

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**



TRAINING

STREAMING SERVICE

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

INDEX VIA MERLIN

INDEX VIA BELIEVE

ARTISTS VIA DISTRIBUZIONE

AMUSE DISE+D

YouTube EmuBands

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

MUSIC COPYRIGHT EXPLAINED

DISTRIBUTION REVOLUTION

MARKETING POWER THROUGH DATA AND NETWORKS

PRESENTED BY **UCL**

EVENTS

A:E DAY

ARTIST:ENTREPRENEUR DAY

with Roxanne de Bastion, Emma McGann and Kimberly Anne

completemusicupdate.com

CMU:DIY GUIDE
RECORD DEALS
EXPLAINED

#01: as a frontline artist's career progresses they will start to work with more business partners

MUSIC CAREER PHASES



MUSIC CAREER PHASES



WHO DO ARTISTS WORK WITH ON THEIR RECORDINGS?



INITIALLY WORK WITH A DIY DISTRIBUTOR

AND POSSIBLY USE SOME MARKETING TOOLS

THEN MOVE TO A HIGHER-LEVEL DISTRIBUTOR

OR SIGN A RECORD DEAL WITH A RECORD LABEL

#02: artists work with labels
to access a wide range
of services and support

WHAT DOES THE LABEL PROVIDE? CASH INVESTMENT

CASH ADVANCE

WHAT DOES THE LABEL PROVIDE? ARTIST DEVELOPMENT + RECORDINGS

CASH ADVANCE

RECORDING COSTS

ARTIST DEVELOPMENT

PRODUCT DEVELOPMENT

WHAT DOES THE LABEL PROVIDE? MANUFACTURE + DISTRIBUTION

CASH ADVANCE

RECORDING COSTS

ARTIST DEVELOPMENT

PRODUCT DEVELOPMENT

DIGITAL DISTRIBUTION

PHYSICAL MANUFACTURE

PHYSICAL DISTRIBUTION

WHAT DOES THE LABEL PROVIDE? MARKETING

CASH ADVANCE

RECORDING COSTS

ARTIST DEVELOPMENT

PRODUCT DEVELOPMENT

DIGITAL DISTRIBUTION

PHYSICAL MANUFACTURE

PHYSICAL DISTRIBUTION

CONSUMER MARKETING

B2B MARKETING

PRESS + PROMOTIONS

SOCIAL + CONTENT

DATA + ANALYTICS

WHAT DOES THE LABEL PROVIDE? SYNC AND OTHER SERVICES

CASH ADVANCE

RECORDING COSTS

ARTIST DEVELOPMENT

PRODUCT DEVELOPMENT

DIGITAL DISTRIBUTION

PHYSICAL MANUFACTURE

PHYSICAL DISTRIBUTION

CONSUMER MARKETING

B2B MARKETING

PRESS + PROMOTIONS

SOCIAL + CONTENT

DATA + ANALYTICS

SYNC

OTHER OPPORTUNITIES

#03: a label will want
a number of things in
return for its investment

WHAT DOES THE LABEL WANT?



EXCLUSIVITY

COPYRIGHT OWNERSHIP

REVENUE SHARE

ANCILLARY REVENUES

WHAT DOES THE LABEL WANT?

EXCLUSIVITY

CERTAIN NUMBER OF ALBUMS OR TRACKS

MAY INCLUDE OTHER ACTIVITY TOO

MIGHT BE GLOBAL OR COUNTRY SPECIFIC

WHAT DOES THE LABEL WANT?



COPYRIGHT OWNERSHIP

DOES THE LABEL OWN THE RECORDING RIGHTS?

IF SO - FOR HOW LONG?

WHAT ABOUT OTHER RIGHTS CREATED?

WHAT DOES THE LABEL WANT?



REVENUE SHARE

ARTIST + LABEL SPLIT FUTURE INCOME

ARTIST SHARE VARIES GREATLY DEAL TO DEAL

LABEL MIGHT BE ABLE TO RECOUP SOME COSTS

KEY NEGOTIATING POINTS



ARTIST + LABEL COMMITMENTS

COPYRIGHT OWNERSHIP

ROYALTIES + RECOUPMENT

ROYALTY REPORTING

#04: artists have a number of choices when picking a business partner to work with on their recordings

DEAL TYPES

DEAL 01:
DIY
DISTRIBUTOR
(FEE)

DEAL 02:
DIY
DISTRIBUTOR
(COMMISSION)

DEAL 03:
DIY
DISTRIBUTOR
WITH ADVANCE

DEAL 04:
DISTRIBUTOR

DEAL 05:
DISTRIBUTOR
WITH
MARKETING

DEAL 06:
DISTRIBUTOR
WITH LABEL
SERVICES

DEAL 07:
DISTRIBUTION
DEAL WITH
LABEL

DEAL 08:
ASSIGNMENT
DEAL
(PROFIT SHARE)

DEAL 09:
ASSIGNMENT
DEAL
(INDIE)

DEAL 10:
ASSIGNMENT
DEAL
(MAJOR)

DIY DISTRIBUTOR (DEALS 1 OR 2)

CASH ADVANCE

RECORDING COSTS

ARTIST DEVELOPMENT

PRODUCT DEVELOPMENT

DIGITAL DISTRIBUTION

PHYSICAL MANUFACTURE

PHYSICAL DISTRIBUTION

CONSUMER MARKETING

B2B MARKETING

PRESS + PROMOTIONS

SOCIAL + CONTENT

DATA + ANALYTICS

SYNC

OTHER OPPORTUNITIES

DIY DISTRIBUTOR WITH ADVANCE (DEAL 3)

CASH ADVANCE

RECORDING COSTS

ARTIST DEVELOPMENT

PRODUCT DEVELOPMENT

DIGITAL DISTRIBUTION

PHYSICAL MANUFACTURE

PHYSICAL DISTRIBUTION

CONSUMER MARKETING

B2B MARKETING

PRESS + PROMOTIONS

SOCIAL + CONTENT

DATA + ANALYTICS

SYNC

OTHER OPPORTUNITIES

DISTRIBUTOR (DEAL 4)

CASH ADVANCE

RECORDING COSTS

ARTIST DEVELOPMENT

PRODUCT DEVELOPMENT

DIGITAL DISTRIBUTION

PHYSICAL MANUFACTURE

PHYSICAL DISTRIBUTION

CONSUMER MARKETING

B2B MARKETING

PRESS + PROMOTIONS

SOCIAL + CONTENT

DATA + ANALYTICS

SYNC

OTHER OPPORTUNITIES

DISTRIBUTOR WITH MARKETING (DEAL 5)

CASH ADVANCE

RECORDING COSTS

ARTIST DEVELOPMENT

PRODUCT DEVELOPMENT

DIGITAL DISTRIBUTION

PHYSICAL MANUFACTURE

PHYSICAL DISTRIBUTION

CONSUMER MARKETING

B2B MARKETING

PRESS + PROMOTIONS

SOCIAL + CONTENT

DATA + ANALYTICS

SYNC

OTHER OPPORTUNITIES

LABEL SERVICES OR DISTRIBUTION DEAL WITH LABEL (DEALS 6 OR 7)

CASH ADVANCE

RECORDING COSTS

ARTIST DEVELOPMENT

PRODUCT DEVELOPMENT

DIGITAL DISTRIBUTION

PHYSICAL MANUFACTURE

PHYSICAL DISTRIBUTION

CONSUMER MARKETING

B2B MARKETING

PRESS + PROMOTIONS

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SYNC

OTHER OPPORTUNITIES

LABEL DEALS (DEALS 8, 9 OR 10)

CASH ADVANCE

RECORDING COSTS

ARTIST DEVELOPMENT

PRODUCT DEVELOPMENT

DIGITAL DISTRIBUTION

PHYSICAL MANUFACTURE

PHYSICAL DISTRIBUTION

CONSUMER MARKETING

B2B MARKETING

PRESS + PROMOTIONS

SOCIAL + CONTENT

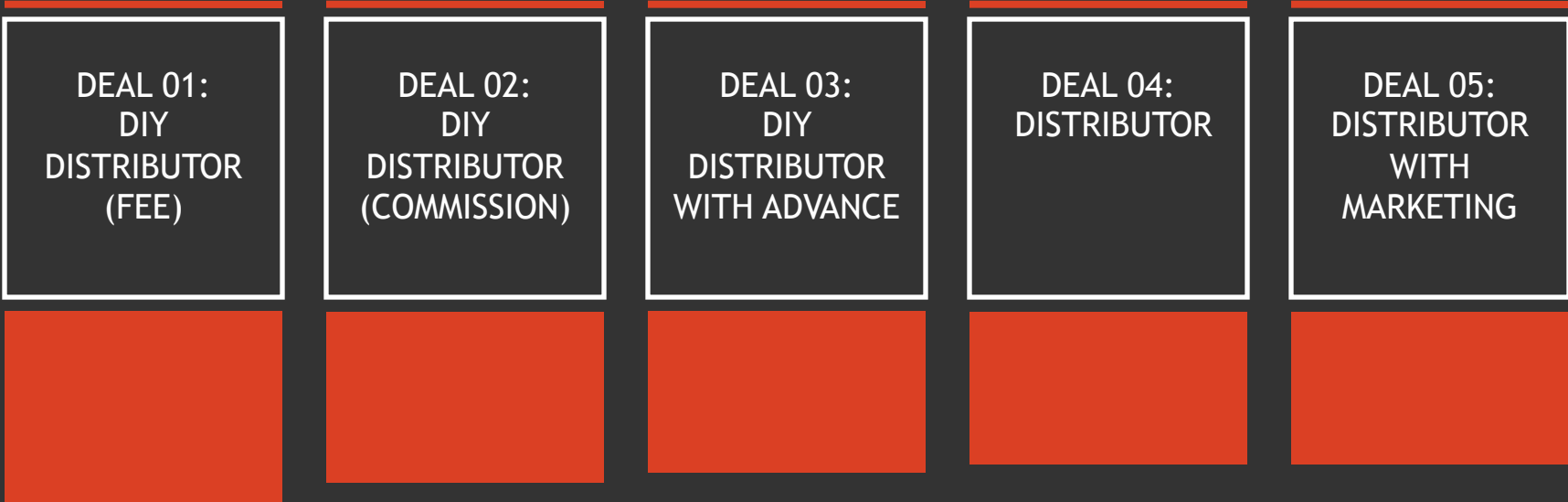
DATA + ANALYTICS

SYNC

OTHER OPPORTUNITIES

#05: the basic rule is that
the more services and support
you access the more rights
and revenues the label will want

SERVICES V REVENUE SHARE



SERVICES V REVENUE SHARE



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