

Velkommen

Välkommen

Velkomin

Yôkoso

Selamat datang

Üdvözlöm

Benvenuto

Bienvenue

Welkom bij INHolland

Hogeschool **INHOLLAND**

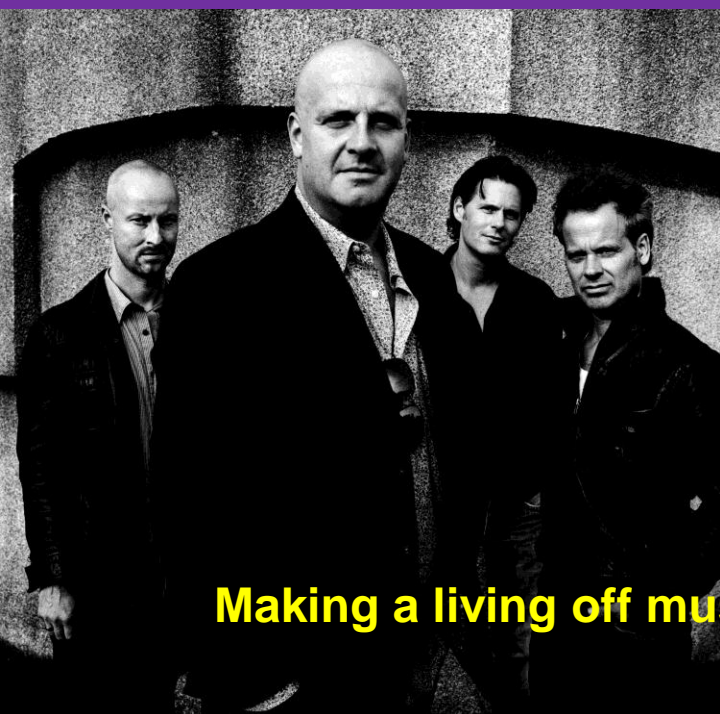
**What do successful Dutch
pop musicians need in their
professional relationships?**

(PhD research) Joke Fictoor



Successful

Well established



Making a living off music



Musician and professional relationships

<i>Professional relations:</i>			
Self: role esteem/ reputation			
Other musicians colleagues			
Music industry			
Music consumer fans			
Home base			

Musician and professional relationships

<i>Professional relations:</i>			
Self: role esteem/ reputation			
Other musicians colleagues			
Music industry			
Music consumer fans			
Home base			
Types of capital – types of power			

Musician and professional relationships & capital

<i>Professional relations:</i>			
Self: role esteem/ reputation			
Other musicians colleagues			
Music industry			
Music consumer fans			
Home base			
Types of capital – types of power	Economic capital money		

Musician and professional relationships & capital

<i>Professional relations:</i>			
Self: role esteem/ reputation			
Other musicians colleagues			
Music industry			
Music consumer fans			
Home base			
Types of capital – types of power	Economic capital money	Social network, relations, esteem	

Musician and professional relationships & capital

<i>Professional relations:</i>			
Self: role esteem/ reputation			
Other musicians colleagues			
Music industry			
Music consumer fans			
Home base			
Types of capital – types of power	Economic capital money	Social network, relations, esteem	Cultural knowledge, skills, education

Musician and professional relationships & capital

<i>Professional relations:</i>			
Self: role esteem/ reputation	Internet entered and offered possibilities	No longer a job but a profession, hard work to become expert, more independence	Not only about performing creativity, make a personal difference
Other musicians colleagues	For new musicians it is hard to enter the field, songs don't stay in hit parades for long	Respect, better to be writer/ composer yourself, Kyteman model, retweets	Don't enter via talent show, you will lack the skills needed.
Music industry	Loss of sound carriers, marketing deals	More freedom, need of good advisors, more work to reach public via RTV	Progress, responsibility, managing small team, take the lead to keep freedom
Music consumer fans	From sound carrier to live performance; downloads, streams, concert T-shirts	From artist on a pedestal to friend, fan as follower/friend	Prosumer, creative actions together, social media to rejuvenate target group
Home base	Some work together with family in own company	1. Work and private live entwined, felt as support	2. When we are at work we don't need diversion.
Types of capital – types of power	Economic capital money	Social network, relations, esteem	Cultural knowledge, skills, education

Musician and professional relationships & capital & myths

<i>Myths</i>	Star maker	Protect the craft/ self protection	Creativity excludes business skills
<i>Professional relations:</i>	Digitization	sets	free
Self: role esteem/ reputation	Internet entered and offered possibilities	No longer a job but a profession, hard work to become expert, more independence	Not only about performing creativity, make a personal difference
Other musicians colleagues	For new musicians it is hard to enter the field, songs don't stay in hit parades for long	Respect, better to be writer/ composer yourself, Kyteman model, retweets	Don't enter via talent show, you will lack the skills needed.
Music industry	Loss of sound carriers, marketing deals	More freedom, need of good advisors, more work to reach public via RTV	Progress, responsibility, managing small team, take the lead to keep freedom
Music consumer fans	From sound carrier to live performance; downloads, streams, concert T-shirts	From artist on a pedestal to friend, fan as follower/friend	Prosumer, creative actions together, social media to rejuvenate target group
Home base	Some work together with family in own company	1. Work and private live entwined, felt as support	2. When we are at work we don't need diversion.
<i>Types of capital – types of power</i>	Economic capital money	Social network, relations, esteem	Cultural knowledge, skills, education

Musician and professional relationships & capital & myths

<i>Myths</i>	Star maker	Protect the craft/ self protection	Creativity excludes business skills
<i>Professional relations:</i>	Digitization	sets	free
Self: role esteem/ reputation	Internet entered and offered possibilities	No longer a job but a profession, hard work to become expert, more independence	Not only about performing creativity, make a personal difference
Other musicians colleagues	For new musicians it is hard to enter the field, songs don't stay in hit parades for long	Respect, better to be writer/ composer yourself, not using each others networks yet, retweets	Don't enter via talent show, you will lack the skills needed.
Music industry	Loss of sound carriers, marketing deals	More freedom, need of good advisors, more work to reach public via RTV	Progress, responsibility, managing small team, take the lead to keep freedom
Music consumer fans	From sound carrier to live performance; downloads, streams, concert T-shirts	From artist on a pedestal to friend, fan as follower/friend	Prosumer, creative actions together, social media to rejuvenate target group
Home base	Some work together with family in own company	1. Work and private live entwined, felt as support	2. When we are at work we don't need diversion.
Types of capital – types of power	Economic capital money	Social network, relations, esteem	Cultural knowledge, skills, education

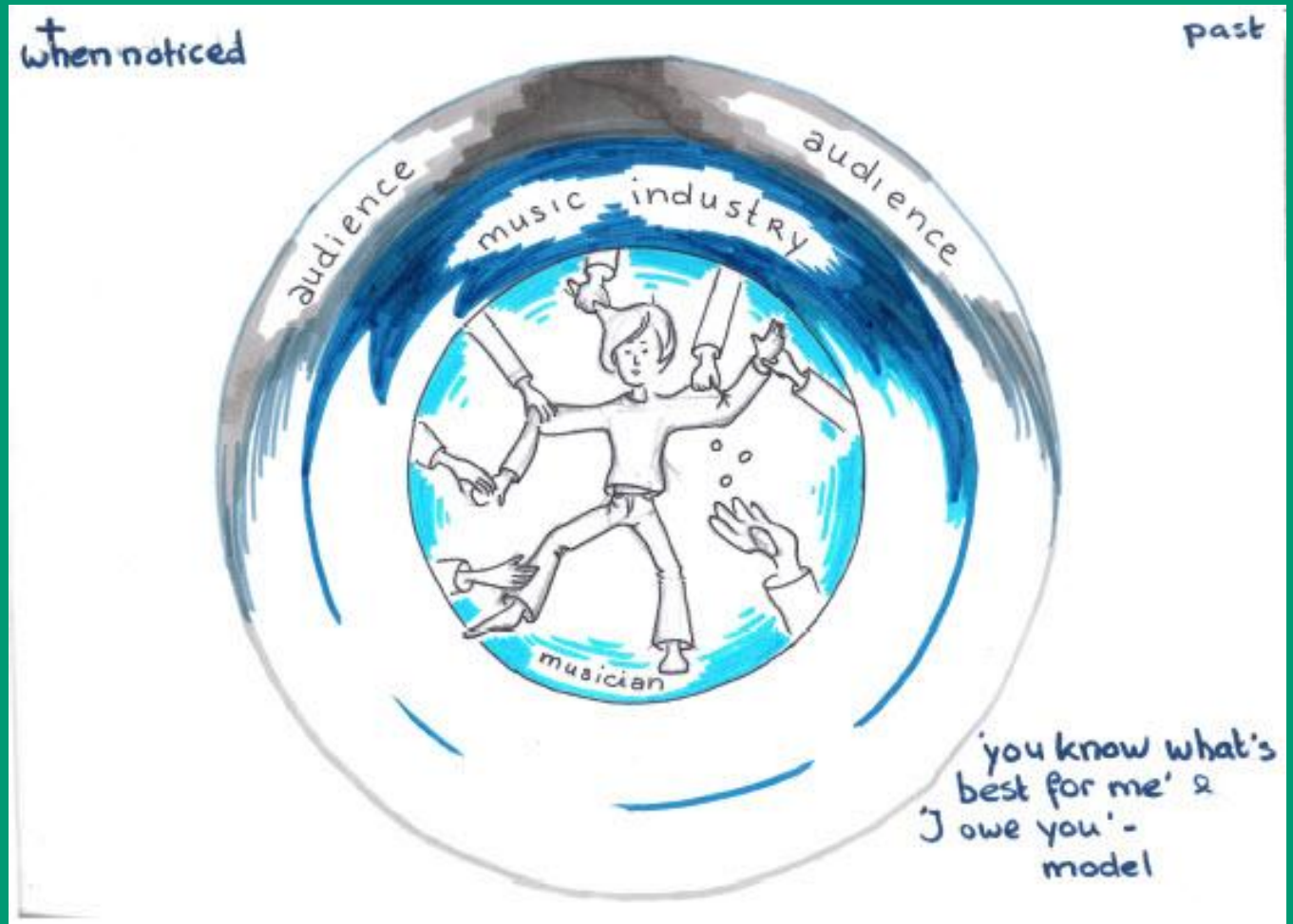
Economic capital – fans pay money

Star maker myth



Economic capital – fans paying money

Star maker myth



Quotes

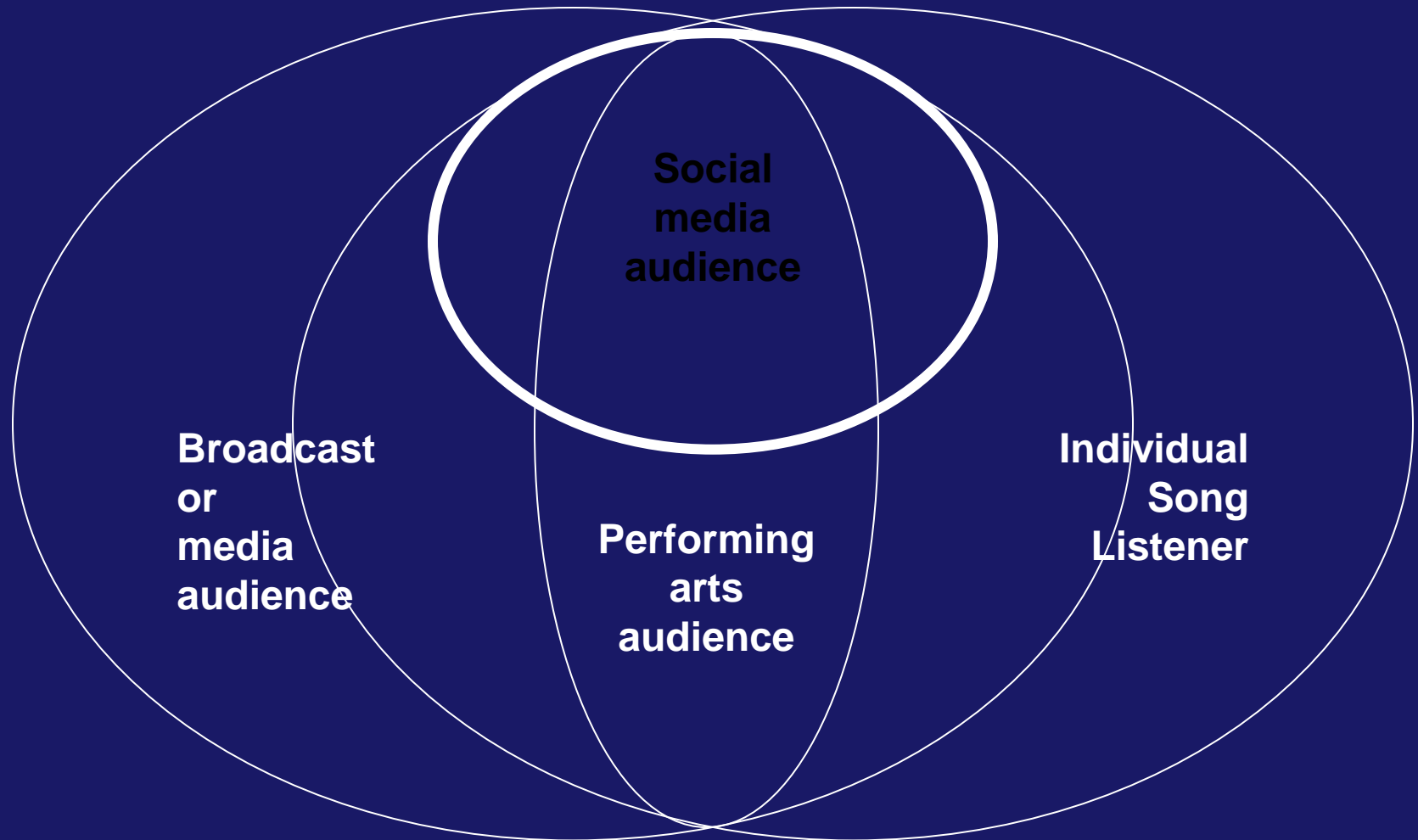


Bas Kennis (piano)
Bløf 1995 - present

- *The only thing that sells besides performance and CDs is a concert T-shirt. Special packages, limited editions, merchandise, home concerts et cetera are just marketing tools or for a small target group*
- *To build a community of your own, costs a lot of money. It is better to use existing social media and to incorporate them in your own website.*

Social capital – fans pay attention (attention economy)

Musicians' new music consumer



Based on model Nightingale 2007

Social capital – fans paying attention

Fan base = social capital

Social Media:

- musician as friend,
- fan as follower

Through social media and your own website you can offer information, downloads & streams directly to fans

Peter Koelewijn (1960 – present):

anti fan clubs

website only



Social capital – catering to your fans



André Rieu 1990 – present

**Sharing his 25th jubilee
with fans by offering 3 free
concerts for his fans**

**Sharing their
wedding on-line
and dvd**



René Shuman
1986– present
The Dream

***Disadvantage of Twitter:
everyone can say whatever they
like.***

***e.g. that a band broke up, even
when that is not true, there are
always people who will believe
this.***



Quote

Peter Koelewijn who is in music over 50 years:
Nowadays there isn't a radio- or television station that reaches all of the people in the country. So, it is a hell of a job to visit everywhere, where you think your audience is, but it is really important to do so.



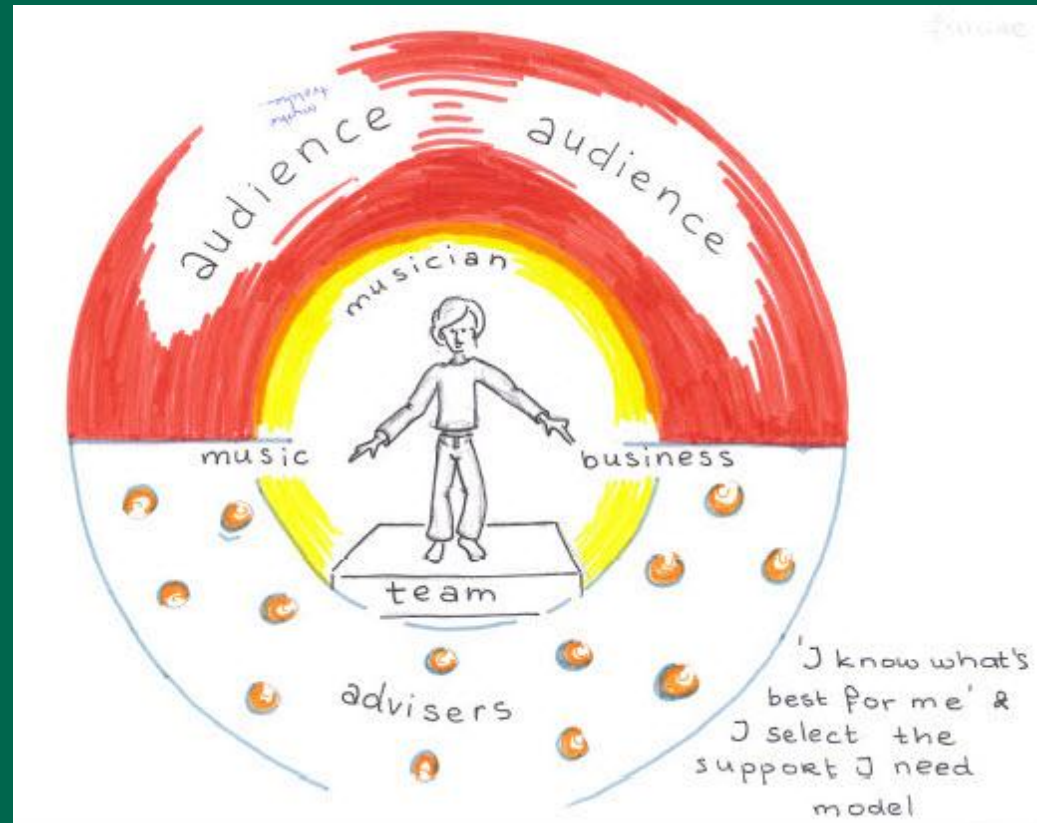
1960 - present

Cultural capital – fans participate

Consumer + producer = prosumer

Fans and musicians
need to connect
and understand
one another

Reach fans with
or without
music industry



Cultural capital – fans participate

Fandom:

- rewarding
- hobby
- substitute from being a musician

Skills to manage the value of fan labour

**creativity excludes
business skills?**

Digitization sets free

Myth throughout all capitals



Laura Jansen and Esmee Denters
webcam discoveries

Musician and professional relationships & capital & myths

<i>Myths</i>	Star maker	Protect the craft/ self protection	Creativity excludes business skills free
<i>Professional relations:</i>	Digitization	sets	
Self: role esteem/ reputation			
Other musicians colleagues			
Music industry			
Music consumer fans			
Home base			
Types of capital – types of power	Economic capital money	Social network, relations, esteem	Cultural knowledge, skills, education

Musician and professional relationships & capital & myths

<i>Myths</i>	Star maker	Protect the craft/ self protection	Creativity excludes business skills
<i>Professional relations:</i>	Digitization	sets	free
Self: role esteem/ reputation			
Other musicians colleagues			
Music industry			
Music consumer fans			
Home base			
<i>Types of capital – types of power</i>	Economic capital money	Social network, relations, esteem	Cultural knowledge, skills, education

Are the myths still going strong?

Always-Online BV

André Rieu Productions BV

This is Recordings / This is Events



Musician and professional relationships & capital & myths

<i>Myths</i>	Star maker	Protect the craft/ self protection	Creativity excludes business skills free
<i>Professional relations:</i>	Digitization	sets	
Self: role esteem/ reputation			
Other musicians colleagues			
Music industry			
Music consumer fans			
Home base			
<i>Types of capital – types of power</i>	Economic capital money	Social network, relations, esteem	Cultural knowledge, skills, education

Are the myths still going strong?

It is important to be a little mysterious and not tell all about yourself on social media. It has an influence on the music experience itself.

Sander Kleinenberg
Dance dj
1993 - present



Musician and professional relationships & capital & myths

<i>Myths</i>	Star maker	Protect the craft/ self protection	Creativity excludes business skills free
<i>Professional relations:</i>	Digitization	sets	
Self: role esteem/ reputation			
Other musicians colleagues			
Music industry			
Music consumer fans			
Home base			
<i>Types of capital – types of power</i>	economic capital money	Social network, relations, esteem	Cultural knowledge, skills, education

Are the myths still going strong?

Creativity in:

- building a career
- entrepreneurship
- marketing & promotion
- bonding with fans
- in making choices of your own
-> freedom (if you want it)



Quote: *Wifi and Geo Location offer great possibilities to creative actions with fans or with their content*

Social media are also a means to rejuvenate your target group

Musician and professional relationships & capital & myths

<i>Myths</i>	Star maker	Protect the craft/ self protection	Creativity excludes business skills
<i>Professional relations:</i>	Digitization	sets	free
Self: role esteem/ reputation			
Other musicians colleagues			
Music industry			
Music consumer fans			
Home base			
<i>Types of capital – types of power</i>	Economic capital money	Social network, relations, esteem	Cultural knowledge, skills, education

Are the myths still going strong?

**Myths don't disappear
just fade away**

Back to the central question

PhD research level: What do successful Dutch pop musicians need in their professional relationships ?

Paper/presentation level: What do successful Dutch pop musicians need in their professional relationship with fans regarding to capital/power?

Relating to fans - strategy

<i>Power:</i> <i>Needs:</i>	No capital	Social capital	Economic capital	Cultural capital
1 Visibility				

Relating to fans - strategy

<i>Power:</i> <i>Needs:</i>	No capital	Social capital	Economic capital	Cultural capital
1 Visibility	x			

Relating to fans - strategy

<i>Power:</i> <i>Needs:</i>	No capital	Social capital	Economic capital	Cultural capital
1 Visibility	x			
2 Accessibility				

Relating to fans - strategy

<i>Power:</i> <i>Needs:</i>	No capital	Social capital	Economic capital	Cultural capital
1 Visibility	x			
2 Accessibility		x		

Relating to fans

Needs: <i>Power:</i>	No capital	Social capital	Economic capital	Cultural capital
1 Visibility	x			
2 Accessibility		x		
3 Staying accessible				

Relating to fans - strategy

Needs: <i>Power:</i>	No capital	Social capital	Economic capital	Cultural capital
1 Visibility	x			
2 Accessibility		x		
3 Staying accessible		xx		

Relating to fans - strategy

<i>Power:</i> <i>Needs:</i>	No capital	Social capital	Economic capital	Cultural capital
1 Visibility	x			
2 Accessibility		x		
3 Staying accessible		xx	x	

Relating to fans - strategy

Needs: <i>Power:</i>	No capital	Social capital	Economic capital	Cultural capital
1 Visibility	x			
2 Accessibility		x		
3 Staying accessible		xx	x	
4 Goodwill				

Relating to fans - strategy

Needs:	Power:	No capital	Social capital	Economic capital	Cultural capital
1 Visibility		x			
2 Accessibility			x		
3 Staying accessible			xx	x	
4 Goodwill					x

Relating to fans - strategy

Needs: <i>Power:</i>	No capital	Social capital	Economic capital	Cultural capital
1 Visibility	x			
2 Accessibility		x		
3 Staying accessible		xx	x	
4 Goodwill		xxx		x

Relating to fans - strategy

Needs: <i>Power:</i>	No capital	Social capital	Economic capital	Cultural capital
1 Visibility	x			
2 Accessibility		x		
3 Staying accessible		xx	x	
4 Goodwill		xxx	xx	x

Thanks for listening

Questions?

Something to add?

Stories to tell?

Joke.Fictoor@Inholland.nl