

# YOUTUBE EXTENSION OF MUSIC MEMORY

Trena Jordanoska

*University „Sts. Cyril and Methodius“, Skopje, Macedonia*

**Abstract:** Individual work approach to collective cultural memory is marked by unprecedented digital tool – Internet. Social networks accelerated the exchange of music artifacts to extremely large numbers of participants. One of the important aspects of the new digital transition is that the improved transfer rates resulted in an audio quality approaching the limits of human hearing. YouTube counter is undoubtedly the best indicator for the presence of these artifacts in virtual reality. The records of the downloads of the “Gangnam Style” song in billion, support the argument for the influence of the new technological means on collective memory. In our research we collected and analyzed the data regarding music posting on YouTube.

**Keywords:** music memory, YouTube, music posting, music genres, Macedonian music

## I. INTRODUCTION

Individual work approach to collective cultural memory is marked by unprecedented digital tool, the Internet. Every individual can create, digitize and distribute an enormous quantity of creative works. We can say that human creativity has exploded in countless new works which is incomparable to the previous periods. For instance, if in 1996 all recorded sound

material of the last hundred years was estimated at 25–30 petabytes (Бужаровски, 2002: 7), the digitally recorded and distributed music has probably doubled, if not tripled during the last decade (5–10% per year, ibid.).

In fact, this process started with the radio distribution of music through live or recorded performances, and later through TV broadcasting, which was already an important contribution to the democratization of access to cultural products and services on a global scale. However, the real revolution started with the new channel of distribution – Internet, and especially with the rise of social networks.

Social networks have accelerated the exchange of music artifacts, which was equally productive for the creation and the distribution of music. The unlimited and cost effective access to digital tools for creation, recording and distribution of music was an important incentive for the creative individuals. The new social networks channels of distribution have enabled sharing of creative works on a global level, particularly for some genres of lower popularity rates, such as contemporary music. Also, live performances, recorded and distributed immediately after concerts, have enlarged their audience to unseen proportions.

For example, we can compare the audience during the concert *A Buzarovski Retrospective, From opus 1 to opus 62* (October 15, 2012), with estimated 100 visitors, with the requested pages from the video recording of the same concert posted on the BuzAr website (mmc.edu.mk) (6,589 requested pages in the period October 30, 2012 – August 16, 2013 according to the Webstatistics provided by Urchin software). Having in mind that this is a non-commercial website addressing a very specialized group of visitors, we get a very strong argument for the power of new Internet media.

One of the important aspects of the new channels of distribution are recently improved transfer rates, which offer an audio quality approaching the limits of human hearing (for example, MPEG-1 sampling rates with the embedded audio of 48 kHz). Although MP3 format is still used particularly for downloads, the booming expansion of bandwidth promises much faster and easier communication with large audio files. Having in mind that most of the audience is interested in popular music where the musical pieces are not longer than several minutes, AIFF, WAV or SDII, are already fully accessible at the existing bandwidth rates.

One of the best indicators of the presence of music in virtual reality are YouTube counters. With more than one billion unique users each month who watch over six billion hours of video, one hundred hours of video uploaded every minute and millions of subscriptions every day (YouTube statistics, 2013), the service accounts "for around 10 percent of all Internet traffic" (Palfrey and Gasser, 2008: 351).

YouTube also includes the advanced set of copyright policies and content management tool called Content ID which is a database with more than five million reference files, one of the most comprehensive databases

in the world (YouTube ContentID, 2013). It scans over 250 "years" of video every day.

The number of downloads breaks the records literally every day, with the most recent example of billion downloads for the "Gangnam Style" song. This is very important argument for the superiority of the YouTube channel of transmission, despite the fact that "of all users on YouTube, only 00.01 percent are content creators" (Palfrey and Gasser, 2008: 351). Our survey on digital media presence among teenage population in Skopje in 2009, confirmed that 77% (734 teenagers) used YouTube: when using a computer this activity came second after listening to music (89%) (Јорданоска, 2010: 114).

YouTube's information management relies on machine-readable information describing different video clips that permits their retrieval by way of key terms. This meta-information is initially generated by the users uploading the videos and contains the title of the clip, the background information or a summary of the clip added to an info-box and the tags with freely selected keywords as appropriate labels (Kessler and Schäfer, 2009: 281).

Users viewing these videos also provide meta-information implicitly, since the viewing rate is a criterion for the order of videos that match a given keyword. Also a central feature of YouTube is the "video response," in which anyone can record a video clip and post it as a reply to a specific video ("RE:") (Palfrey and Gasser, 2008: 351).

## II. RESEARCH DESIGN

In our research we filtered music posting only by "video" (the other categories are: channel, playlist, movie and show). YouTube also offers other filtering options: relevancy, upload date, view count and rating.

In order to support the argument regarding the internet extension of music memory, we limited our research on music posting on YouTube to the following key words: popular music, classical music, folk music, Macedonian music, Macedonian philharmonic, Macedonian opera and Macedonian composers. The last four categories were added for two reasons:

- to build an argument related to the possibility for promotion of smaller cultural circles (Republic of Macedonia has a little over two million inhabitants)
- and to research the position of Macedonian music on YouTube, having in mind a broader musicological interest of the author of the paper.

Similarly, the six categories: classical music, folk music, Macedonian music, Macedonian philharmonic, Macedonian opera and Macedonian composers are opposed to popular music as under-represented genres. This should serve as an additional argument in favor of a wider promotion of any music genre regardless of geographic and historic limits.

We used two parameters to filter the data regarding the selected key words: Relevance and View Count, sorted by type of result: Video. Data were retrieved on July 31 (3:47 AM). The presentation of the research results will be limited to the top five listed videos. The results are summarized in tables with total views, number of raters, likes and dislikes. A YouTube statistics free software was used to generate, to quantify the obtained data the results.

It should be pointed out that YouTube has a sophisticated technology for counting (Doe, 2013, How does YouTube view count work?, 2011). We will not discuss the filtering techniques of the service which are responsible for the differences between the relevance and view count results.

### III. TOP FIVE VIDEOS

#### A. "POPULAR MUSIC"

*1) Relevance:* The top five videos include songs that last up to five minutes. Three of them are official music videos: songs by Gotye feat. Kimbra, and by The Black Eyed Peas and Rihanna as part of the Vevo service. The other two are user-generated content (UGC): African folk song (with no information about the origin of the audio or the images), and an amateur one-shot video of live performance by an Asian talent show contestant of the song "Titanium" by Guetta ft. Sia (Table I).

*2) View Count:* The top five videos support the argument about the extension of cultural memory with prevailing music by the Beatles (Table II). However, diverse genres were filtered. The first one is the "Indie folk, bluegrass" song "Little Lion Man" (wikipedia, 2013) by Mumford & Sons. The second one is the "melancholy acoustic guitar ballad... in Baroque pop" "Yesterday," (ibid.) performed live on a backing track by its author Paul McCartney at the Beatles' concert broadcast. The third one is "the official video" of the song "Wonton Soup" by the American rapper Lil B, followed by the music video of the 1992 single "Informer" by one-hit wonder Canadian reggae musician Snow, posted by a private user. (It is a video captured from a music TV. License is included.) The fifth one is a compilation of 20 Greatest hits (1982) by the Beatles (Doctor Ebbett's Vinyl Transfer) visualised with the still image of the album cover.

#### B. "CLASSICAL MUSIC"

*1) Relevance:* All of the filtered videos represent commercialized cliché compilations with duration

from fifty minutes to six hours, which considerably differs from the length of popular videos. This is an argument in favor of the editing skills of posters. Floating titles, stop the hunger calls and royalty-free stock photography prevail, and in the top two videos the information about the performers is missing. The stylistic range covers compositions from Baroque to Impressionism (Table III).

The first compilation is visualized with so-called Experimentalfilm containing title texts of the compositions and posted on the Classical Music Club channel.

The second compilation by the user GameplayFAQS, consists only of audios visualized with an image of a music score, a violin and bow, and floating title texts announcing each composition.

The third compilation is illustrated with RF photo with no titles of the compositions, just an announcement at the beginning with the text: "Frederic Chopin 1810–1849. A collection of nocturnes, opus (sic), études, and waltzes, performed by Jeremiah Jones, Music provided courtesy of Lisztomania.com" – zooming in. The 'about' text includes the description "... Great for study, sleep, relaxing, meditation, yoga, and music therapy!".

The fourth video is the longest compilation (6:22:58) of classical music arrangements by DJ JaBig posted by the author. A link to the complete playlist with full information about the compositions and the performers, as well as the development of the project is provided. The compilation predominantly consists of piano concertos from Romanticism. The video is illustrated with a playlist cover, and a text "Please Help End Child Hunger Worldwide, support [www.WFP.org](http://www.WFP.org)".

The fifth compilation (6:01:22) by the same author is visualized in the same manner and features Beethoven piano sonatas performed by Murray Perahia.

**2) View Count:** The two top videos are Vivaldi's *Seasons* (Table IV): the Winter movement as part of the film "about Venice, past, present and future" named *Vivaldi The Four Seasons* by Anton van Munster (1988) with the ensemble I Musici and Federico Agostini playing the solo violin; and a full set of the Seasons with Itzhak Perlman playing solo violin and UGC in the visual part.

The third one is an animation of Debussy's "Clair de lune" produced by Stephen Malinowski, produced using Yamaha P-80 keyboard, Tascam GigaStudio sampled piano and Music animation software (M.A.M.).

The fourth and the fifth video are UGC (title text and an image of the composer) of Pachelbel's Canon in D Major and Beethoven's Symphony No. 9, respectively, performed by the London Symphony Orchestra.

### C. "FOLK MUSIC"

**1) Relevance:** The first one is a professional video (DW logo) of the "Gaelic Folk Song" "Bothan àirigh am Bràigh Raithneach" performed by Julie Fowlis and Bruce Molsky, who also plays the violin. A steel guitar, mandolin, flute and accordion are also included.

The second video titled "Pagan Sound - Celtic/ Medieval/Folk Music Mix" starts and ends with poetry reading by a male voice, followed by recordings of seven songs performed by five different bands. The poems are illustrated with landscapes shot in time-lapse technique, while the songs have only one image of a medieval symbol on a black background.

The third video is a (3:34:53) mix of American folk songs which are illustrated with only one collage of photos of selected performers, title text and the logo of the uploader "Blulight gallery." It was "streamed live" with no credits included.

The fourth video is UGC bearing the title "Second Two O Carolan's Pieces: a Tune Without Title/Planxty Burke" credited to Michal Hromek from his album "Celtic Guitar" and "accompanied by some random pics ... from the land of interwebs..." and four of his own drawings.

The fifth is professional recording of live performance of the Canadian performer Don Alder playing the song "Sayonara.calm" on a harp guitar (Table V).

2) *View Count*: The first video is a "R&B, blue-eyed soul" song "Higher Love" (ibid.) by the Irish folk musician James Vincent Mc Morrow. The video lasts 4 minutes, but the song ends on 3:30 leaving the rest of the time in silence. The 'about' text informs that "all proceeds of the album go to... charity for youth mental health...." The music is illustrated only with a photograph of the performer.

The video ratings of the second and the third song can be used as illustrations about democratization processes that enable equal access to all world cultures. The videos are live performance of songs in 'chastushki' manner by YouTube Russian celebrity Igor Rastrejnev shot on a mobile phone. An English translation of the lyrics is included in the 'about' text. He sings the song "Combiners" accompanying himself on a bayan. Combiners, tractor drivers, heavers of watermelon lorries... [who live] Faraway from big cities, Where're no glam boutiques around... Songs about them aren't sung. Serials about them aren't made, So they're not fit for TV channels, Internet ignores them, It seems that they don't exist...

In "Cossack song" he plays in the field with his bayan on his naked chest.

The fourth video "Sakura – Japanese Folk Music" is referred to as a "very famous Japanese folk music" visualised with a slideshow of mountain landscapes and

oak images, and an opening and a closing text with the shooting and editing credits to sreejithknm.

The fifth video titled "Celtique Irish Folk" (sic) performed by Gwendal, also includes the audio illustrated with a picture of a lake, shoreline, mountains and a sky with clouds. The image has a copyright notice (Table VI).

#### D. "MACEDONIAN MUSIC"

1) *Relevance*: The first one is an amateur one-shot video from a live performance of a young man and a woman playing tarabuka and clarinet, while sitting on the ground in Boston's Copley Square. The video was recorded by a passer-by who was surprised hearing a typical Macedonian folk melody and rhythm played by Americans.

The second video consists of several images (gayda, tapan, CD cover of brass ensemble Agushevi "Dance and Belly Dance") with a title text "Macedonian Music and Macedonian Instruments." The audio is a mix of ten folk tunes and it was uploaded with the slogan: "Please no Fighting about Macedonia, Greece, Albania, Serbia, or Bulgaria. Or any other balkan country. Enjoy the music ;)." Comments are disabled.

The third video titled "ANCIENT MACEDONIAN MUSIC – GAIDA" consists of the traditional dance "Gajdarsko oro" (no information about the performers) visualized with a collage of the Vergina Flag, a map of geographical Macedonia, and a man and a woman in folk costumes. It was uploaded with the slogan "LONG LIVE REPUBLIC OF MACEDONIA PRILEP = CAPITAL." This clumsily edited video lasts over seven minutes, but the audio ends at 3:32, leaving the rest of the video silent. Comments are also disabled.

The fourth video published by DJ Folk and titled "GRUPA MOLIKA 2013 - SELA PELISTERSKI 'DJ FOLK & RADIO ZABAVALA'" presents the "new hit," an ethno-pop song "Pelister villages," illustrated with a slide show of the Pelister mountain, the band members, and their trips to foreign countries.

The fifth video titled "THE BEST OF MACEDONIAN MUSIC" is a live performance of the "BEST PERFORMERS," as the 'about' text says. It was recorded with several cameras circling around a table in "Macedonian house" restaurant. At this supposedly informal gathering singers alternately sing a collection (splet) of two traditional and one ethno-pop song, with clarinet improvisation inserted. In the background a standard restaurant band accompanies a performers playing on KORG synthesizers and on a set of drums (Table VII).

2) *View Count*: The first video is UGC: audio of the song "Makedonsko devojche" written by Jonche Hristovski and sung by the doyens of Macedonian folk music, Violeta Tomovska and Kiril Manchevski with the Macedonian ensemble "Kocho Petrovski," illustrated with images of "ethnic Macedonian women in folk costumes from all parts of Macedonia (Aegean, Vardar, Pirin)." Comments are disabled. Though it is the oldest posted video (2006), it tops the others with 1,491,807 viewings, followed by live performance of "Gajda oro" by the Roma clarinetist and saxophonist Ferus Mustafov and the band "Ognjina (Ogneni) Momcina" with 704,982 viewings. The video is taken from the "Ferus Mustafov Show."

The third video is Zeljko Joksimović's song "Nesanca" performed live by the most popular Macedonian pop singer Toshe Proeski accompanied by the gipsy brass band "Srđan Azirović." The concert took place at

Belgrade's Arena on Valentine's day and was broadcast by PINK TV channel. The words in Macedonian "Rest in peace" as part of In memoriam text are added over the video. The 'about' text contains the sentence "Whatever I say, whatever I do is not enough."

The fourth video is titled "Ancient Greek Music, Macedonia is Greek" featuring a Greek ancient song "Dance of Satyrs" by the band Daemonia Nymphe with a professional video footage and still images of landscapes from Greece. The video ends with the appeal to visit a blog 'hellenism-today.'

The fifth video features the song "AJ LELE" by the Macedonian ethno-pop singer Suzana Gavazova against the background of a slide-show of her beach photo shoot. "She co-operates almost with every band, and recently very often with Boleroband" is added in the 'about' text (Table XVIII).

#### *E. "MACEDONIAN PHILHARMONIC"*

1) *Relevance*: Although the Macedonian Philharmonic (MP) and the Macedonian Opera (MO) are the oldest and the leading institutions for advancement of classical music, they don't have an official channels.

The first video is a collage of the live performance of Dimitrije Buzarovski's *Double Concerto* with Ljubisha Kirovski – violin, Maja Shutevska-Kirovska – piano, and MP with the conductor Borjan Canev at The Days of Macedonian Music festival. The video was published by Socom Sokom (Composers' Association of Macedonia) with no credits for the composer, the work or the copyright of the video added in the 'about' text. However, due to the origin of the video (BuzAr), it includes all the information at the beginning.

The following three videos are an amateur one-shot footage of MP playing "Bohemian Rhapsody" by Queen, "YMCA" by Village People and "Dancing queen" by ABBA at open air concert in Skopje city park. The picture is very blurry and the audio is full of noise from the audience. No credits for the conductor or the songs are mentioned.

The fifth video is a public service announcement (PSA) by the FUTURAadvertising, of a concert of MP in season 2012/13 with the Russian pianist Julijana Avdeeva and the German conductor Gvido Johanes Rumshstad (Table IX).

2) *View Count*: The highest views has the Macedonian Radio Television broadcast of a concert of MP playing Tchaikovsky's Canzonetta: Andante from the Violin concerto in D major with the soloist Anna Kondratenko and Canev as a conductor.

The second on the list is "Comfort ye... Every valley shall be exalted" aria from Haendel's *Messiah*, performed by the tenor Blagoj Nacoski, MP and conductor Alessandro D'Agostini. It is recorded only with one camera.

The third and the fourth place belong to amateur one-shot videos of Arensky's Fantasy on two Russian themes performed by the pianist Dino Imeri with MP and the conductor Le Fi Fi, at the traditional concert of high school students; and a performance of Rodrigo Leao & Celina Piedade (Cinema Ensemble) with MP and the conductor Canev, uploaded by carcev.

The fifth place is occupied by "Il brindisi" duetto (Ana Durlovski - soprano, Blagoj Nacoski - tenor) from Verdi's *La Traviata*. MP with the conductor Dorian Wilson plays in Skopje city park. It is a TV broadcast but no credits are included. The first and the third video are uploaded by the soloists, while the second and the fifth by langenscheidt04 (Table X).

#### *F. "MACEDONIAN OPERA"*

1) *Relevance*: The first, the third and the fifth video present an amateur one-shot footage of 1) a performance of the South Korean tenor Rudy Park singing "Nessun Dorma" aria from Puccini's *Turandot* at "May Opera Evenings" shot from the orchestra pit by the tuba player Micko Damjanovski who also posted the video with opening title text in zoom motion, and a scrolling closing credits; 3) a performance of Jimy Hendrix's "Bleeding heart" by UKIM Faculty of music students (Popular music department) at the Macedonian Opera and Ballet; and 5) the ballet performance *Film* by the Macedonian Ballet Ensemble, shot from the audience (Table XI).

The second and the fourth video are PSAs of an opera production of Puccini's *Tosca*, with the soprano Vesna Gjinovska-Illkova celebrating 15<sup>th</sup> anniversary of her artistic career, and a ballet production of Tchaikovsky's *Nutcracker*.

Except for the first video, there are no credits added neither for the authors of the videos, nor the performers.

2) *View Count*: The five videos are recorded live by Alfa TV and represent performances of "Macedonian evergreens" at the New Year Vasilica Concert in Macedonian Opera and Ballet (Table XII). The performers are the popular female singers Elena Risteska, Lidija Kochovska and Kaliopi, the last also joined by a Croatian singer Jacques Houdek. The songs are accompanied by the Macedonian Opera and Ballet Orchestra.

#### *G. "MACEDONIAN COMPOSERS"*

Although there is a TV channel of the Composer's Association of Macedonia only two results were ob-

tained both for the relevance and the view count (Table XIII). The first one is one-shot video of a performance of "MaKEDONIKuM" by Elizabeta Ilievska at the concert of Young Macedonian Composers during The Days of Macedonian Music festival. It was uploaded by zorica875 (accordionist Zorica Karakutovska who worked with the ensemble.) The second video are excerpts of "à gauche, à droit en haut" by Miroslav Spasov, performed by the Janacek Philharmonic Orchestra conducted by the composer himself. It is one-shot video with fade in/out in-between excerpts, uploaded by Canadian Music Centre.

#### IV. DISCUSSION AND CONCLUSION

The research confirmed our expectations about a disproportional distribution of different genres on YouTube, popular music being in the lead. Nevertheless we can conclude that the quantity of presented music through social networks is much higher than any other distribution channel from the past particularly on the live performance channels. It is obvious that popular music has adjusted better and faster to electronic and digital means for creation and distribution of music. The much lower presence of classical music does not indicate that the ratio has decreased in favor of popular genres. As in the past, classical music, similarly to other under-represented genres, was also distributed to a much smaller audience. Our assumption is that the Internet and social networks, because of better access and promotion due to cost-effective digital tools, have even contributed to changes of the ratios in favor of under-represented genres.

However, the effects of Internet on creation and distribution of music are twofold: nowadays, using the advantages of this technology there are entirely new forms of creation of music, and, on the other hand, there is much wider distribution of music compared to the past, a fact that we ascribe to the extension of cultural memory. In addition, we can follow a process of redefinition of music of the past both in its traditional presentation and the way it addresses the new sensitivity of the Internet users.

The analysis in this paper was conducted to confirm our starting hypothesis that the Internet facilitates the extension and transmission of music artifacts to collective cultural memory. As it was stated in Buzarovski's paper (2013), the final realization or existence of music, i.e., musical piece is only when it is established in collective cultural memory. The data of the analyzed downloads, listening and watching through social networks once again confirmed that now music reaches a much larger audience than ever before in music history. This is particularly important for the under-represented genres as the Internet enables to gain global audience. Intangible cultural heritage has always been very dependent of the channels of transmission. If in the past, the range of collective cultural memory was limited to the memory of individuals, the Internet extension, i.e., the distribution of music artifacts has played a decisive role in an unprecedented increase of music (both in quantity and quality) in collective cultural memory.

| No. | Title  | Total Views | Raters  | Likes   | Dislikes | Up-load/Pos-ted | Url   |
|-----|--|-------------|---------|---------|----------|-----------------|---|
| 1   | Gotye - Somebody That I Used To Know (feat. Kimbra) - official video | 419733618   | 1900792 | 1825798 | 74994    | 2011            | <a href="http://www.youtube.com/watch?v=8UVNT4wvIGY">http://www.youtube.com/watch?v=8UVNT4wvIGY</a> |
| 2   | The Black Eyed Peas - I Gotta Feeling                                | 143230107   | 246387  | 235910  | 10477    | 2009            | <a href="http://www.youtube.com/watch?v=uSD4vsh1zDA">http://www.youtube.com/watch?v=uSD4vsh1zDA</a> |
| 3   | Top 10 African Countries Best and Popular Music                      | 3286        | 9       | 7       | 2        | 2012            | <a href="http://www.youtube.com/watch?v=d-YzStroZ5I">http://www.youtube.com/watch?v=d-YzStroZ5I</a> |
| 4   | Titanium Cover at Popular Music Club Finals                          | 240         | 1       | 1       | 0        | 2013            | <a href="http://www.youtube.com/watch?v=deygCWhv0yI">http://www.youtube.com/watch?v=deygCWhv0yI</a> |

**Table I** Top five videos by relevance for “Popilar music”

|   |  |          |        |        |       |      |   |
|---|--|----------|--------|--------|-------|------|---|
| 1 | Mumford and Sons - Little Lion Man               | 41060833 | 212468 | 209120 | 3348  | 2009 | <a href="http://www.youtube.com/watch?v=LJf9qJHR3E">http://www.youtube.com/watch?v=LJf9qJHR3E</a>   |
| 2 | yesterday  | 27395446 | 75834  | 74307  | 1527  | 2006 | <a href="http://www.youtube.com/watch?v=ONxp-vpE9eU">http://www.youtube.com/watch?v=ONxp-vpE9eU</a> |
| 3 | Lil B - "Wonton Soup" [Music Video]              | 10796982 | 65983  | 39386  | 26597 | 2010 | <a href="http://www.youtube.com/watch?v=8m5ClcbytfM">http://www.youtube.com/watch?v=8m5ClcbytfM</a> |
| 4 | Snow - Informer                                  | 9982909  | 34784  | 33865  | 919   | 2006 | <a href="http://www.youtube.com/watch?v=NtILxBszyf8">http://www.youtube.com/watch?v=NtILxBszyf8</a> |
| 5 | The Beatles - "20 Greatest Hits" (U.S. Version!) | 7247777  | 28425  | 27208  | 1217  | 2012 | <a href="http://www.youtube.com/watch?v=3EacSwV8wiA">http://www.youtube.com/watch?v=3EacSwV8wiA</a> |

**Table II** Top five videos by view count for “Popilar music”

|   |   |         |       |       |     |      |   |
|---|---|---------|-------|-------|-----|------|---|
| 1 | Classical Chillout Music with Chopin, Vivaldi, Bach, Schubert, Debussy, Albeniz, Massenet           | 512824  | 2173  | 2054  | 119 | 2013 | <a href="http://www.youtube.com/watch?v=fcDsBVZvRDM">http://www.youtube.com/watch?v=fcDsBVZvRDM</a> |
| 2 | Classical Music Mix - Best Classical Pieces Part I (1/2)  | 1205112 | 5785  | 5664  | 121 | 2013 | <a href="http://www.youtube.com/watch?v=wLkjMLdLf3s">http://www.youtube.com/watch?v=wLkjMLdLf3s</a> |
| 3 | Relaxing Classical Music - Chopin   | 315     | 11    | 11    | 0   | 2013 | <a href="http://www.youtube.com/watch?v=zS3ddCGlJEI">http://www.youtube.com/watch?v=zS3ddCGlJEI</a> |
| 4 | 6 Hour Classical Music Playlist by JaBig: Beautiful Piano Mix for Studying, Homework, Essay Writing | 4785767 | 29589 | 28826 | 763 | 2012 | <a href="http://www.youtube.com/watch?v=ZYwqKKc1VCQ">http://www.youtube.com/watch?v=ZYwqKKc1VCQ</a> |
| 5 | 6 Hour of The Best Beethoven - Classical Music Piano Studying Concentration Playlist Mix by JaBig   | 3130672 | 17363 | 16941 | 422 | 2013 | <a href="http://www.youtube.com/watch?v=8ptfyhBjXj8">http://www.youtube.com/watch?v=8ptfyhBjXj8</a> |

**Table III** Top five videos by relevance for “Classical music”

|   |   |          |        |        |      |      |   |
|---|---|----------|--------|--------|------|------|---|
| 1 | Vivaldi - Four Seasons (Winter)                               | 25791970 | 96430  | 95245  | 1185 | 2008 | <a href="http://www.youtube.com/watch?v=nGdFHJXciAQ">http://www.youtube.com/watch?v=nGdFHJXciAQ</a> |
| 2 | Four Seasons ~ Vivaldi  | 22678468 | 102443 | 100417 | 2026 | 2011 | <a href="http://www.youtube.com/watch?v=GRxofEmo3HA">http://www.youtube.com/watch?v=GRxofEmo3HA</a> |
| 3 | Debussy, Clair de lune (piano music)                          | 21286833 | 57630  | 56363  | 1267 | 2005 | <a href="http://www.youtube.com/watch?v=LlvUepMa31o">http://www.youtube.com/watch?v=LlvUepMa31o</a> |
| 4 | Pachelbel Canon in D Major fantastic version, classical music | 18590725 | 60797  | 59767  | 1030 | 2007 | <a href="http://www.youtube.com/watch?v=8Af372EQLck">http://www.youtube.com/watch?v=8Af372EQLck</a> |
| 5 | Symphony No. 9 ~ Beethoven                                    | 17665212 | 66547  | 64973  | 1574 | 2010 | <a href="http://www.youtube.com/watch?v=t3217H8JppI">http://www.youtube.com/watch?v=t3217H8JppI</a> |

**Table IV** Top five videos by view count for “Classical music”

|   |   |        |      |      |     |      |   |
|---|---|--------|------|------|-----|------|---|
| 1 | Gaelic Folk Song  | 406646 | 2589 | 2564 | 25  | 2010 | <a href="http://www.youtube.com/watch?v=dDdi6bn06bo">http://www.youtube.com/watch?v=dDdi6bn06bo</a> |
| 2 | Pagan Sound - Celtic/Medieval/Folk Music Mix  | 3374   | 40   | 39   | 1   | 2013 | <a href="http://www.youtube.com/watch?v=wKG0eHAFwy8">http://www.youtube.com/watch?v=wKG0eHAFwy8</a> |
| 3 | American folk music   | 8459   | 26   | 24   | 2   | 2013 | <a href="http://www.youtube.com/watch?v=taNzYIFy_WE">http://www.youtube.com/watch?v=taNzYIFy_WE</a> |
| 4 | Second Two O Carolan's Pieces: a Tune Without Title/Planxty Burke                   | 756455 | 3120 | 3078 | 42  | 2011 | <a href="http://www.youtube.com/watch?v=0WRrFWQzipk">http://www.youtube.com/watch?v=0WRrFWQzipk</a> |
| 5 | Don Alder - Harp Guitar Acoustic Guitar - Canadian Folk Music Awards - 2009 Nominee | 974249 | 2615 | 2491 | 124 | 2006 | <a href="http://www.youtube.com/watch?v=-vocEYP0NsI">http://www.youtube.com/watch?v=-vocEYP0NsI</a> |

**Table V** Top five videos by relevance for “Folk music”

|   |  |         |       |       |     |      |   |
|---|--|---------|-------|-------|-----|------|---|
| 1 | James Vincent Mc Morrow - Higher Love                                | 5047888 | 24209 | 23908 | 301 | 2011 | <a href="http://www.youtube.com/watch?v=c_noWWtdZg">http://www.youtube.com/watch?v=c_noWWtdZg</a>   |
| 2 | Игорь Растворев. Комбайнёры - Combiners.                             | 4743165 | 31576 | 31116 | 460 | 2010 | <a href="http://www.youtube.com/watch?v=NdTMa1r_RR4">http://www.youtube.com/watch?v=NdTMa1r_RR4</a> |
| 3 | Игорь Растворев. Казачья песня - Cossack song. Accordion Folk music. | 3905958 | 19675 | 19350 | 325 | 2010 | <a href="http://www.youtube.com/watch?v=Uy0LV0c055g">http://www.youtube.com/watch?v=Uy0LV0c055g</a> |
| 4 | Sakura - Japanese Folk Music   | 3077431 | 11510 | 11343 | 167 | 2008 | <a href="http://www.youtube.com/watch?v=chwADnoFDng">http://www.youtube.com/watch?v=chwADnoFDng</a> |
| 5 | Celtique Irish Folk  | 3004654 | 7173  | 7067  | 106 | 2007 | <a href="http://www.youtube.com/watch?v=xKnZgDyS38g">http://www.youtube.com/watch?v=xKnZgDyS38g</a> |

**Table VI** Top five videos by view count for “Folk music”

| No. | Title   | Total Views | Raters | Likes | Dislikes | Upload-ed/Posted | Url   |
|-----|---|-------------|--------|-------|----------|------------------|---|
| 1   | Macedonian Ora in Boston                                      | 13634       | 129    | 120   | 9        | 2011             | <a href="http://www.youtube.com/watch?v=vMEHYJ_8Qcw">http://www.youtube.com/watch?v=vMEHYJ_8Qcw</a> |
| 2   | Traditional Macedonian Music                                  | 291459      | 626    | 501   | 125      | 2008             | <a href="http://www.youtube.com/watch?v=niQ7GwHrgbo">http://www.youtube.com/watch?v=niQ7GwHrgbo</a> |
| 3   | ANCIENT MACEDONIAN MUSIC - GAIDA                              | 47987       | 346    | 231   | 115      | 2008             | <a href="http://www.youtube.com/watch?v=3EobUn5hcY0">http://www.youtube.com/watch?v=3EobUn5hcY0</a> |
| 4   | GRUPA MOLIKA 2013 - SELA PELISTERSKI "DJ FOLK & RADIO ZABAVA" | 12070       | 26     | 26    | 0        | 2013             | <a href="http://www.youtube.com/watch?v=s0uj63qVREI">http://www.youtube.com/watch?v=s0uj63qVREI</a> |
| 5   | THE BEST OF MACEDONIAN MUSIC                                  | 18765       | 29     | 21    | 8        | 2009             | <a href="http://www.youtube.com/watch?v=7MAd8nhu_i8">http://www.youtube.com/watch?v=7MAd8nhu_i8</a> |

**Table VII** Top five videos by relevance count for “Macedonian music”

|   |  |         |      |      |     |      |   |
|---|--|---------|------|------|-----|------|---|
| 1 | Makedonsko Devojče (Македонско девојче) - Macedonian Folk Song | 1491807 | 3115 | 2921 | 194 | 2006 | <a href="http://www.youtube.com/watch?v=DpyYiu0t088">http://www.youtube.com/watch?v=DpyYiu0t088</a> |
| 2 | Ferus Mustafov Show-Gajda oro                                  | 704982  | 449  | 436  | 13  | 2009 | <a href="http://www.youtube.com/watch?v=x53fSLUT9WM">http://www.youtube.com/watch?v=x53fSLUT9WM</a> |
| 3 | Tose Proeski - Nesanica  | 688470  | 942  | 922  | 20  | 2007 | <a href="http://www.youtube.com/watch?v=Zo43yBzfoY0">http://www.youtube.com/watch?v=Zo43yBzfoY0</a> |
| 4 | Ancient Greek Music, Macedonia is Greek                        | 662100  | 2775 | 2541 | 234 | 2007 | <a href="http://www.youtube.com/watch?v=cSaGjZKmEag">http://www.youtube.com/watch?v=cSaGjZKmEag</a> |
| 5 | Suzana Gavazova - AJ LELE                                      | 554336  | 262  | 233  | 29  | 2008 | <a href="http://www.youtube.com/watch?v=_loe90sUnCI">http://www.youtube.com/watch?v=_loe90sUnCI</a> |

**Table VIII** Top five videos by view count for “Folk music”

|   |   |     |   |   |   |      |   |
|---|---|-----|---|---|---|------|---|
| 1 | Duo Kirovski performing with the Macedonian Philharmonic                    | 258 | 4 | 4 | 0 | 2012 | <a href="http://www.youtube.com/watch?v=TnwYLO43b-8">http://www.youtube.com/watch?v=TnwYLO43b-8</a> |
| 2 | Queen - Bohemian Rhapsody - Skopje 2012 - Macedonian Philharmonic Orchestra | 324 | 3 | 3 | 0 | 2012 | <a href="http://www.youtube.com/watch?v=rxEceqjYhE">http://www.youtube.com/watch?v=rxEceqjYhE</a>   |
| 3 | YMCA, Macedonian philharmonic orchestra                                     | 15  | 0 | 0 | 0 | 2013 | <a href="http://www.youtube.com/watch?v=0I99KRGyyA">http://www.youtube.com/watch?v=0I99KRGyyA</a>   |
| 4 | Dancing queen (ABBA), Macedonian philharmonic orchestra                     | 15  | 0 | 0 | 0 | 2013 | <a href="http://www.youtube.com/watch?v=TKhelFoadaM">http://www.youtube.com/watch?v=TKhelFoadaM</a> |
| 5 | Macedonian Philharmonic Concert season 2012/2013                            | 23  | 0 | 0 | 0 | 2013 | <a href="http://www.youtube.com/watch?v=S8wkulp9901">http://www.youtube.com/watch?v=S8wkulp9901</a> |

**Table IX** Top five videos by relevance for “Macedonian music”

|   |  |       |    |    |   |      |   |
|---|--|-------|----|----|---|------|---|
| 1 | P.Tchaikovsky Canzonetta: Andante from violin concerto D-dur                                       | 21314 | 63 | 59 | 4 | 2008 | <a href="http://www.youtube.com/watch?v=REoTn0bRuro">http://www.youtube.com/watch?v=REoTn0bRuro</a> |
| 2 | Handel, Messiah - Confort ye... Every valley shall be exalted                                      | 10462 | 26 | 21 | 5 | 2009 | <a href="http://www.youtube.com/watch?v=M5m5nRI0Gug">http://www.youtube.com/watch?v=M5m5nRI0Gug</a> |
| 3 | Anton Arensky: Fantasy on two Russian themes   | 8246  | 30 | 30 | 0 | 2007 | <a href="http://www.youtube.com/watch?v=oBG-i4mdi8Q">http://www.youtube.com/watch?v=oBG-i4mdi8Q</a> |
| 4 | Rodrigo Leao & Celina Piedade(Cinema Ensemble) with Macedonian Philharmonic Orchestra (live @ MOB) | 5768  | 10 | 10 | 0 | 2010 | <a href="http://www.youtube.com/watch?v=Qr7lQYBY-xA">http://www.youtube.com/watch?v=Qr7lQYBY-xA</a> |
| 5 | Verdi, La Traviata - Il Brindisi   | 4579  | 12 | 8  | 4 | 2009 | <a href="http://www.youtube.com/watch?v=UrJ7kg5WlkQ">http://www.youtube.com/watch?v=UrJ7kg5WlkQ</a> |

**Table X** Top five videos by viuw count for “Macedonian philharmonic”

|   |  |      |   |   |   |      |   |
|---|--|------|---|---|---|------|---|
| 1 | Rudy Park - Nessun Dorma at Macedonian Opera and Ballet.flv                    | 1040 | 9 | 7 | 2 | 2012 | <a href="http://www.youtube.com/watch?v=s2Pb-Ura4wg">http://www.youtube.com/watch?v=s2Pb-Ura4wg</a> |
| 2 | Tosca - Macedonian Opera & Ballet  | 303  | 1 | 1 | 0 | 2012 | <a href="http://www.youtube.com/watch?v=kVK8DEPViQU">http://www.youtube.com/watch?v=kVK8DEPViQU</a> |
| 3 | "Bleeding heart" - Jimy Hendrix (Concert in the "Macedonian opera and ballet") | 226  | 4 | 4 | 0 | 2012 | <a href="http://www.youtube.com/watch?v=IWUEOaEhs-4">http://www.youtube.com/watch?v=IWUEOaEhs-4</a> |
| 4 | Macedonian opera & ballet - The Nutcracker                                     | 453  | 3 | 3 | 0 | 2012 | <a href="http://www.youtube.com/watch?v=YjkYcPxmq-I">http://www.youtube.com/watch?v=YjkYcPxmq-I</a> |
| 5 | Film at the Macedonian Opera and Ballet  | 105  | 1 | 1 | 0 | 2011 | <a href="http://www.youtube.com/watch?v=GFRg6f_lqsc">http://www.youtube.com/watch?v=GFRg6f_lqsc</a> |

**Table XI** Top five videos by relevance for “Macedonian opera”

|   |  |        |     |     |   |      |   |
|---|--|--------|-----|-----|---|------|---|
| 1 | Elena Risteska - Letaj galebe          | 119649 | 231 | 226 | 5 | 2010 | <a href="http://www.youtube.com/watch?v=36H14CyP9-E">http://www.youtube.com/watch?v=36H14CyP9-E</a> |
| 2 | Elena Risteska - Koga te nema          | 105325 | 181 | 173 | 8 | 2010 | <a href="http://www.youtube.com/watch?v=zQkK5kvb8JI">http://www.youtube.com/watch?v=zQkK5kvb8JI</a> |
| 3 | Kaliopi i Jacques Houdek - Ostani vome | 104939 | 274 | 271 | 3 | 2010 | <a href="http://www.youtube.com/watch?v=7SGq8jHSbDA">http://www.youtube.com/watch?v=7SGq8jHSbDA</a> |
| 4 | Lidiya Kochovska - Sto te nema         | 56176  | 132 | 128 | 4 | 2010 | <a href="http://www.youtube.com/watch?v=MPmRCVpaTrs">http://www.youtube.com/watch?v=MPmRCVpaTrs</a> |
| 5 | Kaliopi - Mesecina                     | 40935  | 119 | 119 | 0 | 2010 | <a href="http://www.youtube.com/watch?v=QP5DzfAz5Ek">http://www.youtube.com/watch?v=QP5DzfAz5Ek</a> |

**Table XII** Top five videos by viuw count for “Macedonian opera”

|   |   |      |    |    |   |      |   |
|---|---|------|----|----|---|------|---|
| 1 | MaKEDONIKuM - Elizabeta ILIEVSKA                                    | 2153 | 14 | 13 | 1 | 2008 | <a href="http://www.youtube.com/watch?v=9W4eXT8vXzM">http://www.youtube.com/watch?v=9W4eXT8vXzM</a> |
| 2 | Miroslav Spasov - Extrait de l'exécution, à gauche, à droit en haut | 44   | 0  | 0  | 0 | 2011 | <a href="http://www.youtube.com/watch?v=br3h3WFuj0U">http://www.youtube.com/watch?v=br3h3WFuj0U</a> |

**Table XIII** Top five videos by relevance and view count for “Macedonian composers”

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