

# Theme Grouping

KEY:



Expert Interview



User Interview

Wanted Features?	I might use, buy or download or make my own stems available if...	Downsides to Stems	How I currently find stems	Paying for / Selling Stems	DAW	Music discovery	Education	Mobile	Collaboration	Stem Uses	Promotion
<p>I want push notifications of things that are important to my work flow (collab updates, new stems available, hot releases, etc). I check everything on my phone.</p>	<p>If there were stems available of artists who were as good or better than I am, I'd be on there multiple times a day. Otherwise, no reason to use it.</p>	<p>I can remix a song without stems a lot faster and with nearly identical quality just by filtering in my daw. I actually like the sound even better than using stems.</p>	<p>Might reach out to an artist directly to get stem files</p>	<p>I'd pay for a cappella stems</p>	<p>A DAW market place for plugins and audio engineers to sell their services is coming</p>	<p>Mostly discovers new music at the club, will use Soundcloud and tracklist.com</p>	<p>I like how stems can be educational, can see how things are built</p>	<p>I am on my iphone 5s almost as much as I'm on my computer &amp; use it to explore music, find people, check followers, etc.</p>	<p>Always seeking out like minded artists to collab with</p>	<p>Will use stems in live mixes! If they are in a bundle it makes it easier to mix in new sounds</p>	<p>I promote my music with Soundcloud, Facebook and Twitter</p>
<p>would want to be able to explore each track apply filters to each track. apply high pass/low pass, dif speeds, manipulate it to learn about it.</p>	<p>At the end of the day, music is my business. Anything I do has to pay off in some way: social currency is a huge part of that.</p>	<p>Stems are a lot of work to create in the studio</p>	<p>Will google "free stems for remixing"</p>	<p>has never paid for stems, &amp; may only do it for really big people or more generic stems.</p>	<p>Ableton Live user</p>	<p>Likes to find old tracks from the 50's and 60's, rip records them onto his computer</p>	<p>Stems can be educational</p>	<p>Wants a simple app to trim and normalize samples, eq. Wants to grab a sound or tack and save or edit later</p>	<p>I want a way to make collabing easier and more profitable (through social currency)</p>	<p>My friends use stems as ideas when starting out a new idea for a track</p>	<p>Always trying to promote and get my music in front of as many people as possible. Twitter, soundcloud</p>
<p>Push notification when new tracks/stems are released from a big name artist</p>	<p>Sharing stems may be a great promotion tool</p>	<p>Concerned and careful about giving away trade secrets</p>	<p>Typically gets stems from exchanging files with friends on Dropbox, would be neat if I could use my phone to do it</p>	<p>I sell stems from my own production</p>	<p>Doesn't use 3rd party plugins, feels music sounds more unique without them</p>	<p>I search, discover and listen to music all the time: from desktop and mobile device once I leave the house. Often on both mobile and desktop at the same time looking at different things.</p>	<p>stems are educational</p>	<p>Might use a mobile app for quick mashups to just get a sense of how it sounds, these apps probably exist already</p>	<p>Currently collabs by sharing project files on dropbox</p>	<p>Fans are eager to download stems they like to see the elements to see how tracks are made</p>	<p>I release my current songs for free at a high quality so that people don't rip it like I know they're going to do anyway at a low quality. It encourages people to use my music &amp; get my name out there more.</p>
<p>Working on the same virtual system, screen sharing, working on the same project file at the same time would be ideal</p>	<p>Interested in downloading stems if the big artists were doing it. Would def purchase their stems.</p>	<p>Doesn't really use stems, most of the stuff I make is for other people</p>	<p>I have used stems from DJ contests before, many people though only care about the vocal track anyways!</p>	<p>Buying individual stems might be good, I usually only care about the vocal track anyways!</p>	<p>Ableton Live user</p>	<p>I follow various blogs and pitchfork to find new music/artists. I look them up to see who they collab with</p>	<p>Stems are a great learning tool æt" a way to learn how songs are constructed</p>	<p>Might search for stems or samples on a mobile device</p>	<p>I want a way to make collabing easier and more profitable (through social currency)</p>	<p>When artists are on the same label it's natural to share each others stuff</p>	<p>I sell and/or promote my music on all available social channels, esp: Soundcloud, fb, twitter, instagram, bandcamp</p>
<p>I want a simple, "minimal" flat design site with a news feed on main page like soundcloud that just shows me the visuals of what's newly posted, trending, featured and soon to be</p>	<p>If the platform made collaboration easier- might be interesed. A way to leave notes to one another?</p>	<p>Only create stems for artists if they specifically ask for them b/c it's so much work</p>	<p>Will sometimes get stems from remix contests on Beatport DJ</p>	<p>Approached by 3rd parties i.e., Beatport to release stuff.</p>	<p>Ableton Live user</p>	<p>Loves to discover inspiring music and artists</p>	<p>Stems are primarily educational (and I wouldn't really pay for them unless it was a REALLY big name artist i.e Skrillex, Deadmau5, etc)</p>	<p>mobile a must: wants access is fine with lower quality files "I want to do the same things on my phone that I can do from my laptop."</p>	<p>I want a way to make collabing easier and more profitable (through social currency)</p>	<p>Recording studios don't go out looking for stems, they don't consume them</p>	<p>I sell my music on Bandcamp and iTunes, also on spotify</p>
<p>would love to be able to mix and share more and would upload his own stems, would love to be able to upload or sell his own stems. just wants to put his stuff up there.</p>	<p>When I use random peoples loops there is no personal connection, seems weird to utilize their music</p>	<p>When I use random peoples loops there is no personal connection, seems weird to utilize their music</p>	<p>most friends in the production world use Torrents and pirate giant packs like Vengeance. I don't have much experience here but I will definitely say that whether creating a mix or producing a song, the</p>	<p>Best selling samples / stems are clean simple sounds OR large bass / drum sample packs</p>	<p>Ableton Live user</p>	<p>Likes social aspect of soundcloud: can repost track if collab with someone and can repost it which is nice. wants collab feature to show specific artists not just who uploaded it, fav producers met doing</p>	<p>Will explore stems to see how something unique or complex is made</p>	<p>Save a track or artist on mobile for later</p>	<p>Recording Studios will create stems as good customer service. i.e. labels and movie/gaming industries require changes and different formats</p>	<p>I usually only use stems in collaborations or remixes if I can't make the sound myself. I'll pay for the good ones if they're readily available.</p>	<p>Sharing stems is a great way to engage the amateur fan base</p>
<p>Perfect world if stems found on phone: send link to computer, listen to each stem on phone, bookmark them for later, save to dropbox or google drive.</p>	<p>nice thing about project files is that you can see the volume automation and see all of the edits as long as it doesn't involve stuff you don't have: you can still open it but not see everything.</p>	<p>Downside of stems is that when you're collabing and you pull them into your DAW they show up as audio blocks that you have to reconstruct. Takes a lot of time. I like project files better.</p>	<p>Some reservations of using others stem files æt" but it could save time. If people post stems and don't care how people use them æt" That's cool</p>	<p>I'd pay for a cappella stems</p>	<p>Ableton Live user</p>	<p>When I find a good track I rip the YouTube video or record using sound flower</p>	<p>Stems are only of value for: education (I wouldn't really pay for this) remixing contests (provided by contest host) and when I'm collabing with someone (and then I get them directly from them)</p>	<p>No production on mobile devices, uses DJ gear</p>	<p>Recording Studios will create stems as good customer service. i.e. labels and movie/gaming industries require changes and different formats</p>	<p>Amateurs may use stems to save time, rather than for ex. grab individual drum samples</p>	<p>I sell and/or promote my music on all available social channels, esp: Soundcloud, fb, twitter, instagram, bandcamp</p>
<p>wants to collab with more people. stems aren't available and fun to work with, sharing, connecting and collaboration is a must because stems are meant for collaborating and sharing.</p>	<p>A way to connect like minded people to collaborate</p>	<p>Some reservations of using others stem files æt" but it could save time. If people post stems and don't care how people use them æt" That's cool</p>	<p>Mostly producers original tracks, will shop tracks around soundcloud to see if someone wants to build off of it</p>	<p>I'd pay for a cappella stems</p>	<p>Ableton Live user</p>	<p>I search, discover and listen to music all the time: from desktop and mobile device once I leave the house. Often on both mobile and desktop at the same time looking at different things.</p>	<p>Will explore stems to see how something unique or complex is made</p>	<p>Always listening to new music on my phone while on the go</p>	<p>Amateurs may use stems to save time, rather than for ex. grab individual drum samples</p>	<p>Recording Studios will create stems as good customer service. i.e. labels and movie/gaming industries require changes and different formats</p>	<p>I don't like marketing my music. Promoting myself through stem sharing is cool</p>
<p>Connecting with fans would be great</p>	<p>I think a system that operates on a heavily tagged basis if properly executed could be fantastic. If you want to create a song that makes you want to get up early and dance around making</p>	<p>Some reservations of using others stem files æt" but it could save time. If people post stems and don't care how people use them æt" That's cool</p>	<p>Mostly producers original tracks, will shop tracks around soundcloud to see if someone wants to build off of it</p>	<p>I'd pay for a cappella stems</p>	<p>Ableton Live user</p>	<p>What's charting, as well as 15-20 blogs that he follows on a regular basis</p>	<p>Stems are only of value for: education (I wouldn't really pay for this) remixing contests (provided by contest host) and when I'm collabing with someone (and then I get them directly from them)</p>	<p>Always listening to new music on my phone while on the go</p>	<p>Amateurs may use stems to save time, rather than for ex. grab individual drum samples</p>	<p>Recording Studios will create stems as good customer service. i.e. labels and movie/gaming industries require changes and different formats</p>	<p>I sell and/or promote my music on all available social channels, esp: Soundcloud, fb, twitter, instagram, bandcamp</p>
<p>On that same note, having an embedded music player that operates independently of what page you navigate to is extremely important. I want to be able to click play on a track/stem, then</p>	<p>I acknowledge that in order to have a library comprehensive enough to generate traffic, you'd need to automate the tagging process--which is essentially writing a program that thinks like a human and links</p>	<p>Some reservations of using others stem files æt" but it could save time. If people post stems and don't care how people use them æt" That's cool</p>	<p>Mostly producers original tracks, will shop tracks around soundcloud to see if someone wants to build off of it</p>	<p>I'd pay for a cappella stems</p>	<p>Ableton Live user</p>	<p>Main services I currently use to find new music (I don't search for stems very often): Soundcloud, Shazam, Beatport</p>	<p>Stems are only of value for: education (I wouldn't really pay for this) remixing contests (provided by contest host) and when I'm collabing with someone (and then I get them directly from them)</p>	<p>Always listening to new music on my phone while on the go</p>	<p>Amateurs may use stems to save time, rather than for ex. grab individual drum samples</p>	<p>Recording Studios will create stems as good customer service. i.e. labels and movie/gaming industries require changes and different formats</p>	<p>I sell and/or promote my music on all available social channels, esp: Soundcloud, fb, twitter, instagram, bandcamp</p>
						<p>Soundcloud: Arguably has the most expansive selection. I start with exploring other artists pages, most importantly their "likes" and stem out from there. I like the quick action of "liking" a track so you can catalog</p>					
						<p>Shazam: For when I'm at a show or listening to a mix online and really like what I'm hearing. I only use it to catalog songs I've liked, I then find them on Soundcloud and "like" them there so I can have every</p>					
						<p>Benefits of Beatport are being able to download in multiple file types (AIFF, WAV, MP3), encoding all downloads with ID3 tags that communicate the key and bpm of a track, and allowing you to</p>					
						<p>Beatport: For purchasing more than discovery (although they do have artists make personal Top 10 lists etc that are helpful).</p>					
						<p>The "Beatport top 10" has become a laughing stock of shitty EDM music that all sounds the same so I steer clear (even though its purely customer driven--beatport as a company has no hand in</p>					