



**CompleteMusicUpdate.com**

# CMU GUIDE: MAKING MONEY FROM MUSIC

## WHAT IS THE MUSIC INDUSTRY?

The music industry consists of people and companies that help frontline artists (and other music-makers) make money from their music.

# WHERE FRONTLINE ARTISTS FIT IN

BACKING  
VOCALIST

SESSION  
MUSICIAN

COMPOSER

SONG  
WRITER

LYRICIST

BEAT  
MAKER

STUDIO  
PRODUCER

**FRONTLINE ARTIST**

**FANBASE**

**#01: we can organise a frontline  
artist's revenue streams  
into three main categories**

## HOW DO FRONTLINE ARTISTS MAKE MONEY?

**INTELLECTUAL PROPERTY**

**LIVE PERFORMANCE**

**FAN RELATIONSHIP**

**#02: frontline artists create  
a number of different kinds  
of intellectual property –  
which can be monetised**

# THE CORE MUSIC RIGHTS

RHYTHM

LYRICS

MELODY

## SONGS



**THE SONG RIGHTS**  
*aka the publishing rights*

PERFORMANCE

PRODUCTION

MASTERING

## RECORDINGS

**THE RECORDING RIGHTS**  
*aka the master rights*



# MAKING MONEY FROM SONGS + RECORDINGS: DIGITAL

## DOWNLOAD STORES



## PREMIUM STREAMING

GLOBAL  
SERVICES



REGIONAL  
SERVICES



## FREE STREAMING



## UGC PLATFORMS



ONLINE  
RADIO

MUSIC  
PODCASTS

LIVE  
STREAMING

FITNESS  
APPS

GAMING  
PLATFORMS

META  
VERSE

## MAKING MONEY FROM SONGS + RECORDINGS: OTHER



Physical discs (CD + vinyl)

When recordings are broadcast

When recordings are played in public

Sync (TV, movies, games, ads)

# MAKING MONEY FROM SONGS



## SCENARIOS WHERE ONLY SONGS EARN...

When songs are performed live

Sheet music (books, apps)

Lyrics (books, apps, social media, merch)

# OTHER INTELLECTUAL PROPERTY

ARTWORK

PHOTOS

PICTURES

**MERCHANDISE**



**THE VISUAL RIGHTS**  
*aka "artistic works"*

NAME

LOGO

SLOGAN

**BRAND LICENSING**

**TRADEMARKS**

*aka "registered marks"*



**#03: live performance is  
monetised through ticket sales  
– though there are other  
important revenues too**

# LIVE MUSIC REVENUES: ARTISTS

**TICKET  
MONEY**

**MERCH  
STALL**

**SONG  
ROYALTIES**

**INTELLECTUAL PROPERTY**

# LIVE MUSIC REVENUES: THE INDUSTRY

**TICKET  
MONEY**

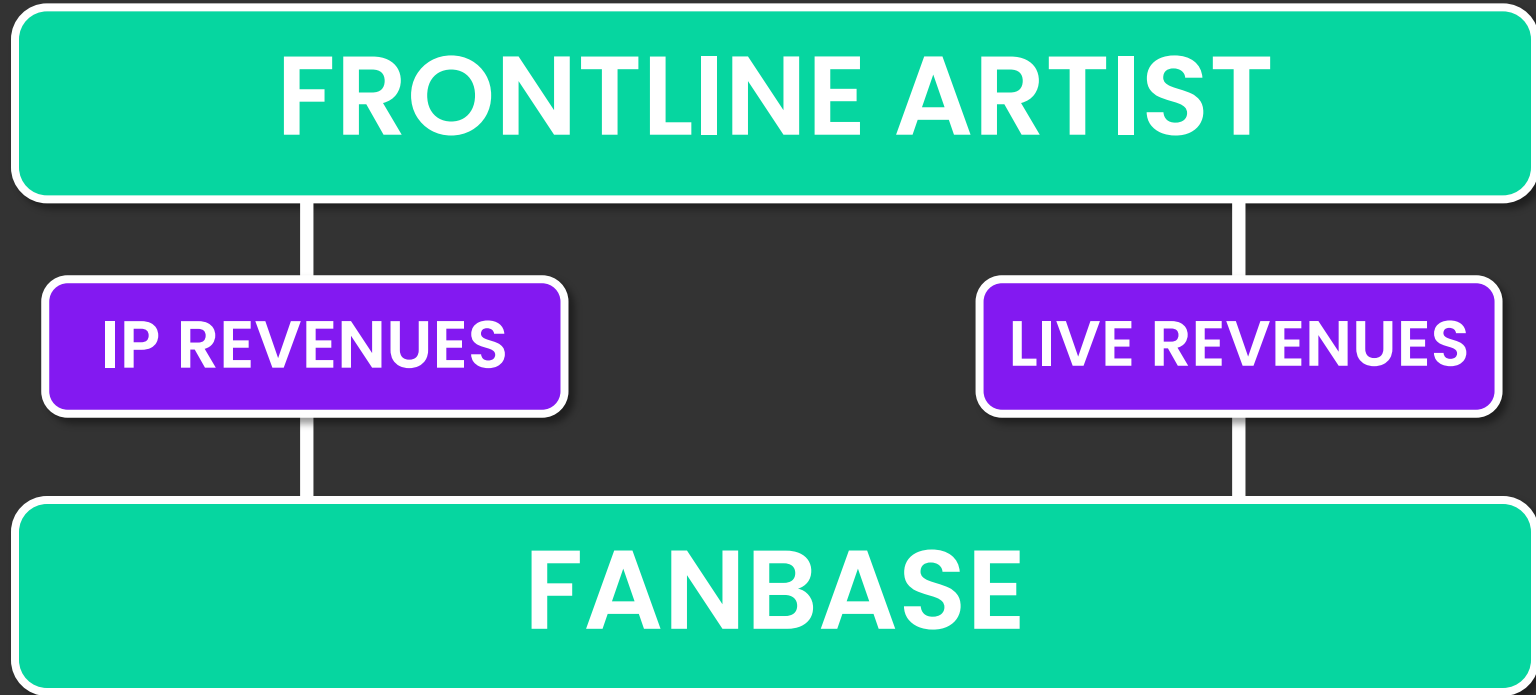
**FOOD  
& DRINK**

**BRAND  
MONEY**

**KEY FOR VENUES + PROMOTERS**

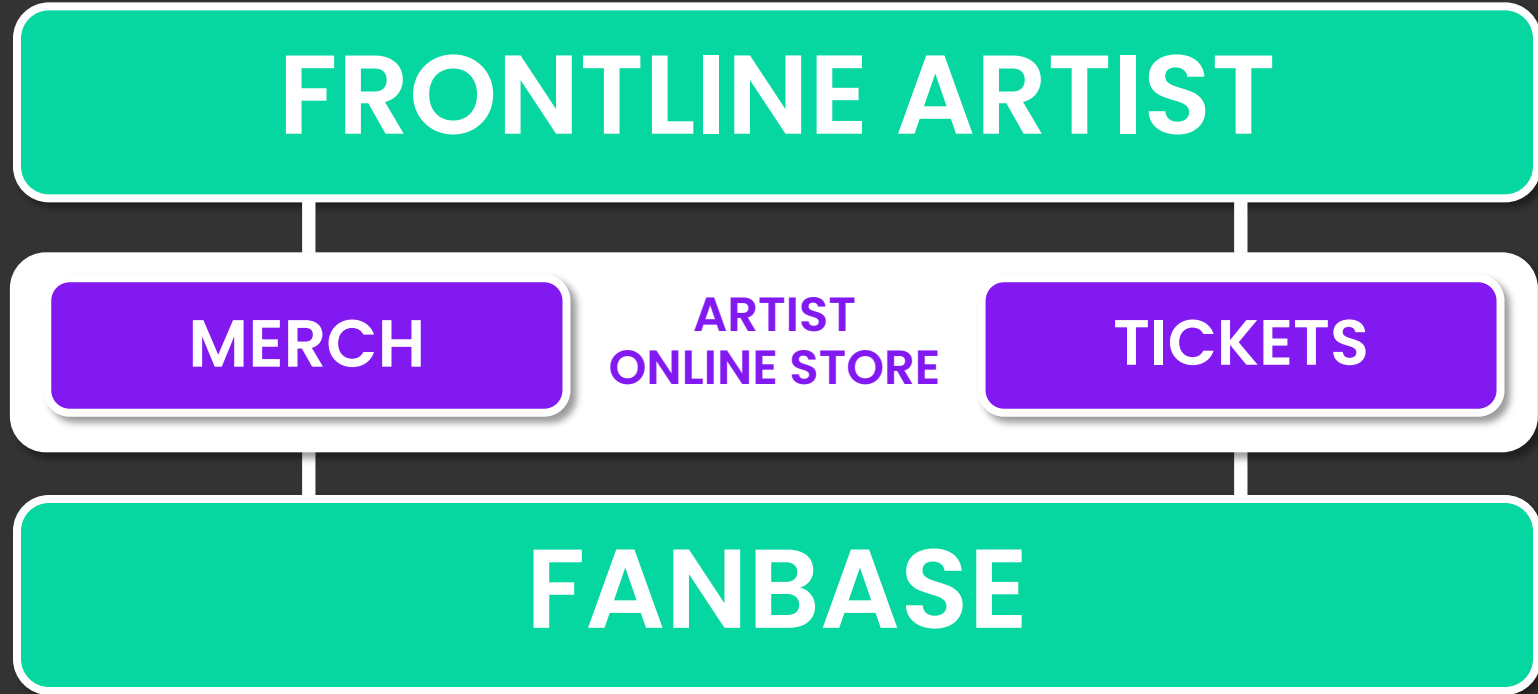
**#04: additional revenues  
can be generated by  
monetising the fan relationship**

# MONETISING THE FAN RELATIONSHIP

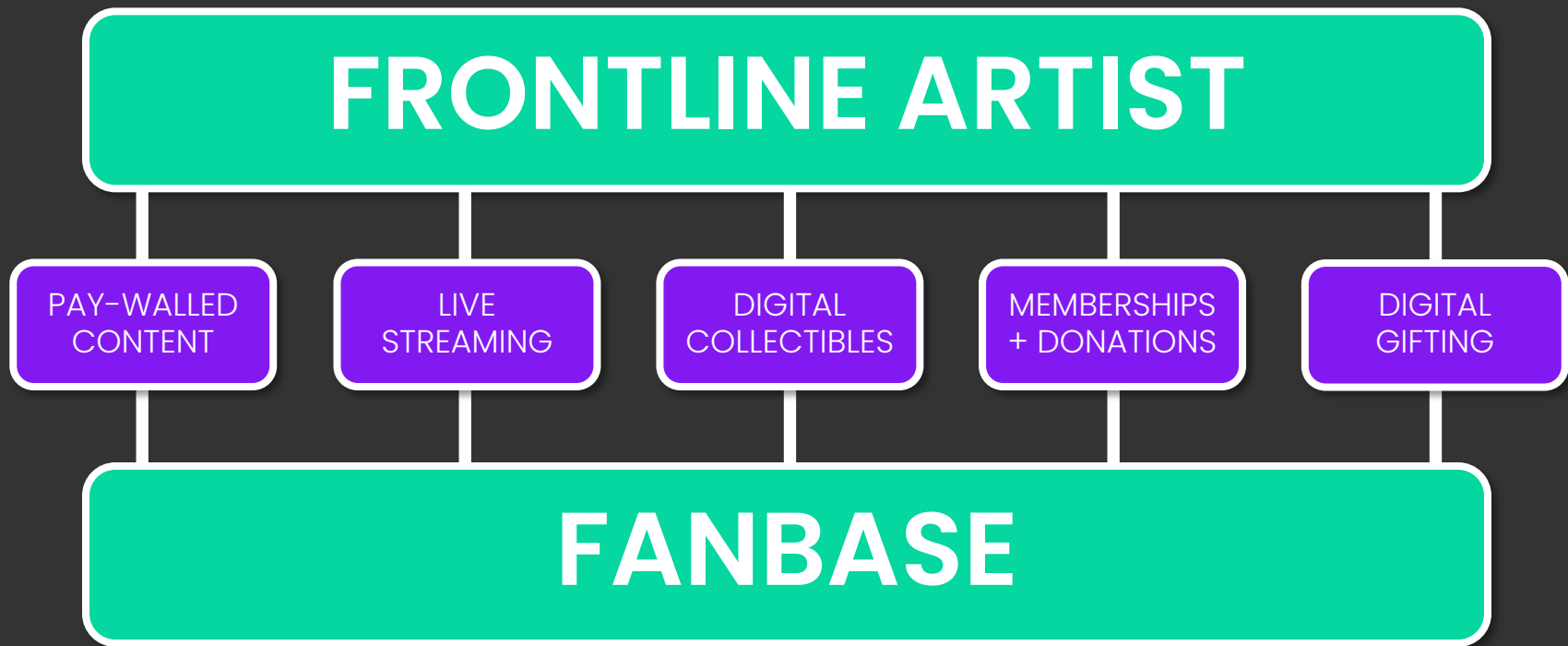




# MONETISING THE FAN RELATIONSHIP: ARTIST ONLINE STORE



## MONETISING THE FAN RELATIONSHIP: OTHER D2F REVENUES



# MONETISING THE FAN RELATIONSHIP: WHAT ARE YOU SELLING?



(Perceived) exclusive access

Community spirit

Supporter satisfaction

Bragging rights

**#05: most music industry  
people and companies focus  
on one revenue stream –  
so frontline artists have  
multiple business partners**

# AN ARTIST'S BUSINESS PARTNERS



## FRONTLINE ARTISTS WILL HAVE...

Intellectual property business partners

Live performance business partners

Fan relationship business partners

# INTELLECTUAL PROPERTY BUSINESS PARTNERS

## SONGS



COLLECTING SOCIETY  
aka CMO / PRO / MLC

MUSIC PUBLISHER

RIGHTS ADMINISTRATOR

MUSIC PUBLISHING SECTOR  
focused on the song rights

## RECORDINGS

COLLECTING SOCIETY  
aka CMO / PRO / MLC



RECORD LABEL

MUSIC DISTRIBUTOR

THE RECORD INDUSTRY  
focused on the recording rights

# INTELLECTUAL PROPERTY BUSINESS PARTNERS



Label or distributor (RECORDING RIGHTS)

Publisher or administrator (SONG RIGHTS)

Collecting societies (FOR CERTAIN REVENUES)

Merchandiser (VISUAL RIGHTS + TRADEMARKS)

# LIVE PERFORMANCE BUSINESS PARTNERS



Booking agent

Tour + concert promoters

Venues

Ticket agents

# FAN RELATIONSHIP BUSINESS PARTNERS



D2F platforms

D2F strategists

Content + communication management

Fulfilment

# ARTIST MANAGEMENT

## RIGHTS

Record Label

Music Publisher

Collecting Society

Merchandiser

## LIVE

Booking Agent

Promoters

Ticket Agents

Venues

## FANS

Platforms

Strategists

Communications

Fulfilment

Artist Manager (+ Artist Lawyer + Accountant)

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