

# 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

# Agenda

1. Marx 1759/1777, Schumpeter 1912, Weber 1917, Williams 1961/1974/1978, Hall 1980
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 Contemporary Music Culture and Economy
5. New Perspectives for Use-Values: New Networks in the City

# K. Marx

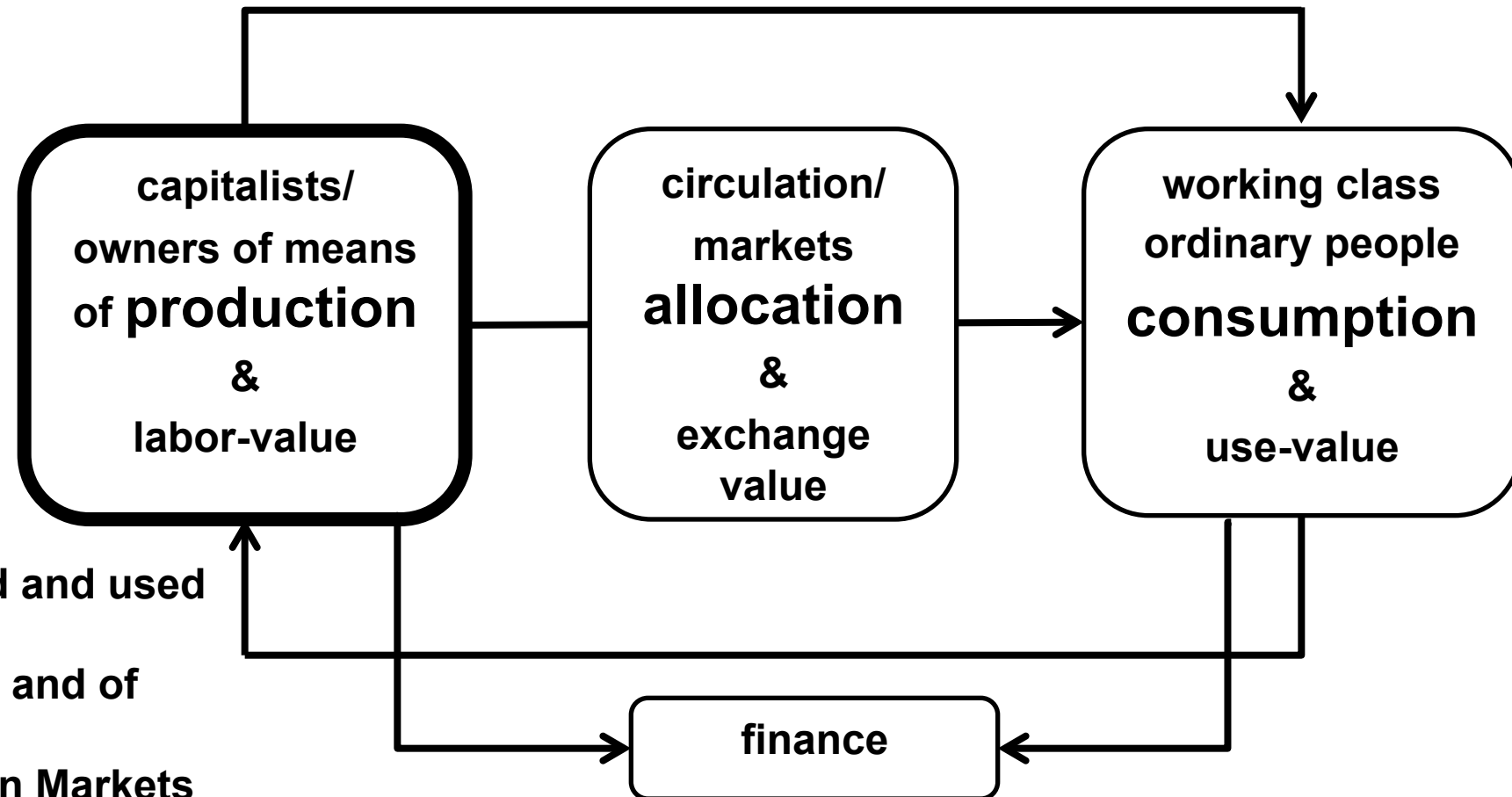
At a certain stage of development, the material productive forces of society come into conflict with the existing **relations of production** or – this merely expresses the same thing in legal terms – with the **property relations** within the framework of which they have operated hitherto. From forms 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*

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



## Relations of Production / Skeleton of commodity production

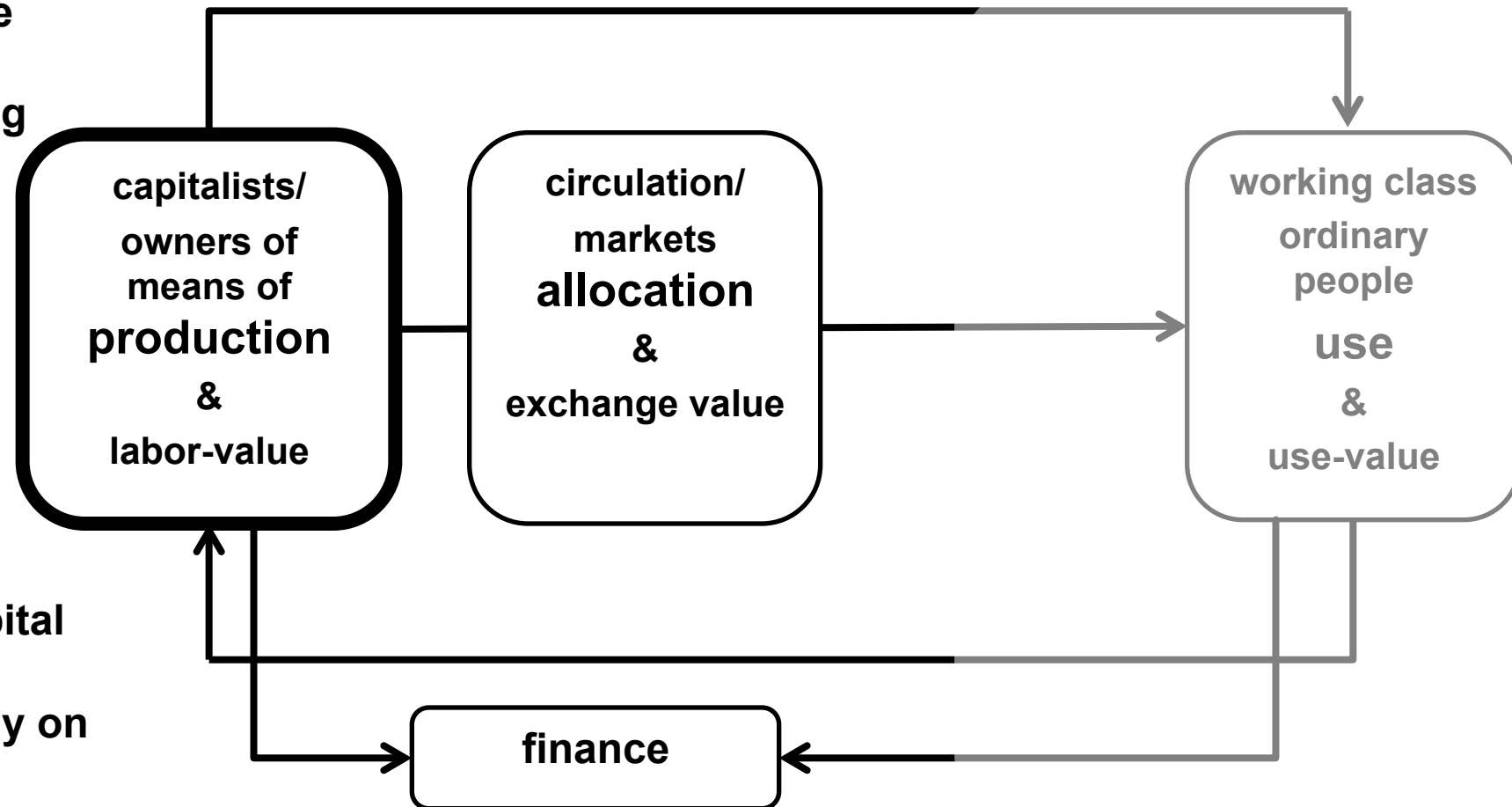


- Means of production are owned and used only by capitalists
- There is a production of capital and of consumption goods
- Goods are traded exclusively on Markets

# A first new *cultural* (more complex) understanding of creating Value ...

## Relations of Production / Skeleton of commodity production

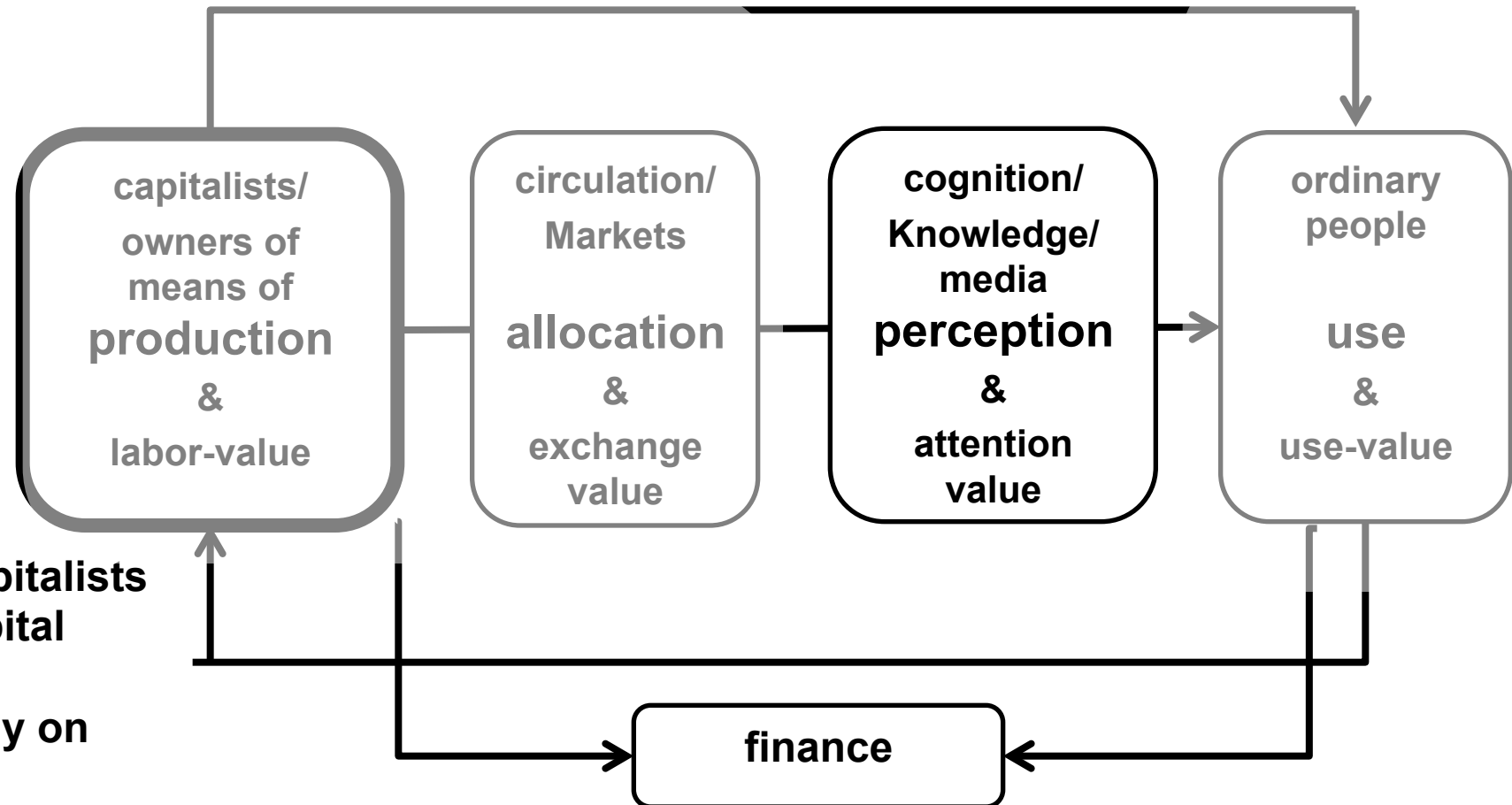
- J. Schumpeter: Means of the Production of Culture
- M. Weber: Carrier of meaning Multiple Rationalities
- K. Marx:
- Means of production are owned and used only by capitalists
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# A new empirical understanding of creating value with *media* ...

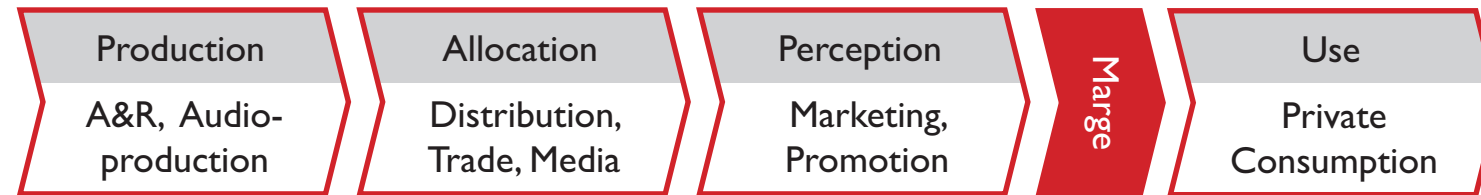
## Relations of Production / Skeleton of Media Communication

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

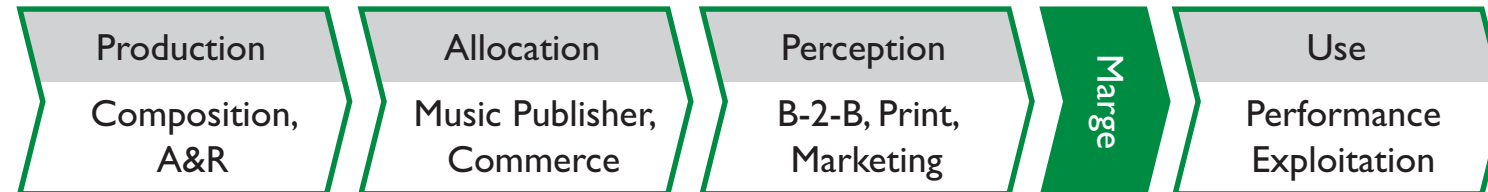


# Relations of Production as Relations of their Time

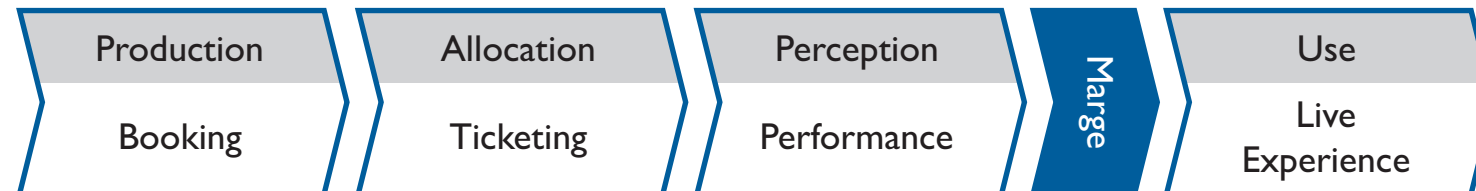
## Recorded Music



## Music Publishing

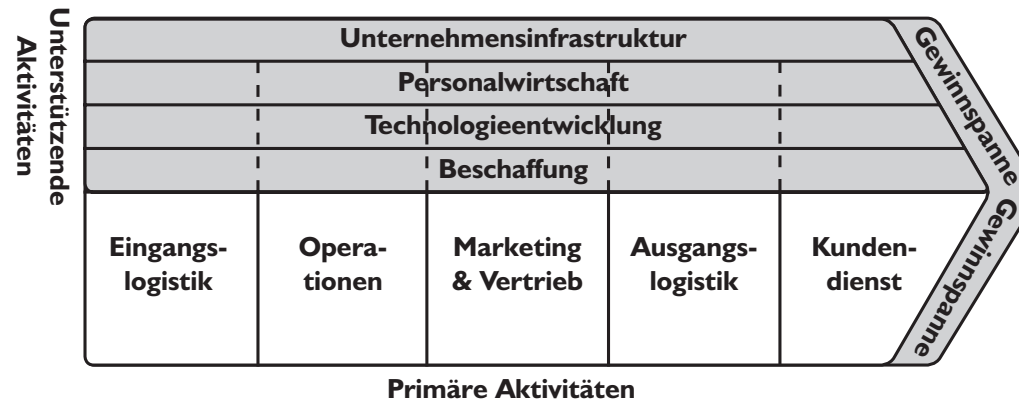


## Live Music

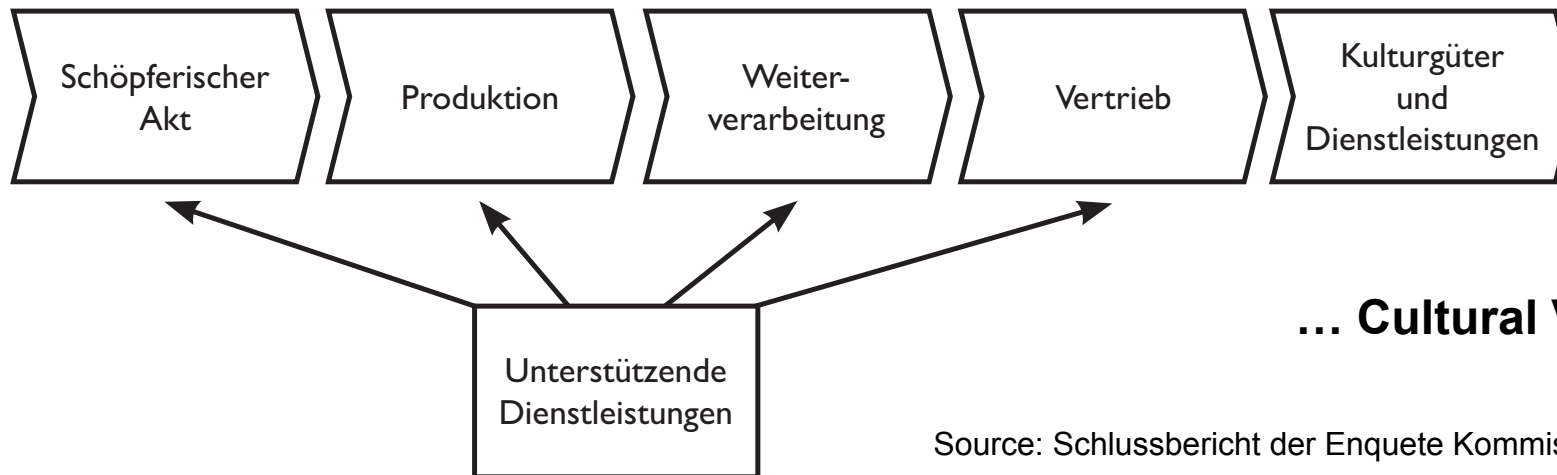


# Relations of Production as Relations of their Time

From Value-Creation to...



Source: Porter 1999/1985, 66



... Cultural Value-Creation?

Source: Schlussbericht der Enquete Kommission "Kultur in Deutschland", 2007: 347.

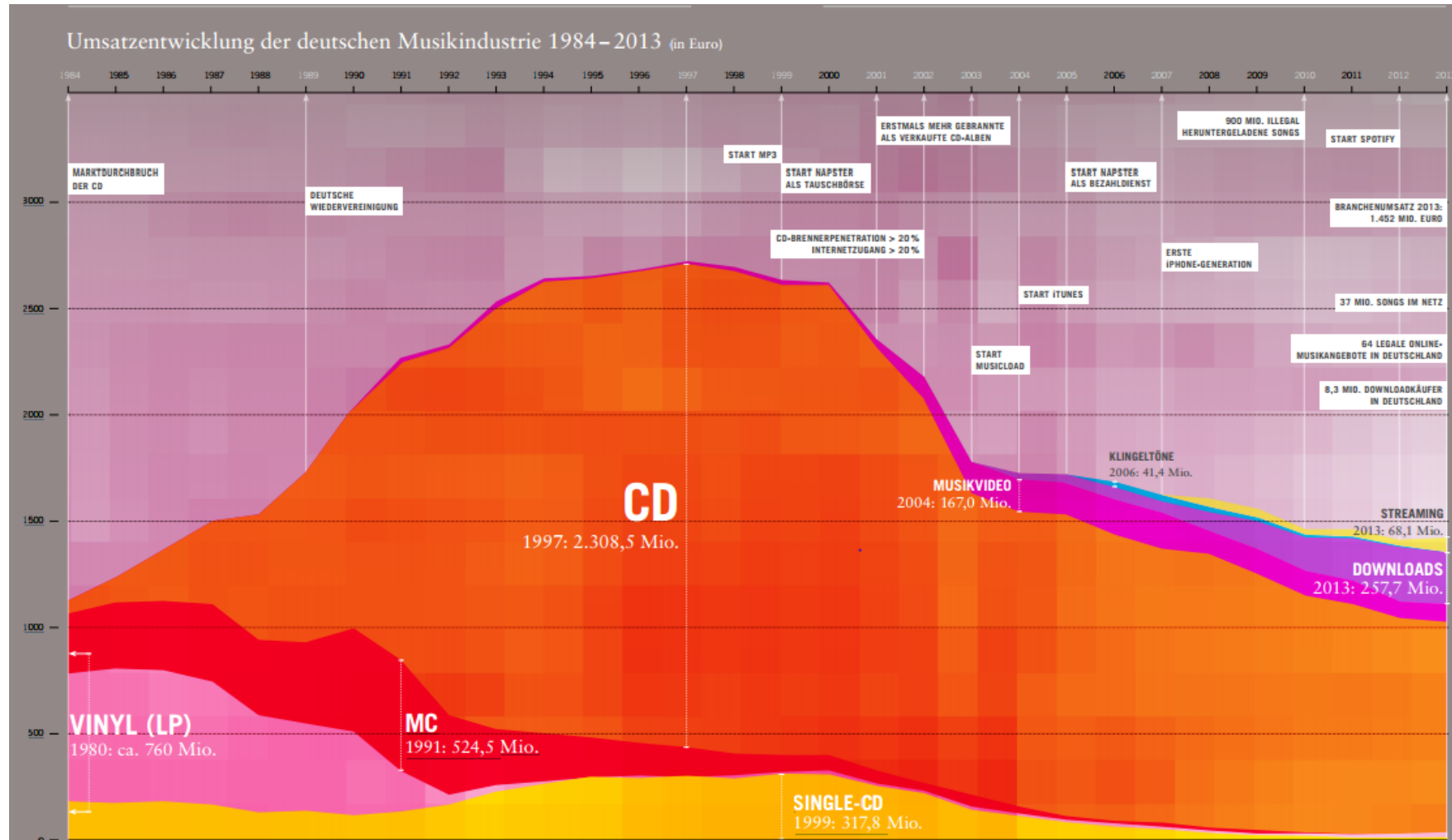


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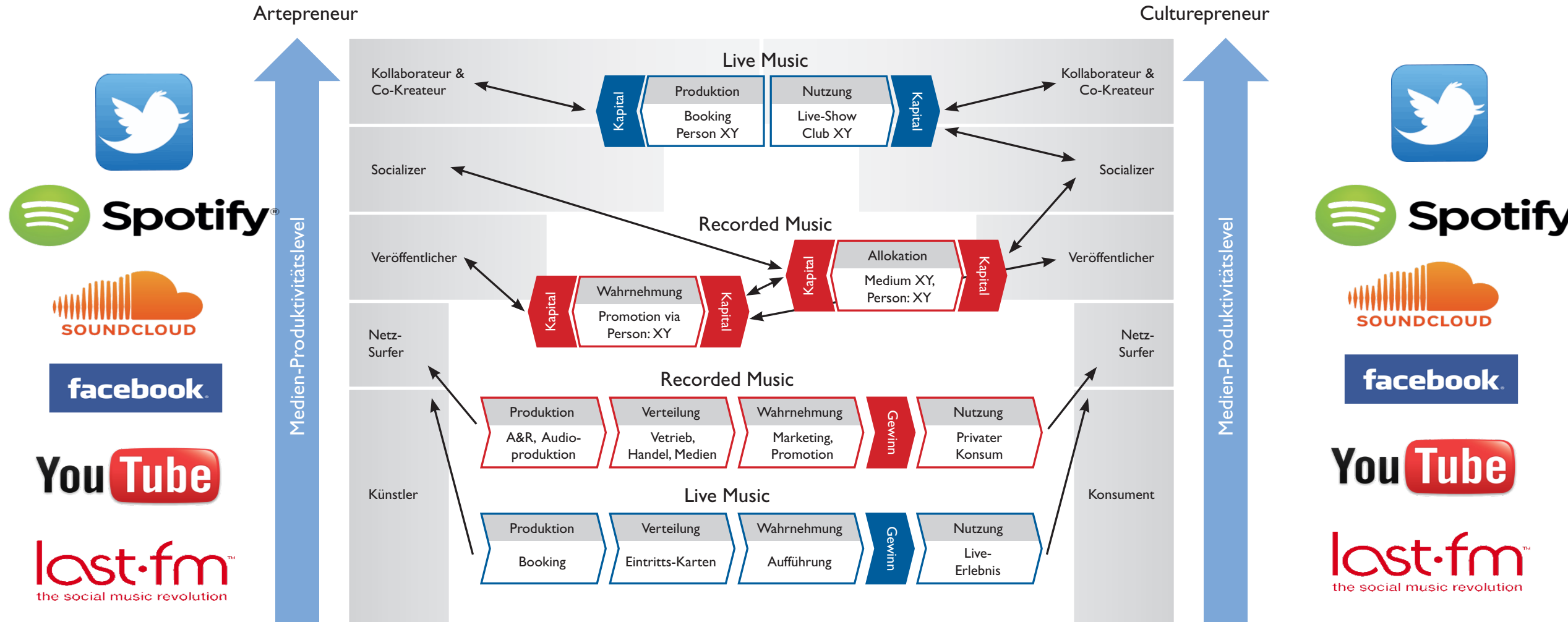
# Relations of Production as Relations of their Time

**1997:**  
**2.308.500 €**



**2013:**  
**1.006.000 €**

# Music: anytime, anywhere



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0:23 / 3:38



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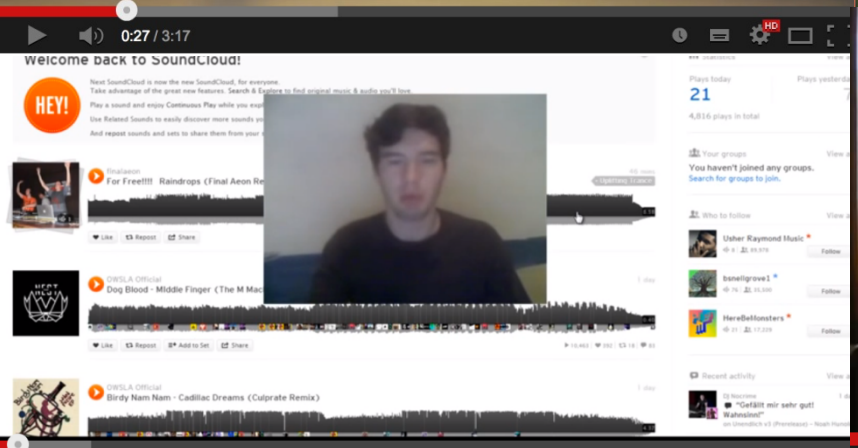
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HITS UND BRUMMER  
TOUR TICKETS a  
www.eventim.de/m...



StrawbellyCake Yukon 2013



0:03 / 4:55



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0:43 / 1:00

# 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



- HOME
- NEWS
- PROGRAM
- ARTISTS
- COOPERATIONS
- ADVERTISE
- BENEFITS**
- ADVERTISING FORMATS
- REFERENCES
- CONTACT
- COMPANY
- CAREER

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Brand positioning in a professional, safe content environment

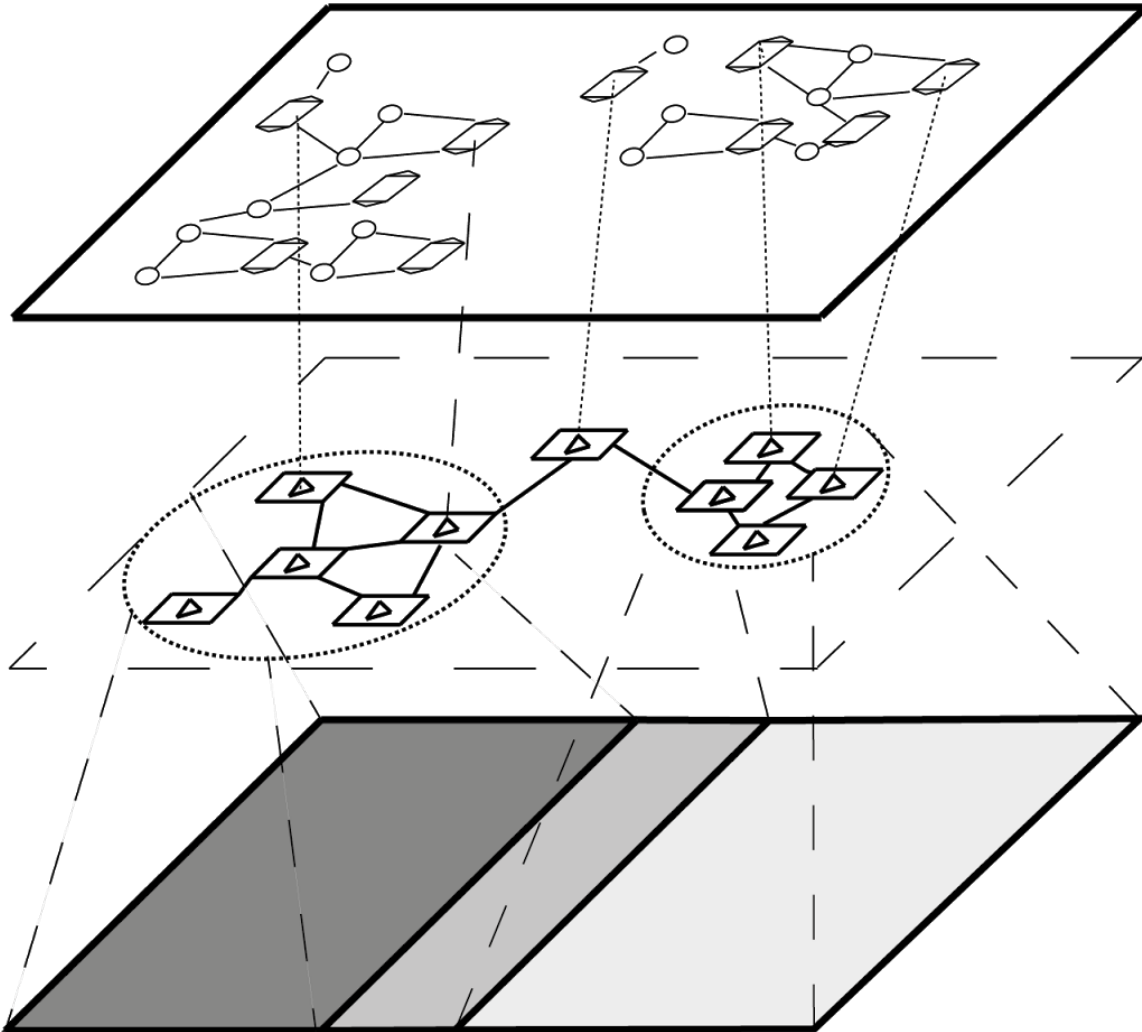
**ARE YOU CURIOUS?**

# 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?



<p><b>Prosumer-Networks</b></p>	<p>Cultural &amp; Social Values</p>
<p><b>Articulation Layer</b></p>	<p>Media (Means) / Texts</p>
<p><b>Markets</b></p>	<p>Economic Value (Internet-Prosumer-Commodity)</p>

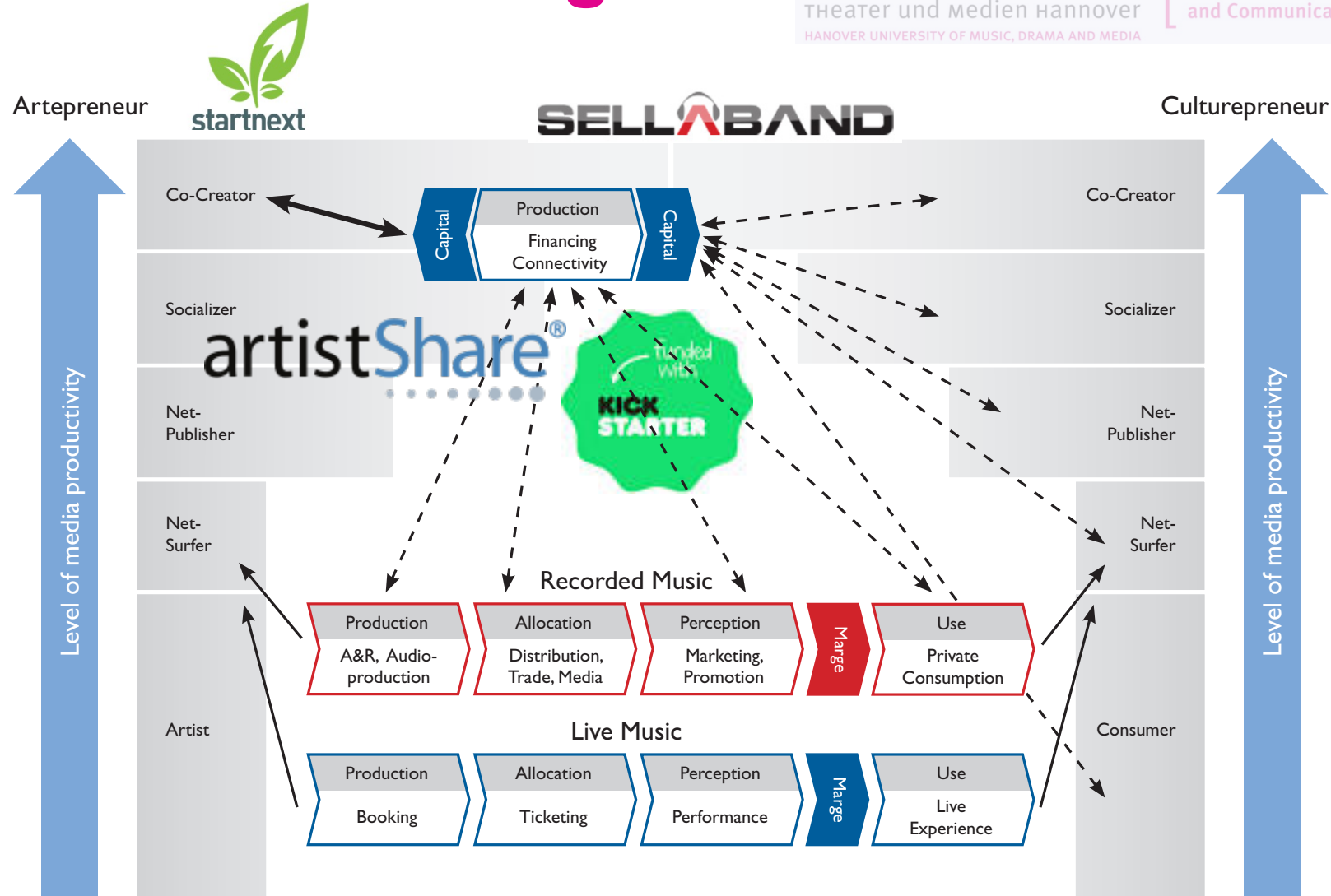
# New Perspectives for Use-Values?

- **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 & Seignani 2012)
- Distribution of value vs. exploitation (Gibson-Graham 2006)

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# Finance/Crowdfunding



# Music: anytime, anywhere

