NEW PERSPECTIVES FOR USE-VALUES?

For an Empirical Understanding of Digital Labour with Media as Means of Production

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5th ICTs and Society-Conference:
The Internet and Social Media at a Crossroads: Capitalism or Commonism?
Vienna, 04.06.2015
2. Relations of Production as Relations of their Times: OECD, Media and Music Economy
3. Digital Media as Means of Production: The Media Industry old and new – YouTube
4. YouTube as a Means of Contemporay Music Culture and Economy
5. New Perspectives for Use-Values: New Networks in the City
At a certain stage of development, the material productive forces of society come into conflict with the existing relations of production or – this merely expresses the same thing in legal terms – with the property relations within the framework of which they have operated hitherto. From forms of development of the productive forces these relations turn into their fetters. Then begins an era of social revolution. The changes in the economic foundation lead sooner or later to the transformation of the whole immense superstructure.

1859 (Preface to) A Contribution to the Critique of Political Economy
Means of production are owned and used only by capitalists
There is a production of capital and of consumption goods
Goods are traded exclusively on Markets

A new social more complex understanding of creating value ...

C. Winter/L. Grünewald: New Perspectives for Use-Values?
A first new *cultural* (more complex) understanding of creating Value …

- J. Schumpeter: Means of the Production of Culture
- M. Weber: Carrier of meaning Multiple Rationalities

- K. Marx:
  - Means of production are owned and used only by capitalists
  - There is a production of capital and of consumption goods
  - Goods are traded exclusively on Markets

Relations of Production / Skeleton of commodity production

- capitalists/ owners of means of production & labor-value
- circulation/ markets allocation & exchange value
- working class ordinary people use & use-value
- finance

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A new empirical understanding of creating value with media …

- R. Williams: the “long revolution” and “media as means of production”
- S. Hall: “relative autonomy”
- …

- K. Marx:
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Relations of Production as Relations of their Time

Recorded Music
- Production: A&R, Audio-production
- Allocation: Distribution, Trade, Media
- Perception: Marketing, Promotion
- Use: Private Consumption

Music Publishing
- Production: Composition, A&R
- Allocation: Music Publisher, Commerce
- Perception: B-2-B, Print, Marketing
- Use: Performance Exploitation

Live Music
- Production: Booking
- Allocation: Ticketing
- Perception: Performance
- Use: Live Experience

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Relations of Production as Relations of their Time

From Value-Creation to...

... Cultural Value-Creation?


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Relations of Production as Relations of their Time

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1997: 2.308.500 €

2013: 1.006.000 €
Music: anytime, anywhere

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New Freedoms and Constraints in the YouTube Music Economy

- **Production**
  - Music ‘homecasting’ from ‘ordinary’ people
  - More possibilities to create and maintain social relations
  - Networked Music Economy

- **Circulation/Allocation**
  - Sharing without owning

- **(Organizing) Perception**
  - Links, Shares, Embeds …

- **Consumption/Use**
  - Everytime @ everyplace
  - More choices for subjectivation
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Mediakraft Networks is one of Europe’s leading multi-channel networks. Our sales specialists have years of experience in online and video marketing. They will help you reach the very targeted demographic of viewers which you and your brand want to reach online. Contact us for more information on placing advertisement in a safe, youthful environment.

BENEFITS FOR OUR ADVERTISERS

- Direct targeting to your desired audience
- Interaction with a young target audience
- Relevant and big reach
- View guarantees based on hard analytics
- Ad formats that touch millions of users
- Segment and measure your messaging
- Brand positioning in a professional, safe content environment

ARE YOU CURIOUS?
New Freedoms and Constraints in the YouTube Music Economy

- **Production**
  - Monetize everything and immediately (Music)
  - Limiting access to tools & facilities
  - Commercial networks (MCNs)

- **Circulation/Allocation/Perception**
  - Privileging business-partners
  - Intransparent sharing algorithms (e.g. Pay for exposure on Facebook)

- **Consumption**
  - Ads & Internet-Prosumer-Commodity
  - New: Subscriptions
### New Perspectives for Use-Values?

**Prosumer-Networks**
- Cultural & Social Values

**Articulation Layer**
- Media (Means) / Texts

**Markets**
- Economic Value (Internet-Prosumer-Commodity)

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C. Winter/L. Grünewald: New Perspectives for Use-Values?
New Perspectives for Use-Values?

- How to understand these two media developments and their relation?
- Can we speak of a music economy with two articulated economies/layers?
- The double-character of use-value (Fuchs & Sevignani 2012)
- Distribution of value vs. exploitation (Gibson-Graham 2006)
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