

# CASH Music

## Refactoring The Music Industry

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The screenshot shows a dashboard with a navigation bar at the top containing five colored buttons: ELEMENTS (pink), ASSETS (orange), PEOPLE (green), COMMERCE (blue), and CALENDAR (purple). Below the navigation bar is the heading "YOUR DASHBOARD" and a "Help" button. The main content area is divided into several sections:

- Welcome!**: A message stating "This is the default landing page. We'll keep this corner for news, updates, and system information." and "The other sections of the page will focus on high-level data showing element usage, traffic, and relevant statistics. Imagine it looks really fancy."
- Elements**: A section with "At a Glance" showing 3 Active Elements and 3 Inactive Elements. It also includes "Most Active" (1. g (accessed: gl), 2. m (accessed: ml)) and "Recently Added" (fooooba!, Nyaristholep Live Tour, miskatonic\_freside\_chat).
- Assets**: A section with "Most Accessed" (1. g (accessed: gl)).
- People**: A section with "List Name" and "Total members: 4321".
- Commerce**: A section with "There are 13 outstanding orders that require fulfillment".
- Calendar**: A section with "This week" (21 Oct: Carboro, NC).

At the bottom right, there are icons for a menu, search, and refresh.

# CASH Music

- Artists should control their careers
- Artist website is their business hub
- Web is becoming an open platform for closed apps
- Normal folks don't want to know what an API is
- Aside: People are not APIs!
- CM candy coats APIs into delicious interoperable UI components

# Why is CASH Music Important To Artists?

- We support artist sustainability...
- Artists currently pay up to a 40% cut of digital sales
- Artists pay ~ 50 cents \*per\* download code
- Artists don't know who their fans are! (iTunes)
- CASH Music is a non-profit (unheard of in music tech)
- Artists don't know they need CASH Music, yet

# Web.Next Scale

- Individual vs. Corporate Scale
- CASH Music solves problems at the scale of individual artists, bands and labels
- These people are not typical techie types
- Need to design UI's for a unique niche

# CASH Music Dirty Details

- Requires PHP 5.2.3 or newer (includes just about every crappy webhost)
- No external dependencies (bundles a few)
- Works on SQLite or MySQL (Postgres would be cool, but no one would use it)
- Custom single file web installer (needs music)
- We have a test suite! And continuous integration!

# Happening Now...

- Live demos every other week with real artists
- In talks with many companies to integrate into various APIs
- ...

# Resources

- <http://cashmusic.org>
- <http://github.com/cashmusic>
- @cashmusic
- Slides available at <http://leto.github.com>