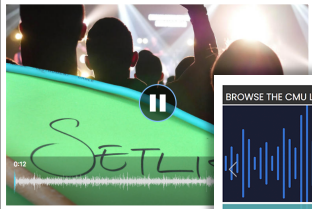


**CMU**

# MEDIA



BROWSE THE CMU LIBRARY...

**THE MUSIC INDUSTRY** BROWSE>

CMU WEBINARS: **A:E DAY** | PERFORMER PAYMENTS FROM STREAMING | **CMU+TGE**

DISSECTING THE DIGITAL DOLLAR | **Up ahead** | **BUILDING TRUST** | **MUSIC COPYRIGHT EXPLAINED**



# TRAINING

**STREAMING SERVICE**

THE MAJORS - THEIR DISTRIBUTORS: Spotify, Apple Music, Amazon Music, Tidal, YouTube Music, Pandora, iHeartRadio, SiriusXM, Deezer, SoundCloud, Rdio, Last.fm, Amazon Alexa, Google Assistant, Apple Siri, Microsoft Cortana, Amazon Echo, Google Home, Apple HomePod, Amazon Fire TV, Google Chromecast, Apple TV, Roku, Amazon Fire TV Stick, Google Chromecast with Google TV, Apple TV 4K, Amazon Fire TV Edition, Google Chromecast Ultra, Apple TV HD, Amazon Fire TV Cube, Google Chromecast (3rd Gen), Apple TV (3rd Gen), Amazon Fire TV (2nd Gen), Google Chromecast (2nd Gen), Apple TV (2nd Gen), Amazon Fire TV (1st Gen), Google Chromecast (1st Gen), Apple TV (1st Gen).

INDEX VIA MERLIN | INDEX VIA BELLEVEUE | ARTISTS VIA OSMOSE | ARTISTS VIA D4+D | ARTISTS VIA EmuLands

There are two sets of music rights and two music rights industries.

RECORDINGS	SONGS
AAA MASTER RIGHTS / PHONOGRAPHIC RIGHTS	AAA PUBLISHING RIGHTS / AUTHOR RIGHTS
RECORDING ARTISTS	SONGWRITERS/COMPOSERS
RECORD LABELS	MUSIC PUBLISHERS
RECORD INDUSTRY	MUSIC PUBLISHING SECTOR

# RESEARCH

**BUILDING TRUST**

**DISSECTING THE DIGITAL DOLLAR**

**THIRD EDITION**

**DISTRIBUTION REVOLUTION**

**MARKETING POWER THROUGH DATA AND NETWORKS**

**MUSIC COPYRIGHT EXPLAINED**

# EVENTS

**A:E DAY**

**ARTIST:ENTREPRENEUR DAY**  
with Roxanne de Bastion, Emma McGann and Kimberly Anne

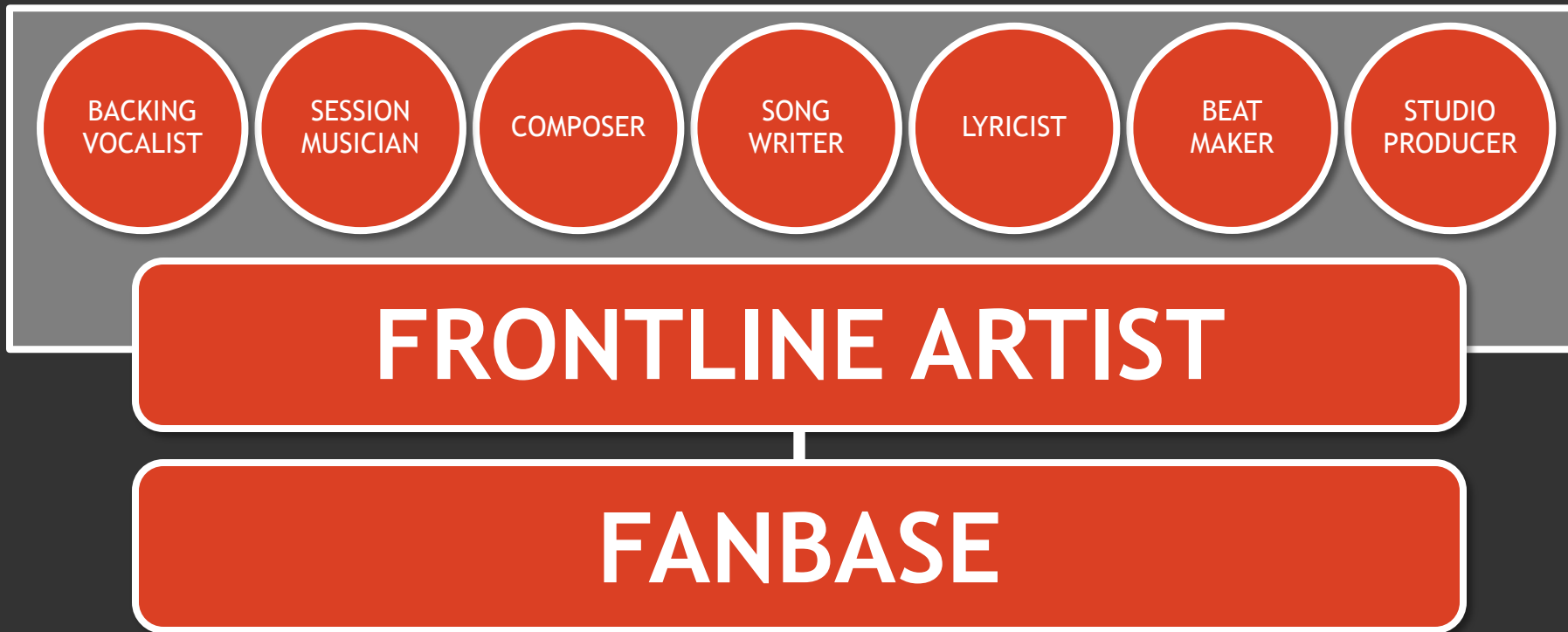
[completemusicupdate.com](http://completemusicupdate.com)

**CMU:DIY 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



#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

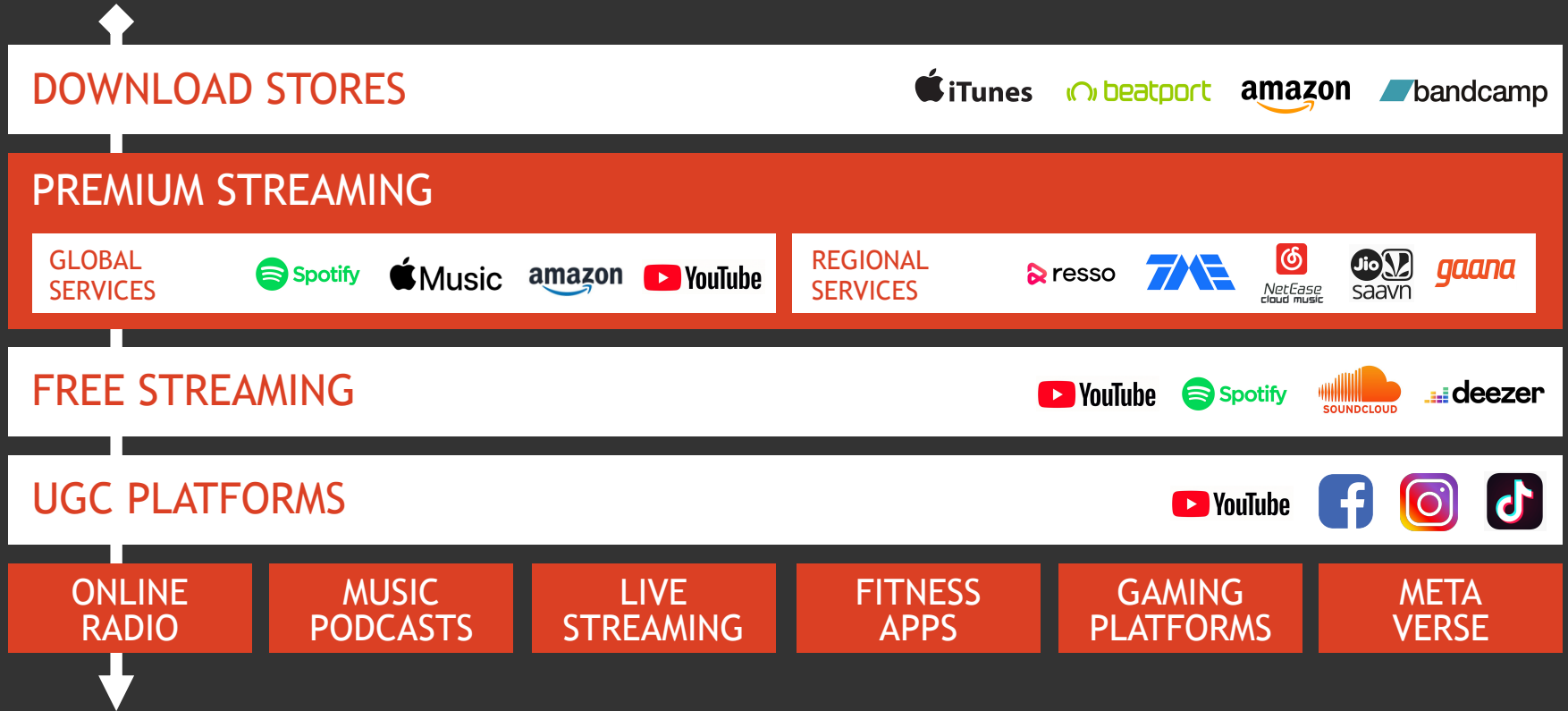
MASTERING

## RECORDINGS

THE RECORDING RIGHTS  
aka “the master rights”



# MAKING MONEY FROM SONGS + RECORDINGS: DIGITAL



## MAKING MONEY FROM SONGS + RECORDINGS: OTHER



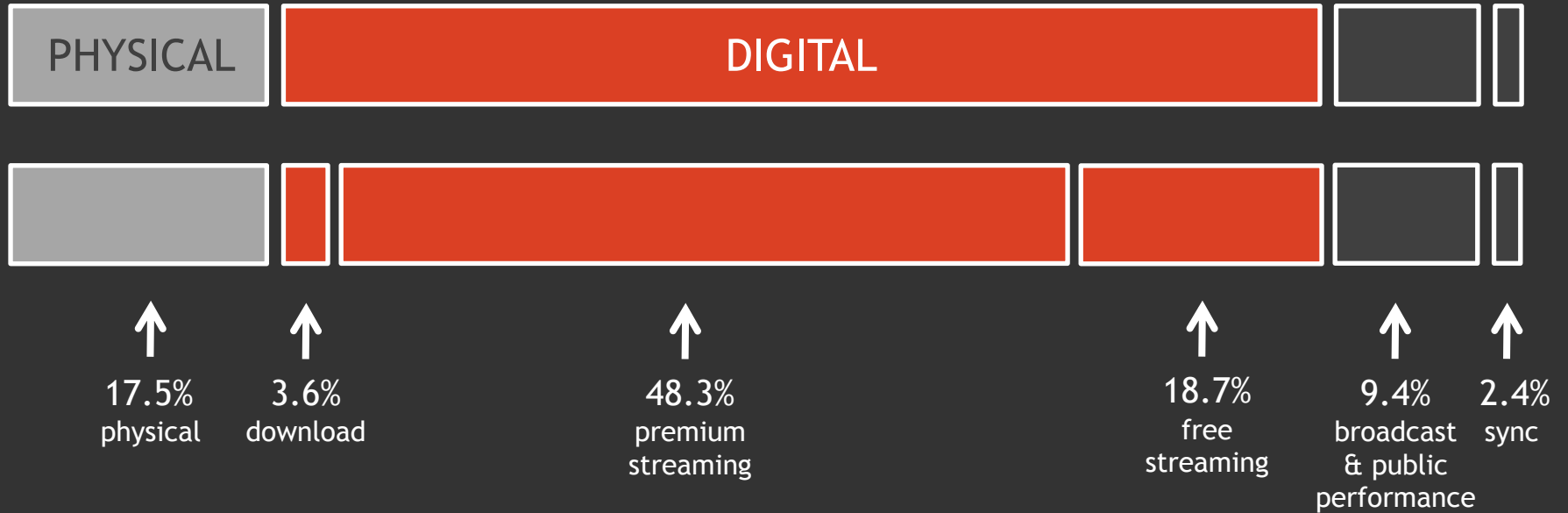
Physical discs (CD + vinyl)

When recordings are broadcast

When recordings are played in public

Sync (TV, movies, games, ads)

# GLOBAL RECORDED MUSIC REVENUES



## SCENARIOS WHERE ONLY SONG RIGHTS 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

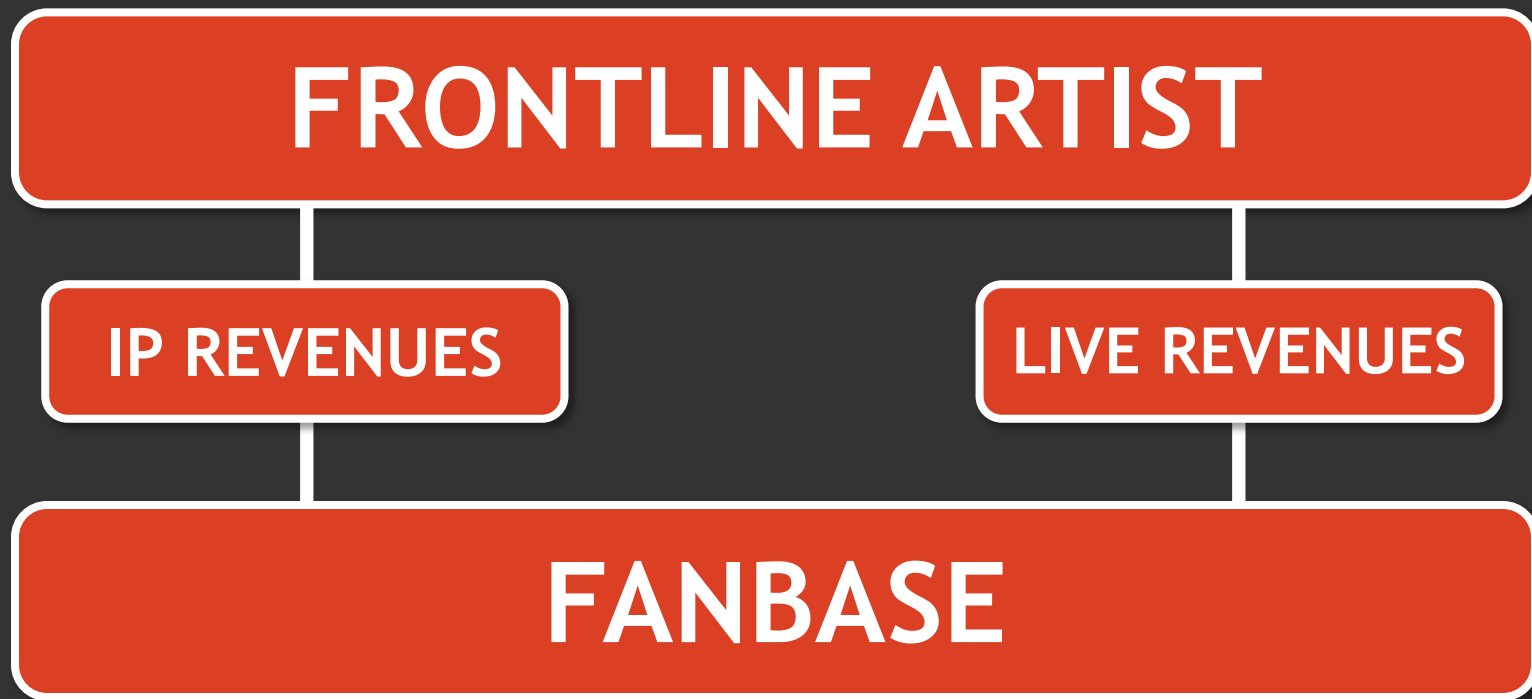
**TICKET  
MONEY**

**FOOD  
& DRINK**

**BRAND  
MONEY**

**KEY FOR VENUES + PROMOTERS**

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



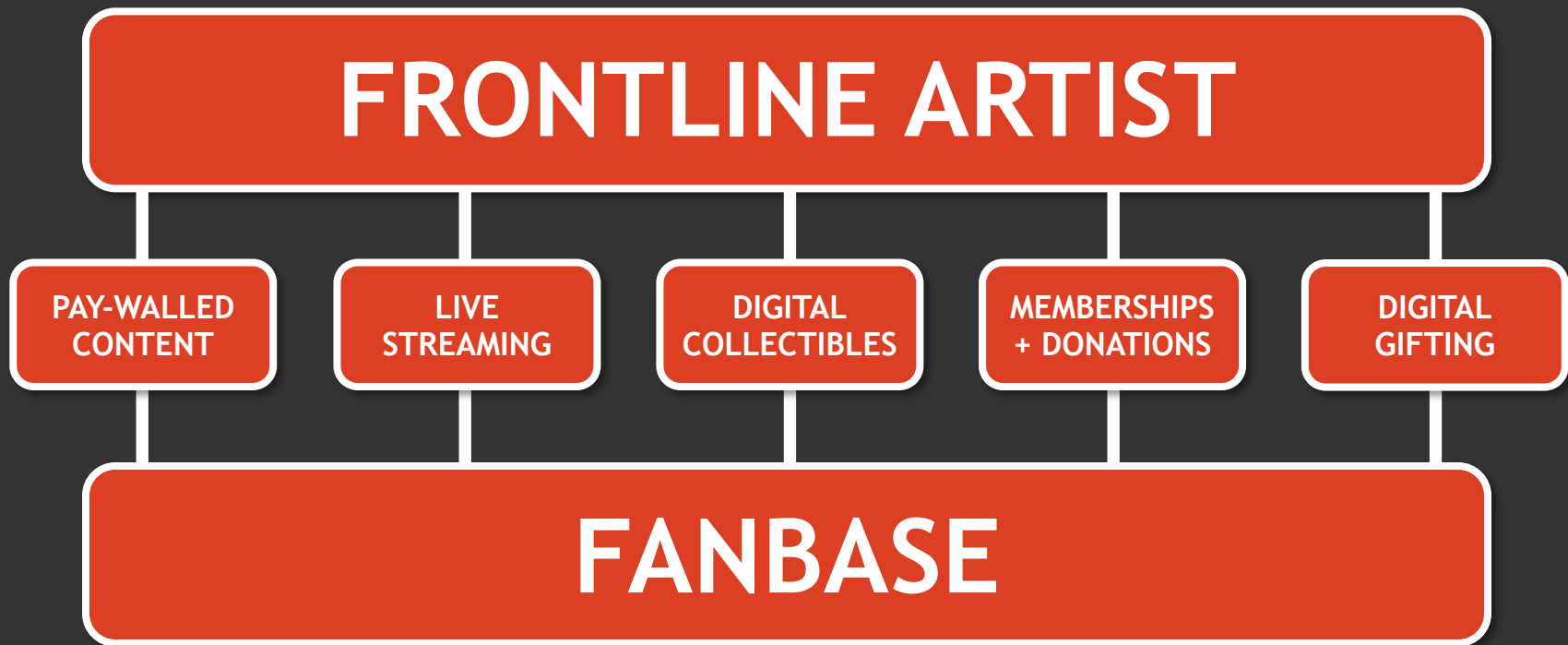
**FRONTLINE ARTIST**

```
graph TD; A[FRONTLINE ARTIST] --> B[WHAT ELSE?]; B --> C[FANBASE];
```

**WHAT ELSE?**

**FANBASE**





# MONETISING THE FAN RELATIONSHIP: WHAT ARE YOU ACTUALLY 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



## FRONTLINE ARTISTS WILL HAVE...

Intellectual property business partners

Live performance business partners

Fan relationship business partners

# 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)**

[completemusicupdate.com](http://completemusicupdate.com)

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