

# **Voyager**

## **The MagellanMusic Newsletter**

### **Summer 2013**

Interesting news of late is **MagellanMusic** now has their name trademarked. After discovering many so-called 'artists' helping themselves to the distinctive and unusual name, a trademark was the only option. It was granted as of February 12, 2013. In assisting their efforts, **Voyager** learned that government operations of every kind can be more time consuming than you think. We discovered it's a slow, step-by-step series of procedures full of necessary criteria, proof, and reason for justifying a trademark. One can't trademark a name or design just to sell it as owners of internet domain names can do. However, **MagellanMusic** is such an unusual name that infringement of it surprised even the Trademark office attorney. So the various people who attempted to use the name, which is taken as a compliment for its originality, have ultimately learned that trademarks are indeed this little known entity called 'law'. (*"And that's the way it is, June 10, 2013."* – Walter Crankcase)

**Voyager** is enormously pleased to announce some astonishing news – Rock remains the top selling music genre despite reports from the industry stating otherwise. The popular perception is Rap/Hip Hop rules the charts while Rock stagnates, but that is in serious error. At first glance it may seem true. Rap ranked as the only genre to gain sales in 2010, enjoying a 4% increase while Rock suffered a 16% decline, with not one Rock album making the year end Top 10 list (according to figures from SoundScan). However, a different look at those figures, such as the various sub-genres combined, shows a very different story. Rock achieved sales of over 103 million albums in 2010, and with the sub-genres such as Pop, Alternative and Heavy Metal, sales are beyond the 188 million mark. In comparison, Rap sold 27 million. If that isn't enough, thanks to a new chart configured by SoundScan that measures online sales, Rock and Pop accounted for more than 50% of music sales while Rap/Hip Hop was down at No. 4 with just 13%.

This is where one asks the question, "If new Rock artists aren't so hot, where are the sales coming from?" It turns out to be what **Voyager** has surmised for a long time – catalog sales. According to David Bakula, senior vice president of Nielsen Entertainment, "There isn't any genre that translates better to Rock than catalog sales. Last year, 55% of our overall track sales came from it." 'Catalog' is an insider term for titles that stock the shelves every day; Beatles, Bob Dylan, Zeppelin, Steely Dan, Fleetwood Mac, Eagles, AC/DC, Journey, etc, etc. Bakula also credits the Beatles boxed set from 2009 as a big surge in Rock sales. They may have counted as 1 unit at the cash register, but since they contained 14 titles the real total was over 30 million albums. Imagine it – the Beatles alone sold more than the entire Rap/Hip Hop genre.

Perhaps the nail-in-the-coffin for Rap is the sales history compiled by Soundscan that goes back 20 years. Half of the top ten best sellers are Rock acts, not even one is Rap. Plus, of the 27 catalog genres measured by Soundscan, Rap sells the fewest. That means even Opera sells more. If anyone thinks Rock is losing its grip on music, think again. *(If thinking is difficult, drop two hits of acid and call me in the morning.)*

While on this subject, the **Voyager** staff has recently made fascinating discoveries concerning a rock sub-genre commonly called 'Sunshine Pop'. Sometimes it's referred to as 'Psychedelic Sunshine Pop', or sometimes 'Baroque Pop'. Famed names are 5<sup>th</sup> Dimension, the Association, Beach Boys, and Mama's & the Papa's, but we have learned it's a much, much wider genre than we thought. We've counted more than 25 artists considered Sunshine Pop, most of whom are virtually unknown, but to our amazement many are just as good as the big names. Here are a few:

**Left Banke** – weren't quite unknown since they scored 2 notable hits, but a casual listener won't recognize the name. They were actually together several years, released 2 albums, featured not only sunshine pop but real psychedelic rock, an astonishing achievement by such a little known band. *"There's Gonna Be a Storm: The Complete Recordings"* is definitely worth having.

**The Millennium** – was a group 'assembled' by Curt Boettcher, a producer who was more involved with the growth of Sunshine Pop than any other. He backed many artists and the Millennium was one of the better examples. They were so good that one can only wonder why they didn't become a top name, or at least a very popular underground band. Their CD *"Begin"* is an excellent choice.

**Eternity's Children** – were another amazing surprise. They too were involved with Curt Boettcher but already had considerable experience. They had a near hit with the song "Mrs. Bluebird", which sounds like an unforgettable classic you've heard a thousand times, had 2 other near hits, recorded 3 albums, one of which wasn't released until 2007, but unfortunately they were one of many bands that kept falling through the cracks from inept corporate handling. Their self-titled *"Eternity's Children"* is a plus for any album collection.

**Free Design** – is another big surprise. They're like a combination of Manhattan Transfer and Fifth Dimension, their vocals a distinct standout. The lyrics may be too whimsical at times, so light and fluffy even the Carpenters would be impressed, but their peculiar sound is truly commendable. *"The Very Best of Free Design"* is a great choice. *(No, Voyager will not share details of all the others! If that's a problem drop two more hits of acid and call me the following morning!)*

Also on a bright note is the terrific improvement in download sound quality from **CD Baby**, the primary distributor of **MagellanMusic**. Most downloads are at 256 kpbs (such as iTunes), some will vary with a slightly lower kpbs (such as Amazon), but CD Baby offers all downloads at 320 kpbs, which is the highest quality on most PC's. CD Baby also offers FLAC – Free Lossless Audio Codec. It's a method of internet download that uses a different type of compression, more accurately called code and de-code, which is virtually the same as copying directly from the original disc. It only takes extra software to make FLAC work. In either case, if you like downloading for its ease the best place to get **MagellanMusic** is definitely [www.cdbaby.com/all/magellanmusic](http://www.cdbaby.com/all/magellanmusic). It's also available on **Facebook** - [https://www.facebook.com/perjensen01/app\\_470868196288052](https://www.facebook.com/perjensen01/app_470868196288052). *(If you feel nausea, headache, chills or quickly develop astonishingly potent flatulence after listening to MagellanMusic please call 1-800-SUCKSBAD)*

Another bright spot is inclusion of **MagellanMusic** on several popular listening websites; Spotify, Shazam, Jango/Radio Airplay, and Mixcloud. There are still others, such as MOG, but there are so many smaller sites that no one is certain how many. Surprisingly, **MagellanMusic** was also featured as the #1 band in Oklahoma on **Reverbnation** for a short period. There is no comment from band members as to how this mysterious surge of popularity happened, but **Voyager** will promptly inform you if any band member complains. *(ahem)*

Unfortunately, the **Voyager** staff has learned that many online music sites pay a lower royalty to artists than the standard as established by **SoundExchange**, the online equivalent to BMI and ASCAP. Some pay nothing. Last year a bill was introduced to Congress that would have lowered royalties even further if enacted, but opposition was so fierce that it was dropped. So, large webcasters are now trying the different tact of lowering their own royalty pay scale. And the most notorious is **Pandora**. They pay only 0.12 cents per song play - 1/10<sup>th</sup> of a penny. In comparison, Spotify pays 0.35 cents and iHeart 0.22 cents, neither of which is good, but much better than Pandora. It's even difficult for independent artists to be heard on Pandora. They began as a music site encouraging independent artists, but now demand a list of criteria to be met, which many Indie artists can't do, thus it's become a Pandora's Box of profit and greed. Pandora even encouraged patrons to sign a petition showing support of their seditious efforts, which makes it all the more sad that artists think it's good to take less money for the privilege of being on a playlist. **Voyager** strongly suggests **avoiding Pandora completely**. If you have an account with them, drop it. Don't go there, don't listen, and pass this message to your friends. *(It isn't necessary to call or email Pandora to tell them to drop dead and go to Hell)*

Would anyone believe that entertainment can literally shorten your lifespan? Believe it or not it does. We know that police, fire fighters, certain military personnel, surgeons, pilots, and even CEO's have tremendous pressure on their lives, but so do entertainers. Entertainment is one of the most volatile industries of all. Professional work can be endless, contracts are involved, big money is on the line, people become a product, and lack of performance is not tolerated. It's no wonder that names like Hendrix, Joplin, Morrison, Jackson, Bonham, Moon, Cobain and numerous others literally gave their lives for it. But a deeper look reveals that the whole industry is strife-ridden, not just individuals with personal problems as the media leads us to believe. *(That confounding media...)*

<http://www.detroitnews.com/article/20121220/ENT04/212200420/1361/Study--Rock--pop-stars-more-likely-to-die-prematurely>

And as always happens, at one time or another, the **Voyager** staff are asked about rumors of a new **MagellanMusic** album. We don't believe there has ever been a time when rumors haven't cropped up about a new album. The truth is **MagellanMusic** never stops thinking about new albums. All these years later they are still eating, drinking, and breathing music like there is no tomorrow. Perhaps we should ask if the rumor is true they are NOT working on a new album. Sometimes we hear of album title suggestions, this time "Impressions", but it doesn't matter. As long as **MagellanMusic** keeps plugging away at anything we're happy. *(Let's hope they don't have to keep plugging away at that goshdarn toilet again)*

Here are a few items to remember – the best place for **MagellanMusic** downloads and CD's are is [www.cdbaby.com/all/magellanmusic](http://www.cdbaby.com/all/magellanmusic), but available at **Amazon** and **iTunes** as well. Cool collectibles can be found at [www.cafepress.com/magellanmusic](http://www.cafepress.com/magellanmusic). And the best places for hearing full length songs are **Spotify** and **MOG**. *(But now, because we are so eeeeeeville, if you do not buy some MagellanMusic songs we'll get you, and you're little dog too! Bwa-ha-ha-ha!)*

Take this with you in your day ahead: **"Yesterday is today's memory, tomorrow is today's dream."** – *Kahlil Gibran*