

From Consumer to Creator

- The Lego Generation in the Digital Age



About this talk

- (Loosely) based on essay written for the book "Free Beer", available from lulu.com
- Slides available from:
<http://nhnfreespirt.kollide.net/talks/A2010.odp>
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About Me

- AmaroK developer since 2006 (amarok.kde.org)
- Until recently working for Magnatune.com
- Co-founder of Memolane.com
- Email: nhn@kde.org



```
using namespace Meta;
MAROK_EXPORT_PLUGIN( MagnatuneServiceFactory )
void MagnatuneServiceFactory::init()
{
    MagnatuneStore* service = new MagnatuneStore( "Magnatune."
    MagnatuneConfig config;
    if ( config.isMember() )
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"I spent much of my childhood playing with Legos"



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Digital Bricks



Creativity and the Urge to Create



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"Look what I made"




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Culture



Word of Mouth



Mass Distribution



From the Few to the Many



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Consumers



High Barrier of Entry



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Technology



Reversing the Trend



Participation



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Collaboration



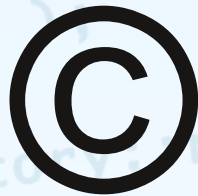
Nothing is Truly New



Source Material



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Much of our Culture is Effectively "Read Only"




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DRM



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Technology by Itself is Not Enough



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Free Culture



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Cultural Value



“This song is Copyrighted in U.S., under Seal of Copyright #154085, for a period of 28 years, and anybody caught singin’ it without our permission, will be mighty good friends of ours, cause we don’t give a dern. Publish it. Write it. Sing it. Swing to it. Yodel it. We wrote it, that’s all we wanted to do.”

- Woody Guthrie



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More Bricks!



From the Many to the Many



Diversity



New Challenges



Making Our Culture Ours Again



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Yes, I skipped "Social Media" completely




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Examples



Big Buck BUNNY





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Posted 12 hours ago

[Phantasie in der Malerei. Die by](#)



our artists

Search:



Part of these collections: [Indie Rock](#), [Ironic Rock](#), [Remixed by Four Stones](#).

Customers who bought Brad Sucks also bought: [DAC Crowell](#), [Magnatune Compilation](#), [Burning Babylon](#), [The Headroom Project](#), [General Fuzz](#), [Solace](#).

"Out Of It" by Brad Sucks is the 4th [best selling Rock album this month](#).

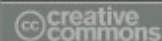
"I Dont Know What Im Doing" by Brad Sucks is the 6th [best selling album of all time](#) (44th [this month](#)). It is the 1st [best selling Alternative Rock album of all time](#). It is the 13th [highest valued album this month](#).

"CD2 Mixer Two - I Dont Know What Im Doing" by Brad Sucks is the 10th [best selling Rock album this month](#).

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Brad Sucks: *brilliantly sardonic indie rock*



CD1 Mixer Two - I Dont Know What Im Doing
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CD2 Mixer Two - I Dont Know What Im Doing
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I Dont Know What Im Doing
[\[play hifi lofi\]](#) [\[license\]](#) [\[buy\]](#)



Out Of It
[\[play hifi lofi\]](#) [\[license\]](#) [\[buy\]](#)



"[I] was immediately hooked by a song called 'Making Me Nervous' by a one-man electro-pop band from Ottawa called Brad Sucks." —*The Economist*

"Really very enjoyable. Truly droll rockers have always been very thin on the ground." —*William Gibson, father of cyberpunk*

One of Magnatune's best selling artists and an Internet phenomenon, Brad Sucks is Brad Turcotte of Ottawa, Canada—one of the first artists to take full advantage

of the free culture movement for self-promotion and distribution. Inspired by peer-to-peer file sharing of music, he began releasing his incredibly catchy indie pop songs online in 2002 and has since developed a significant online fanbase that includes remixers, visual artists, and a host of others whom he

1:48
-1:17

Enter search terms here

Genre / Artist / Year - Album

- Alternative Rock
- + Ammonite
- + Arthur Yoria
- + Beyond 7
- **Brad Sucks**
- + CD1 Mixer Two - I Dont Knc
- + CD2 Mixer Two - I Dont Knc
- + 2003 - I Dont Know What Im Doing
- + 2008 - Out Of It
- + Broken Poets
- + C. Layne
- + CrimsonFaced
- + Grayson Wray
- + The Headroom Project
- + Jade Leary
- + Lisa DeBenedictis
- + Lizzi

Brad Sucks: *brilliantly sardonic indie rock*



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Current T...
Info
Lyrics
Wikipedia
Videoclip

- | Track | Artist | Year | Duration |
|----------------------------------|-----------------------------|------------------|---------------------|
| Out Of It | | | |
| Brad Sucks | | Alternative R... | ogg 10 tracks 35:08 |
| 1 - | Dropping out of School | | 3:45 |
| 2 - | Certain Death | | 3:51 |
| 3 - | Fake It | | 3:36 |
| 4 - | Bad Sign | | 3:54 |
| 5 - | There's Something Wrong | | 3:30 |
| 6 - | Gasoline | | 3:59 |
| 7 - | Total Breakdown | | 2:20 |
| 8 - | Understood by Your Dad | | 2:52 |
| 9 - | Out of It | | 3:41 |
| 10 - | You're Not Going Anywhere | | 3:40 |
| I Dont Know What Im Doing | | | |
| Brad Sucks | | Alternative R... | ogg 12 tracks 40:27 |
| 1 - | Making Me Nervous | | 2:37 |
| 2 - | Look And Feel Years Youn... | | 4:38 |
| 3 - | Fixing My Brain | | 3:58 |
| 4 - | Bad Attraction | | 3:14 |
| 5 - | Sick As A Dog | | 3:14 |
| 6 - | Borderline | | 3:14 |

Sources

- Big Bug Bunny
 - <http://www.bigbuckbunny.org/>
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- Star Wreck
 - <http://www.starwreck.com/>
 - Creative Commons Attribution-Share Alike 3.0

More Sources

- Librivox
 - <http://librivox.org>
- Magnatune
 - <http://magnatune.com>
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