

ArtistWorks Corporate Headquarters

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NAMM 2012 Booth: E15

Key ArtistWorks Executives

David Butler, Founder and CEO
Patricia Butler, President
Chris DeNatale, Marketing Director
James Taylor, Director of Global Business Dev.

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Media Contacts

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ArtistWorks Overview

ArtistWorks ONLINE Video Exchange™ instruction allows students from all over the world to learn music directly with the very best teachers. Each teacher films a complete progressive curriculum for all levels of players in high quality video available to subscribing students of their sites. Simple webcams are used by the students to submit videos to the teacher through the site, for critique and guidance. The teachers easily review student-submitted videos using the ArtistWorks Video Management System (patent pending). These “video-exchanges” are posted for all subscribing students to learn from the teacher and from each other. This groundbreaking use of video-exchange for the instruction of musical instruments has been implemented at the ArtistWorks Academy of Bluegrass, Howard Levy Harmonica School, Martin Taylor Guitar Academy, Andreas Oberg Guitar Universe, Qbert Skratch University, Peery Piano Online, and most recently the ArtistWorks Drum Academy.

iPad Compatibility

ArtistWorks is mobile! The online universities and video exchange technology is compatible with iPads and other mobile devices, allowing students to access their lessons, videos and communication with the communities from anywhere there is an internet connection.

ArtistWorks Teachers

Thomas Lang (Rock Drums), Billy Cobham (Jazz and Fusion Drums), Tony Trischka (Banjo), Bryan Sutton (Acoustic Guitar), Darol Anger (Fiddle), Mike Marshall (Mandolin), Missy Raines (Bass), Andy Hall (Dobro), Howard Levy (Harmonica), Andreas Oberg (Gypsy Jazz and Improv Guitar), DJ Qbert (DJ Skratching), Christie Peery (Piano), and Martin Taylor (Fingerstyle and Solo Jazz guitar).

Key ArtistWorks Facts

- Founded in 2008
- Thirteen online schools with some of the top music masters instructing in each genre:
 - [The ArtistWorks Academy of Bluegrass](#)
 - [The ArtistWorks Drum Academy](#)
 - [Howard Levy Harmonica School](#)
 - [Martin Taylor Guitar Academy](#)
 - [Andreas Oberg Guitar Universe](#)
 - [Qbert Skratch University](#)
 - [Peery Piano Online](#) (with Christie Peery Skousen)
 -
- Students hail from all 50 US states, Canada and countries from around the world

Recent ArtistWorks Press:

Los Angeles Times
PRINT EDITION
January 11, 2012

Los Angeles Times

On The Internet: WWW.LATIMES.COM

TUESDAY, JANUARY 11, 2012

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ArtistWorks' online lessons resonate with musicians and students



(Anne Cusack, Los Angeles Times / December 21, 2011)

ArtistWorks has a dozen professional musicians on its faculty offering thousands of hours of video lessons, from basic techniques to master classes. Above, Elizabeth Lang watches as percussionist Luis Conte and her husband drummer Thomas Lang teach music for ArtistWorks from a studio in Lang's home in Westlake Village.

The academy offers musicians a new way to make money and enables students to carry on a regular dialogue with well-known instructors through Web video exchanges.

By Alex Pham, Los Angeles Times
January 10, 2012

About four times a week, before heading to bed, George Gaffoglio retreats to the upstairs bedroom of his Irvine home, where he settles on his couch, picks up his guitar and fires up his laptop.

For the next half-hour or so, the 54-year-old sets aside his daily worries and dives into a website called ArtistWorks, where he plays along with instructional videos by Martin Taylor, attempting to mimic a British jazz guitarist who has collaborated with George Harrison, Dionne Warwick and other musicians.

"It's my therapy," said Gaffoglio, chief executive of an aerospace prototype manufacturing firm and a longtime ArtistWorks subscriber.

Based in Napa, Calif., ArtistWorks has a dozen professional musicians on its faculty offering thousands of hours of video lessons, from basic techniques to master classes. Among the instructors are Billy Cobham, a drummer who recorded and toured with Miles Davis, and Tony Trischka, a banjo player who produced Steve Martin's Grammy-nominated album "Rare Bird Alert." Martin himself appears in several ArtistWorks videos.

Since launching the service in June 2009, ArtistWorks has amassed more than 32,000 videos in more than a dozen genres, from classical piano and bluegrass fiddle to traditional mandolin and turntable scratching. The privately held company does not disclose its revenue or number of subscribers but says they number in the tens of thousands. By aggressively adding new instructors, the online academy expects to triple its revenue this year from 2011.

Instructional videos are hardly new, having been around in the form of DVDs, CDs and VHS tapes for decades. But online classes hold the promise of enabling teachers and students to communicate — even when they're across the world from each other.

In an age when the traditional music business structure is crumbling, companies such as ArtistWorks are offering a new path for musicians to make money.

"This is part of the general trend of social media breaking down barriers between artists and fans," said David Pakman, a partner with New York venture firm Venrock. It's also part of a general wave of people with knowledge using the Internet to share their skills, Pakman said, citing as examples online learning start-ups including TurnHere for video production, oDesk for technical instruction and Behance for creative design. "These new marketplaces for knowledge workers are great uses of the networked economy."

For online music instruction, there are a number of options, including TrueFire, JamPlay and WorkshopLive. But few offer or emphasize the ability to carry on a regular dialogue with instructors, said David Butler, the 57-year-old founder of ArtistWorks.

A programmer who helped build AOL's Internet platform from 1988 to 1999, Butler picked up jazz guitar as an adult and was frustrated by his lack of progress with the slew of self-help videos and books he purchased.

He eventually found a teacher in 2006, a jazz great named Jimmy Bruno. But Bruno lived in Philadelphia, and Butler in Napa. Butler persuaded Bruno to do their lessons via online video conferencing.

"Those didn't work very well," Butler said. "You could see the person, but sometimes you couldn't hear them. Either that or the video and the audio wouldn't be in sync."

Butler spent the next two years building technology that would let Bruno convey his lessons online and interact with his students. Instead of dealing with the technical difficulties of live video, in which two people communicate in real time, Butler came up with video exchanges.

Using that system, students upload to the ArtistWorks website videos of themselves playing a song, then ask instructors for feedback. Days later, they get a video response from their teachers. This ability to get personal feedback from his teacher has kept Gaffoglio paying his \$30-a-month fee.

"When I got my first response video from Martin [Taylor] about 10 days later, I was really surprised by how personal it was," Gaffoglio said. "I felt like I had a connection to him."

The two struck up a relationship via emails and video exchanges. And when Taylor gave a concert in Dana Point in September, Gaffoglio went to meet his instructor for the first time. They had lunch afterward and talked about the instrument they both owned, a rare \$10,000 handmade Mike Vander acoustic guitar.

They also discovered they had something else in common. Taylor toured the world, giving concerts and master classes. Gaffoglio, as the head of a company with 300 employees and clients in Asia, Europe and South America, spent much of his time on the road and in different time zones. For him, being able to access the guitar videos on his iPad or laptop whenever he had 30 minutes to spare was key.

"This ability to time-shift interactions is really a spark of genius," said Mike McGuire, a media analyst with Gartner Inc. "As people get further into communication and information overload, the ability for us to pursue something we really love on our own schedules is increasingly important."

It's not just busy professionals who tune in to online music lessons. ArtistWorks attracts students from a broad demographic. Its bluegrass curriculum tends to appeal to older males, for example, while younger females are more likely to flock to its classical piano lessons.

Instructors say they appreciate the flexibility of being able to interact with students any time they want, as well as the regular income stream it provides. ArtistWorks faculty receive a portion of each student's \$30-a-month subscription fee (the company would not disclose the split, saying its contracts are confidential). Teachers also jointly own the rights to the videos they produce. Some of the more popular teachers earn more than \$100,000 a year, Butler said.

Trischka, who spends about 50 hours a month working on his bluegrass banjo lessons and interacting with students, would not say how much he makes from the service, but calls it "a steady income, definitely more than pocket change."

Being part of an online service solves another problem for Thomas Lang, a drummer who has played with such artists as Tina Turner, Robbie Williams and Mick Jones of The Clash. Like many accomplished musicians with a following, Lang had published several instructional books and DVDs on drumming. But he made very little money on those projects, partly because bootlegged copies ended up on file sharing sites and sidewalk vendors.

"That just eats massively into your income," Lang said. "With ArtistWorks, the video is streamed, so it's much harder to steal."

Unlike income from books or DVDs, which peak in the weeks after they are released then tail off dramatically, the money instructors receive from ArtistWorks increases over time as enrollment grows. In 2011, the company said its number of subscribers jumped 85%.

Still, the market for music instruction is relatively small, said Russ Crupnick, a music analyst with the NPD Group Inc.

"There is a small but loyal cadre of fans and aficionados who work hard to be immersed in the artist experience," Crupnick said. "It is a niche though, probably less than 10% of fans. But today every penny counts — a lot."

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Live2Play.com
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WANNA LEARN DRUMS? LANG AND COBHAM KICK OFF ONLINE SCHOOL - PART 1

By [K Bo](#) on Wed, 01/04/2012 - 2:41pm

There's not much more that can be said about the greatness of Billy Cobham and Thomas Lang as professional drummers. For these individuals their legendary playing prowess is a given. However, there's a new angle—and a new project—that both of these guys are bringing that really deserves your attention. This has to do with Artistworks' launch of the new online drum academy featuring Messrs. Cobham and Lang.

To a large extent the Drum Academy has to be seen to be believed and believe me, you want to see it. It's worth the trip and your time. But for drummers worldwide there's nothing better than this. Case closed.

I recently interviewed Thomas Lang about his drumming (of the interview) and other aspects of his career but when I heard about this new online school (which just began in December of 2011) I had to go back and catch up with Thomas again to get the skinny on this amazing digital diamond. As luck would have it, Thomas' camp was kind enough to get the great Billy Cobham to sit in with us. The concept and the conversation was nothing short of intriguing, compelling, and cutting edge. Not only are Billy and Thomas down to earth people (and nice ones at that) but they also have an uncanny ability to relate to the beginner level player which, when one considers their accomplishments, is astounding. Pit these two legends with over the top digital technology and you have innovation at its best. Even though they just started this school I believe it will change the way drums are taught—it's that good. So, let's hear from Billy and Thomas on their new online venture.

K Bo: What's the concept behind this online school?

TL: The concept is that the school is interactive and that's a radically new concept at that. The point is that most websites are one-way—it's like watching a DVD. The problem is that the student can watch the DVD as many times as they want but they can't ask questions. With this site with Artistworks, you get a reply to each question you ask and that's from your teacher. It works like this. The students send me their video questions and I can assess how these guys are playing and evaluate their level and progress. They can in turn reply by video and

that's what makes this website different. Also, the curriculum grows with every question that's answered so it's not like a DVD which is a piece of plastic that always remains the same. What's also interesting is that when one student submits a question and I submit a reply all the other students can see my response which makes it like a global master class.

BC: I agree. What's really amazing is that we're able to cross-pollinate. Thomas can see what I'm doing and I can see what he's doing and we can all learn from each other. It's all one big pot that people can draw from in terms of ideas and concepts. This far exceeds the idea of working in a one on one situation with a student. It really opens doors and lets people really look at how I'm playing and how Thomas is playing. I also think this diversity really helps students bring their personalities through. The students see a lot and they can pick and choose. As far as I'm concerned students can study with both of us. Hey, it can't hurt.

K Bo: Is this a school designed for all ages and player levels?

TL: Absolutely. We offer programs for beginners, intermediate players as well as advanced players. It doesn't matter what level you are at. My curriculum starts at absolutely zero. I start with stick grip variations, how to tune a drum and even how to hit a cymbal. I'll cover how to set up a drum set and things like that. This program is designed to cater to drummers who've never even touched a drumset but we'll also cater to advanced players. We'll show advanced players how to be creative and really bring out your personality in your playing.

K Bo: Tell us about how the concept went from the drawing board to reality and also tell us about your partnership and working with ArtistWorks in getting this project up and running.

TL: It's great working with them. They approached me with the technology in place. David Butler—their CEO—is an amazing technical mind. He developed this technology because he's a guitar player and he used to take online lessons. It really came out of personal necessity. I looked at their concept, technology and website and thought it was amazing.

K Bo: There are other online drum schools out there. So, what separates your school from the others?

TL: We're interactive and the others aren't. We're creating more exercises and a broader curriculum. It's much bigger. Also, we're creating a community of drummers almost like a social network with this website. With every question that is asked and answered I get to know the student. I learn where they live, what they look like, and what their drum set looks like. There's a big social element that's involved. I can see them. Over time we develop a real student-teacher relationship.

K Bo: Some of the press releases talk about video exchanges. Are students going to be exchanging videos with you directly and if so can they expect specific critique on their work product?

TL: Absolutely. I have a studio in my home, which is not only an audio studio but also a fully equipped video studio. Each student is really getting a private lesson from me. I could never do this otherwise.