instant-messaging and photo-sharing services; the company also has interests in vKontakte, a controversial site notorious for hosting pirated content

Creative target: Russian-language content and entertainment creators producers and distributors

Company: Mail.Ru Group, based in Moscow, Russia

Key executive/s: co-founder/CEO Dimitry Grishin; COO/CFO Verdi Israelian

Investors/Owners: Publicly quoted

Distribution platform: online

Launched: October 1998

URL: www.mail.ru

###

Product: Pinterest, photo-sharing website and third largest social network after Facebook and Twitter

Need to know because: US hedge fund Valiant Capital Management has led a round of US\$200m in funding for Pinterest, which now has an estimated valuation of US\$2.5bn

Creative function: a pinboard-style platform that enables content creators to share photos of their works based on any theme, topic or subject, including architecture, cuisine, fashion, furniture, toys, to inspire others or generate business

Creative target: content producers and designers, distributors, fans, hobbyists

Company: Pinterest, based in San Francisco, US

DISRUPTION DIRECTORY

Key executive/s: co-founder/CEO Ben Silbermann; co-founders Paul Sciarra and Evan Sharp

Investors/Owners: Valiant Capital; Andreessen Horowitz; Bessemer Venture Partners; FirstMark Capital; Rakuten; early business angels

Distribution platform: online; mobile

Launched: March 2010

URL: www.pinterest.com

###

Product: Summly, mobile news aggregator

Need to know because: the technology, developed by UK founder Nick D'Aloisio when he was the youngest person to receive venture-capital funding at the age of 15, has just been bought by Yahoo! for a rumored US\$30m. D'Aloisio is still only 17. Yahoo! will shut down the Summly app and use the technology for its own mobile services

Creative function: news aggregator via mobile communication

Creative target: news consumers; information-distribution platforms

Company: Yahoo!, based in Sunnyvale, California, US

Key executive/s: Yahoo! CEO Marissa Mayer

Investors/Owners: Yahoo!

Distribution platform: mobile app

Launched: March 2011

URL: www.yahoo.com

###

TELEVISION

Product: Aereo, maverick digital-video platform that is being sued by the traditional US TV networks at the US Court of Appeals

Need to know because: last year, a US judge refused to issue an injunction against Aereo, a start-up, to stop it from using farms of minuscule miniature broadcast antennas to retransmit live programs to any Internet-enabled device; subscribers can store the programs in the cloud for later viewing; the networks are crying foul because Aereo cuts out the role of cable networks, roof-top antennas, satellite signals, which pay re-transmission fees to the networks; no apps needed

Creative function: disrupting the long established way of delivering TV content to viewers by cutting out the cable middleman

Creative target: frustrated US cable-TV subscribers in New York City only

Company: Aereo, based in New York City, US

Key executive/s: CEO Chet Kanojia

Investors/Owners: IAC/InterActiveCorp; Highland Capital Partners

Distribution platform: online; aereo miniature antennas

Launched: February 2012

URL: www.aereo.com

###

Product: Charter Communications, the US' fourth largest cable-TV and communications operator

Need to know because: the insatiable Liberty Media Corporation has agreed to pay US\$2.6bn for a 27.3% stake in Charter with a combination of cash and loans with the help of private-equity and investment firms Apollo Global Management, Crestview Partners and Oaktree Capital Management

Creative function: illustrates the continuing ambitions of Liberty Media chairman John Malone to be market leader in digital cable-delivered media, entertainment and communications

Creative target: digital distribution of content

Company: Charter Communications, based in Town and Country, Missouri, US

Key executive/s: Charter CEO/president Tom Rutledge; Liberty Media chairman John Malone

Investors/Owners: NASDAQ-listed

Distribution platform: cable network

Launched: 1993

URL: www.charter.com

###

Product: Entourage, an automated content-recognition technology

Need to know because: Zeebox, the UK-based international social-TV app developer, enables viewers to access second-screen content on smartphone and tablets linked to the live TV they are watching; following a deal with Gracenote's Entourage, Zeebox can offer second-screen viewers the same experience with time-shifted programs stored on on-demand streaming or catch-up TV platforms, especially shows that are trending

Creative function: encouraging viewers to continue to social conversation around a show long after the original live-transmission date

Creative target:

Company: Gracenote, based in Emeryville, California, with offices in Europe and Asia

Key executive/s: Gracenote president Stephen White; Zeebox co-founder/CTO Anthony Rose

Investors/Owners: Sony Corporation of America

Distribution platform: online

Launched: 1998

URL: www.gracenote.com

###

Product: **iPlayer**, the streaming video-on-demand service at UK public broadcaster BBC

Need to know because: the BBC, one of the world's biggest over-the-air broadcasters, plans to premiere new original programs on the iPlayer before they are seen on the broadcast network; a highly disruptive but innovative move as the platform represents a tiny portion of the BBC's total viewers

Creative function: the 12-month trial, starting with 40 hours of programs, confirms the industry is increasingly accepting digital-media platforms as a standard way of distributing media, entertainment and information

Creative target: content producers, content distributors; rights owners

Company: The BBC, a UK national network

Key executive/s: BBC future media director Ralph Rivera

Investors/Owners: public broadcaster

Distribution platform: online

Launched: December 2007

URL: www.bbc.co.uk/iplayer

###

Product: **O2 and BE**, Telefonica's UK broadband and fixed-line telephony networks

Need to know because: BSkyB, Europe's biggest satellite-delivered TV service, has agreed to pay £200m for embattled Telefonica's O2 and BE networks and 500,000 combined subscribers to become the UK's second biggest broadband Internet service provider with 4.7 million customers after market leader BT

Creative function: to grow BSkyB's multi-platform digital entertainment businesses

Creative target: distributors of digital content

Company: BSkyB, based in London, UK

Key executive/s: BSkyB CEO Jeremy Darroch

Investors/Owners: Including News Corp (biggest shareholder); Franklin Templeton; Kames Capital; Legal & General; Local Authority Pension Fund Forum

Distribution platform: online

Launched: April 2013 (sale completion subject to regulatory approval)

URL: www.sky.com

###

Product: **Sky TV (New Zealand)**, New Zealand's biggest pay-TV platform

Need to know because: News Corp is selling its 44% share for an estimated US\$671m via subsidiary News Limited

Creative function: Part of News Corp's global restructuring to split operations into two: film and TV; and news media and publishing, while divesting non-core assets; News Corp will continue to license content to the platform

Creative target: retail and institutional investors interested in media and entertainment as potential buyers

Company: Sky Network Television Ltd, based in Auckland, New Zealand

Key executive/s: Sky TV CEO John Fellet; chairman Peter Macourt

Investors/Owners: New Zealand Exchange (NZX Group) and Australian Securities Exchange-listed

Distribution platform: digital satellite network

Launched: 1987

URL: www.skytv.co.nz

###

Product: **TV Discovery**, a pre-installed search-and-recommendation app in Samsung Internet-enabled digital devices

Need to know because: it is part of Samsung's ambition to lead the emerging smart-viewing market, where audiences can control the live TV, on-demand video and online video they watch; and the app also recommends content based on the user's preferences

Creative function: centralizes the tools for content search, recommendation and social-TV viewing

Creative target: TV viewers; multi-platform content producers

Company: Samsung Electronics, based in Suwon, South Korea

Key executive/s: president/head of media solution center Dr Won-Pyo Hong; UK & Ireland VP of IM division Simon Stanford

Investors/Owners: Samsung Electronics

Distribution platform: connected TV and other digital devices

Launched: March 2013

URL: www.samsung.com

###

Product: **Vevo TV**, an online linear TV channel

Need to know because: at a time when interactivity is a must provision in digital media, YouTube online music channel Vevo has decided to launch a linear version designed for passive viewing with original shows scheduled at specific times of the day; just like traditional TV

Creative function: offer music rights holders an alternative advertising-revenue source; appeal to the still significant number of music fans who like to watch video and TV shows in a specific order

DISRUPTION DIRECTORY

Creative target: record labels, music publishers, music acts, US music-TV fans initially

Company: Vevo, based in New York City, US

Key executive/s: Vevo CEO Rio Caraeff

Investors/Owners: Universal Music Group, Sony Music Entertainment, Abu Dhabi Media Company; Google

Distribution platform: Vevo.com website; YouTube channel; distribution partners' websites; games console; smart-TV; mobile apps

Launched: 2013

URL: www.vevo.com

###

Product: **What Nielsen Measures Committee**, comprising representatives along the US TV viewing chain, including national and local broadcasters, cable and satellite channels, brand owners, and advertising agencies

Need to know because: Nielsen, the US' biggest TV-audience measurement agency, is widening its definition of TV viewing by adding TV-enabled game consoles, smartphones, on-demand streaming services and tablets to the traditional at-home TV sets (source: The Hollywood Reporter)

Creative function: to enhance the accuracy of US TV viewing, after advertisers' complaints that Nielsen's current measurement tools do not truly reflect where and how people watch programs today

Creative target: advertisers; ad agencies; Millennial viewers; internet-connected screen devices

Company: The Nielsen Company, based in New York, US

Key executive/s: president, global media products and advertiser solutions Steve Hasker

Investors/Owners: New York Stock Exchange-listed

Distribution platform: home computers; Arianna TV-ratings analysis software

Launched: (scheduled for) September 2013

URL: www.agbnielsen.net

###

EXTRA

Product: **The Human Brain Project**, ambitious research initiative involving supercomputers

Need to know because: it is one of the only two projects to win a €1bn grant from the European Commission's Future and Emerging Technologies' program; the project will use the funds to conduct research that could lead to new developments in understanding how the brain works and diagnosing cures for brain diseases;

the project is scheduled to be completed by 2020; the Human Brain Project and research in new graphene were the only two to win the awards; 21 projects applied

Creative function: scientific discovery

Creative target: pharmaceutical industries; medical institutions; medical schools

Company: Ecole Polytechnique Federale de Lausanne, Switzerland

Key executive/s: Neuroscientist Henry Markram at the Ecole Polytechnique

Investors/Owners: European Commission

Distribution platform:

Launched: 2014

URL: www.humanbrainproject.eu

###

Product: **Project Glass**, wearable computer

Need to know because: it could be one of the first ever wearable computers to become commercially available to consumers when search-engine giant Google launches it officially sometime this year; it is developed by Google's future technologies' X-Lab and will soon be attachable to prescription eyeglasses

Creative function: Internet access via wearable eye glasses attached to a headset

Creative target: trendy consumers; early adopters; business decision-makers on the go

Company: Google, based in Mountainview, California, US

Key executive/s: Google co-founder Sergey Brin

Investors/Owners: Google

Distribution platform: eye glasses; Internet

Launched: 2013

URL: www.google.com/glass

###

N

umbers that count

The statistics illustrating technology's influence on media and entertainment's evolution

ARTIST	VIDEO VIEWS	VIDEO VIEWS
	Six months to 15 March 2013	Six months to 15 March 2012
Rihanna	1,591,513,944	1,347,408,671
PSY	1,550,462,212	n/a
One Direction	807,813,776	159,982,979
Justin Bieber	683,625,816	465,196,976
Eminem	580,579,774	585,202,229
David Guetta	439,500,582	487,690,989

Source: Musicmetric (www.musicmetric.com)

WHY VIDEOS CONTINUE TO MATTER TO MUSIC

The figures to the left are comparing music acts who garnered the most video views on the Internet in the six months to 15 March 2013 compared to the same period the year before.

Online video views have definitely claimed their place in the music business after South Korea's K-Pop king PSY was catapulted to global-sensation status with the 1 billion-plus views of Gangnam Style, his hit single, on YouTube alone. It got him an enviable recording deal with Justin Bieber's record label and Universal Music Group, the world's biggest label.

Rihanna, who was already a global star before PSY arrived on the international scene, is ranked No.1 with almost 1.6 billion views in the last six months compared to 1.3 billion the previous six months to 15 March 2012. After PSY's No. 2 spot with 1.55 billion views (Gangnam Style was not released until July 2012, hence the blank space), comes One Direction, the overwhelmingly popular UK boy band, in third place. The band's video views grew the fastest, jumping to more than 807 million from about 160 million.

They are followed by Canadian teen sensation Justin Bieber, who was actually discovered on YouTube by his US manager Scooter Braun. He jumps to 683 million video views from 465 million. Interesting to note that two veterans, at least next to 19-year-old Bieber, made it to the Top 5. Rap meister Eminem is the fifth most viewed in the half-year to March 2013 with 580.5 million views. But it represents a decrease from the 585 million in the same six months ended 15 March 2012. At No. 6, French DJ David Guetta also sees a decline between 2012 and 2013. Eminem's and Guetta's gradual decrease might be a sign that video views on the Internet are a healthy barometer of the changing of the hit-music guards.

Note: The data, from London-based social-media analytics company Musicmetric, is based on the total videos viewed on YouTube, the music industry-owned Vevo channel and the artists' websites.

The top torrented films of 2012

MOST DOWNLOADED MOVIES

Director/Distributor

Number of downloads

Project X -	Nima Nourizadeh/Warner Bros	8.7 million
Mission: Impossible - Ghost Protocol -	Brad Bird/Paramount	8.5 million
The Dark Knight Rises -	Christopher Nolan/Warner Bros	8.2 million
The Avengers -	Joss Whedon/Walt Disney	8.1 million
Sherlock Holmes: A Game of Shadows -	Guy Ritchie/Warner Bros	7.8 million
21 Jump Street -	Phil Lord; Chris Miller/Columbia Pictures; MGM	7.5 million
The Girl With the Dragon Tattoo -	David Fincher/Columbia Pictures/MGM	7.4 million
The Dictator -	Larry Charles/ Paramount	7.3 million
Ice Age: Continental Drift -	Steve Martino; Mike Thurmeier/20th Fox Century	6.9 million
The Twilight Saga: Breaking Dawn Part 1 -	Bill Condon/Summit Entertainment	6.7 million

Source: Torrentfreak.com

BitTorrent, a peer-to-peer file-sharing platform, has been the digital thorn in the side of the entertainment business. Pirates abuse the technology to steal music, movies and TV shows before making money from them selling them online without permission. But there is another school of thought that looks at the number of free downloads to measure the popularity of the stolen TV shows, film and music. Based on data compiled by the the TorrentFreak blog website, the most popular movies among freeloaders in 2012 can be seen to the left. FYI, the Top 5 alone, including sleeper Project X, collected about S\$3.9bn at the box office. The Bit-Torrent debate rages on.

Everyone is harping on about the new BIG DATA!!

But what exactly does it mean in old numbers?

Here is a sort of layman's basic guide

Kilo	10 ³	1,000	1 kilobyte (KB) of information is about half an A4 page full of text
Mega	10 ⁶	1,000,000	1 megabyte (MB) is about the size of a good novel full to text
Giga	10 ⁹	1,000,000,000	4.7 gigabytes (GB) are about the amount of information on a DVD disc
Tera	10 ¹²	1,000,000,000,000	6 Terabytes (TB) are all the information on Wikipedia
Peta	10 ¹⁵	1,000,000,000,000,000	1 Petabyte is the amount of storage space required for 3D mega movie Avatar
Exa	10 ¹⁸	1,000,000,000,000,000,000	1 Exabyte (EB) is the average daily amount of Internet traffic
Zetta	10 ²¹	1,000,000,000,000,000,000,000	Half a Zettabyte (ZB) is all the information there was on the Internet in 2010
Yotta	10 ²⁴	1,000,000,000,000,000,000,000,000	1 Yottabyte (YB) is the capacity of a data center that the US secret service is said to be building
???	10 ²⁷	1,000,000,000,000,000,000,000,000,000	No official name exists yet; nor physical size., a secret?

Source: Braintainment magazine; March/April 2013

S

tart-ups' Standpoint

The challenges start-ups face the moment they go public with their visions

Product/service: Emoti.vu - Feel it, Watch it

Developer: Emotivu (London, UK)

When launched: February 2013

Targeted users/sector: Movie fans, book junkies, music aficionados, international travellers

How will your technology change the industry you are in; what gap is it filling; what is the unique selling point? People already express their points of view, interests and feelings on popular social-networking sites like Twitter and Facebook. But they still can't decide what movie to watch, book to read, music to listen to or place to go. We've developed our own unique Interactive Genetic Algorithm (IGA) and Natural Language Processing (NLP) system to analyze and extract meaning from any sentence. Incorporating human evaluation (crowd-sourced feedback) to continuously evolve and strengthen relationships between different creative entities, we can make accurate content recommendations (starting with movies, then books, music, travel...) based on people's tweets and posts. Movie fans can now preview, share, save, suggest and watch movies they're in the mood for on any smart phone or tablet device.

How did you overcome your biggest fear when you realized the concept was becoming a business reality? Skeptics keep telling us it's too hard to figure what people feel and think just by analyzing their tweets and Facebook posts in order to match them to movies. I took this as a challenge and wanted to prove people wrong. Sentiment analysis and mobile advertising are markets with huge growth potential and it would be a sin not to make this at all. Reading Facebook posts about how surprisingly accurate our movie recommendations are makes me smile all the time.

Any recent developments to announce? Emotivu recently won a TechPitch event (<http://4pt5.com/emotivu-wins-techpitch-4-5/>) which I was really proud of, seeing off some tough competition, enabling us to secure an investment meeting with UK-based EC1 Capital (<http://www.ec1capital.com/>)

Current Investors: Bootstrapped

URL: www.emoti.vu

Twitter: @Emotivu

Facebook: Emotivu

###

Product/service: Sublime Video

Developer: Jilion (Lausanne, Switzerland)

When launched: February 2013

Targeted users/sector: Movie fans, book junkies, music aficionados, international travelers

How will your technology change the industry you are in; what gap is it filling; what is the unique selling point? We launched a unique technology that brings back total branding capability in HTML5 Video (online video). This was something we had during the Flash era, but got lost in the transition from Flash to HTML5. HTML5 is now the standard for playing video everywhere, in particular on smartphones and tablets, so it cannot be avoided and something had to be done to restore a proper user experience. Our unique selling points: We are currently the only technology provider capable of delivering a full branded player with custom business features; we work cross-platform from the old Internet Explorer 6 or any browser up to the latest mobile browsers, including Android 4+ (with Chrome) devices or iPads w iOS5+. Our technology is also highly modular across browsing platforms. For instance, It allows the deployment of e-commerce and advertising features (such as an integrated 'buy' button) working cross-platform or any other key e-commerce and monetization feature a site might need. Additionally, we provide seamless integration with YouTube (in addition to Vimeo Pro or your own video hosting solution). That means, if you already use YouTube as a primary platform, you don't have to change anything with your current workflow and you can simply swap players and use your unique branded player rather than the standard YouTube player. As an example of our unique Framework technology, you can check here the player we built for Sony Europe (which will be used soon on their site): <http://sublimevideo.net/tailor-made-players#sony>. An interesting aspect to note about this player is that all its visual user-interface elements are drawn using our vector graphic engine, so it is rendered pixel perfect on any platform.

How did you overcome your biggest fear when you realized the concept was becoming a business reality? If we had any fear, it was probably diluted among the several close competitors that had a product that would not have been unique

START-UPS' STANDPOINT

enough. We really worked hard in 2012 to develop our new HTML5 Video technology and are now very happy to be the only one of its kind in the market with such capabilities.

Any recent developments to announce? The year 2013 will be dedicated to raising venture-capital money to accelerate our development.

Current Investors: Various business angels

URL: www.sublimevideo.net

Twitter: @jillion

Blog: <http://blog.jillion.com>

###

Product/service: SupaPass

Developer: mBaSo Ltd (Norwich, UK)

When launched: Later this year; to be relaunched as a Beta site, an upgrade of the alpha site that used to be called mBaSo

Targeted users/sector: Music super fans, music artists and labels who want to earn additional regular income, have more creative time, nurture a growing loyal fan base

How will your technology change the industry you are in; what gap is it filling; what is the unique selling point? SupaPass will be a revolutionary new online-music delivery platform for music artists to connect directly with their fans and get paid. SupaPass creates a new additional revenue stream for artists and labels, empowering musicians to create new music more often with the help of their SupaFans. We describe it as a "Next Generation Music FanClub;" it is "Your Backstage Pass to Your Favorite Bands Online". Pioneering a new way of releasing music, SupaPass offers a model which is not currently available on any other platform. SupaPass' subscription model gives artists regular income, less costs, and more sales, whilst music fans get more of their favorite music than ever before. The inspiration to create SupaPass came from founder Juliana Meyer's experiences as an independent music artist. She had seen a gap in the digital services currently available to music artists; the missing tool is a system to automate the record-release cycle, giving artists more time for creativity by requiring less time on promotion, while earning them regular income from their music directly from their SupaFans. They are the artist's ambassadors and marketers,

leaving the artist with more time to focus of creating music.

How did you overcome your biggest fear when you realized the concept was becoming a business reality? Founding a start-up takes courage to overcome the fear and risks in creating something new. It has been easy overcoming this challenge because the reaction to SupaPass has been overwhelmingly positive. Artists at all levels of the industry are very excited about the new tools and opportunities SupaPass gives them, and this has encouraged us in our journey to bring SupaPass to the next level. Here is what one user said: "**what artists have long waited for! It's a fantastic concept ...finally we have an opportunity to actually make some money from our creative work!**" Another said: "**a fantastic way of collating all the info & media you need to connect with a fanbase**".

Any recent developments to announce? Attracting widespread interest from the Music Industry, SupaPass was chosen as the most promising UK Startup in the entertainment field for 2013 by Midem, the leading international music-and-tech conference in Europe. We are about to launch the Beta of the platform and will begin seeking investment in the spring.

Current Investors: Bootstrapped

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Email: juliana@supapass.com

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Product/service: Tomahawk

Developer: Tomahawk (global)

When launched: March 2011

Targeted users/sector: Music lovers, listeners, creators and distributors

How will your technology change the industry you are in; what gap is it filling; what is the unique selling point? Today, we live in a world of a seemingly endless number of music silos. Your playlists and taste data are largely locked up within their walls with no easy way to get them out or share them. Twitter and Facebook have, in many ways, made this specific problem much worse. For example, let's say you post a link to your favorite new song. Unless I subscribe to the same service (or you have linked to a free source), then I have to click the link, see what the song was (maybe listen to a snippet), then go and search for it from whatever source/service/store I use. Not really the poster child for an easy user experience. The increasing fragmentation of the music provider market means that every day my Twitter stream is filled with virtual spam for music services I don't use. I don't

START-UPS' STANDPOINT

blame the people I follow, they just want to tell their followers about some great new discovery, but the link is largely noise as it provides no value to me - unless I establish a relationship with whatever source/service/store they use. In my mind, this is one of the main contributors to YouTube (and MP3 links) becoming the de facto music sharing standard. Yes, they are free, but more importantly they "just play." This brings me to my next pain point. I have the rights, and ability, to access content from a large number of sources, yet no single interface lets me easily do so. Content from my home computer, my laptop, streaming tracks from my [Ex.fm](#) library, Spotify, [SoundCloud](#), [Topspin](#) widgets, band sites, label sites, music blogs: the list is endless and, unfortunately, so are the required number of interfaces one has to use.

So how does Tomahawk work? Imagine a world where we share music metadata, and the logic of how that audio gets rendered is determined by the *consumer* of the data, not the sharer. Under the hood, that user can add plug-ins/content resolvers for all of the music sources that they have rights to (local machine, remote machine, subscription service, web sources, etc.). That means Spotify users sharing with iTunes users sharing with Rhapsody users, sharing with Mog users; tastes and curation freely flowing. Music discovery propagates like never before. Now bloggers, writers, curators, reviewers and more can provide context around music without having a way to provide the files/streams too (or go through the legal/licensing gauntlet required to do so). Instead of providing links to a half dozen music providers, or a bunch of MP3 links, or embedded YouTube videos - these curators can rely on you to bring your (accessible) content to their context. They can just provide metadata that Tomahawk can see, and use, to go out and automatically fetch the streams in background and play back to you (through their websites). Not only does this benefit the consumers and the curators, but also the music subscription providers. Why should they be incurring the royalty obligations to stream me a song that I already own? With Tomahawk's cascading content resolving framework, if you already have a copy of the song it will play that one instead of unnecessarily streaming it. When it comes to the next song in queue, it independently finds the best source for that one and seamlessly, and invisibly, handles the transition between the two. As a consumer, you no longer have to know or care where the music is - you get to just focus on what you want to listen to.

How did you overcome your biggest fear when you realized the concept was becoming a business reality? Tomahawk started, and continues to be, a labor of love. When the market started pulling on us, instead of us pushing on them, we realized that we have tapped into a market need. The biggest fear is turning a passion into a profession.... you worry about compromising your values to meet the demands of various shareholders.

Any recent developments to announce? We have recently passed 500,000 downloads of our desktop client with that number accelerating.

Current Investors: None. Tomahawk is a completely free and open-source project that has been created and maintained by a team of over 70 contributors from around the world.

URL: <http://gettomahawk.com>; <http://toma.hk>

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