CASH Music
Refactoring The Music Industry

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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 $\sim$ 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