

Mobile Music Services in Japan

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- » **General Music Services**
- » **Services For Musicians**
- » **Trends in Mobile Music**



» Chaku-melo, Chaku-uta and Chaku-motion

- > Most services now are hybrids, offering mix of content
- > Genre-specific, but nearly all have links to chaku-uta
- > Artist video messages and interview clips
- > Growing use of cover versions

» Karaoke

- > Now with full-length & harmony versions

» Major Record Label Sites

- > Avex, Universal, BMG, Toshiba EMI, Sony, Warner
- > Several labels currently under investigation

» Artist and Indies Sites

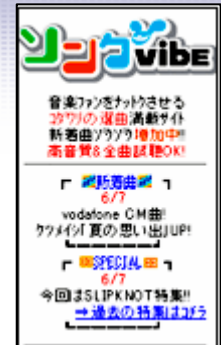
- > Video and song clip(s), bios, discography, goods
- > Run by record companies and their subsidiaries

» Music Recognition

- > MTV Music Finder on Vodafone



DokoKara
Joysound
(XING Karaoke)



Song Vibe



Sony Music Mobile

Pokemelo Joysound (XING)

» Chakumelo Portal Site

- > Over 8 million total subscribers
- > 15,000 songs in catalog
- > Artist features, “Top Creators Movie”, news
- > ¥300/mo. for 15 songs (chaku-uta, chaku-motion counts for 5 songs; no carryover)

» 20+ Separate Services

- > Karaoke, Lyrics, Virgin M Store, Poke-Voice, PRIDE (K1 & Pro Wrestling), Music Games (Pokemelo Bemani)
- > Each service charged separately, despite content overlap

» Chaku-uta & Chaku-motion

- > Promoted heavily, but still limited selection
- > Clips up to about 300KB in size

An advertisement for Pokemelo Joysound. At the top, it says 'メロディ最強サイト' (Melody Strongest Site). Below that, 'ここがスゴイ! ポケメロJOYSOUND' (This is amazing! Pokemelo JOYSOUND). To the right is a silver mobile phone displaying the Pokemelo Joysound app interface. Below the phone are four promotional points in Japanese:

- ポケメロ**: 総曲数約15,000曲ラインナップ! 最新ヒット曲も発表日に配信! 好きな着信メロディがきっと見つかる♪
- ポケメロムービー**: 着信音は遂にここまで進化した! 音だけでは無い、着信と同時に映像が溢れ出す!
- ポケうた**: あのお気に入りのCDがそのまま着信メロディに! 携帯が歌い出す♪ 聴る着信音から聞かせる着信音へ!
- 超リアルサウンド**: 今までにない大迫力! アーティスト自身が演奏している生音を楽器に使ったオリジナル着信メロディ!

At the bottom right are logos for Apple, Android, and Windows.

》 Arranging and Mixing

- > Arrange Tengoku
- > Best Hit Remix

》 Instrument-related

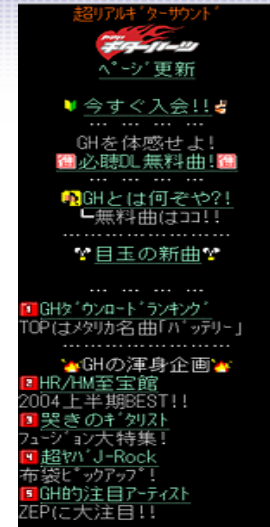
- > Guitar Hearts, Guitar Headz
- > Piano Hearts
- > Gakki Paradise

》 Educational

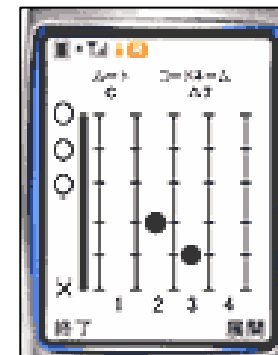
- > Daiichi Koushou Melo-Dam School
- > Idecs Music Academy



Melo-Dam School



Yamaha Guitar Hearts



Roland Gakki Paradise

GUITARHEADZ (Vibe)

» Guitar Site

- > Famous guitar solos, phrases and riffs
- > News, photos and equipment info
- > Guitar “school” and tips
- > ¥300/mo. for 15 songs (chaku-uta treated as separate service)

» Tie-ups with Publishers and Shops

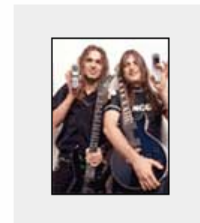
- > Includes content from Shinko Music magazines (Young Guitar, GiGS)
- > Info from instrument stores and studios

» Chaku-uta & Chaku-motion

- > Cover versions of famous guitar parts
- > Video messages from guitarists



Paul Gilbert
pic:Yoshika Horita



ANGRA
pic:Yoshika Horita



Richie Kotzen
pic:Shinya Yamada



IMPELLITTERI
pic:Yuki Kuroyanagi



≫ Chaku-motion, Chaku-uta, Chaku-melo

- > Longer clips, better quality
- > More users making their own chaku-uta
- > More cover versions
- > More artist sites

≫ Services For Musicians

- > Video lessons
- > Music publishers setting up mobile shops (Rittor Music)

≫ New Services

- > Music recognition
- > Music exploration & discovery
- > Music recommendation



“How to make chaku-uta” site



Rittor Music Mobile Shop

» Music Software and Technology

> Music Distribution Systems

- Core systems for ringtone services in the US, Europe and Australia
- Real-time management of contents

> Mobile Music Tools

- Convert digital music files to and from various formats
- Advanced authoring and editing capability

> Music Applications

- Music listening, composition and education applications
- Emphasis on mobile platforms

> Music Media Watch Newsletter

- Focus on developments in the Japanese Mobile Music Market
- New subscribers welcome!

Thank you.