



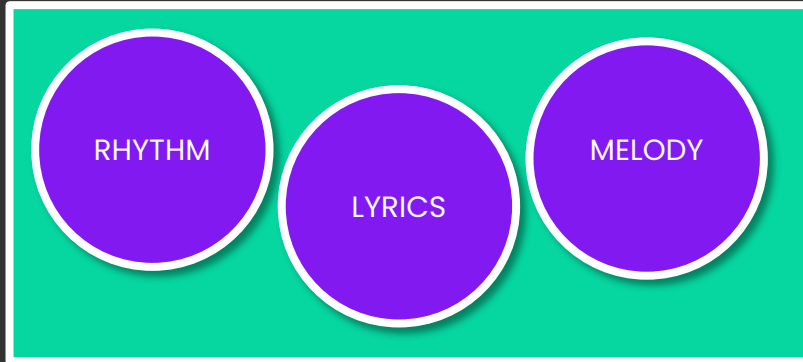
CMU

CompleteMusicUpdate.com

CMU GUIDE: GETTING STARTED

**#01: always talk about
copyright when you
collaborate with other people**

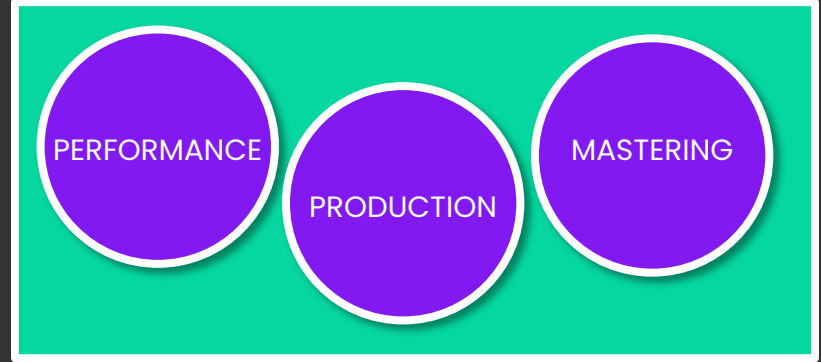
THE CORE MUSIC RIGHTS



SONGS



THE SONG RIGHTS
aka the publishing rights

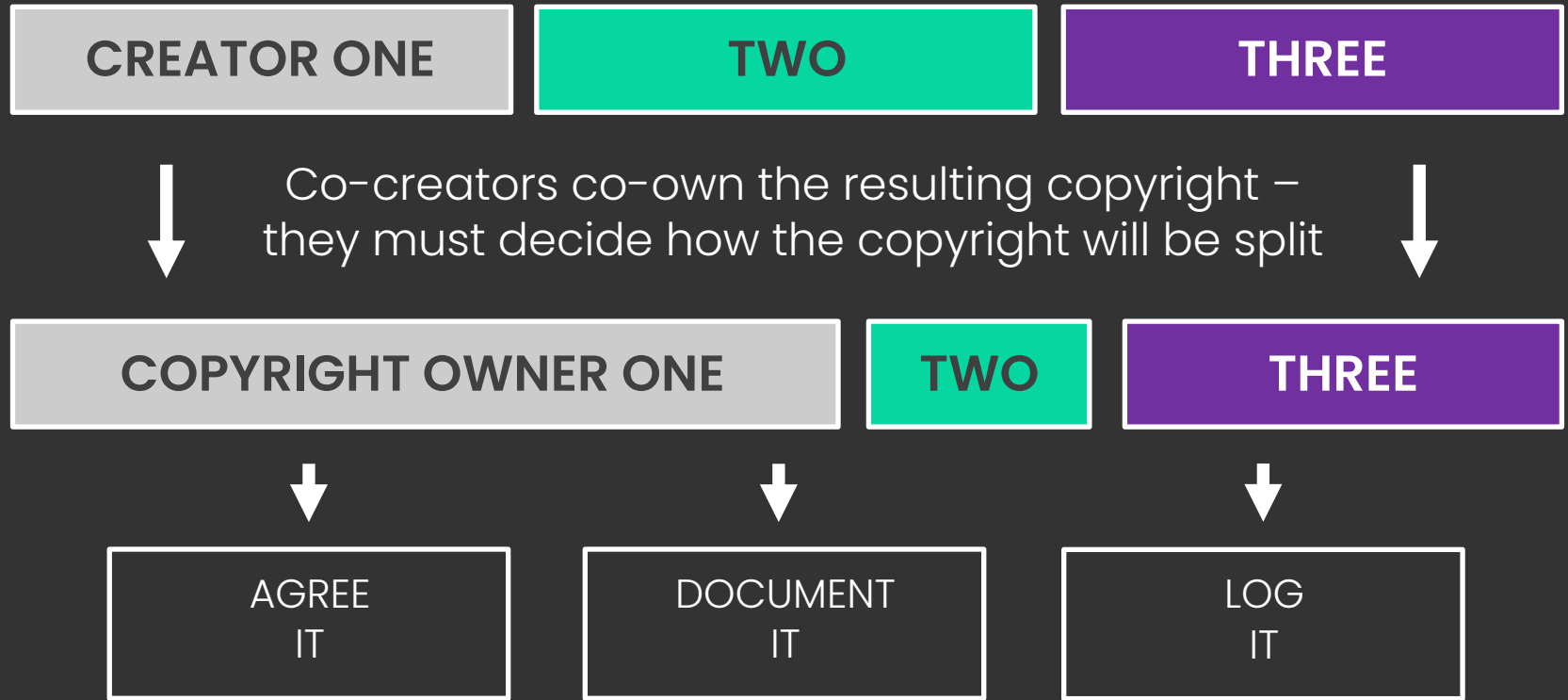


RECORDINGS



THE RECORDING RIGHTS
aka the master rights

COPYRIGHT CAN BE CO-OWNED



**#02: join the relevant
collecting societies
+ log your works**

COLLECTING SOCIETIES



Collecting society

Collective management organisation (CMO)

Performing rights organisation (PRO)

Music licensing company

COLLECTING SOCIETIES: WHEN DO THEY LICENSE?



When music is broadcast

When recorded music is played in public

When music is performed live

Streaming – on the songs side (sometimes)

COLLECTING SOCIETIES: DIFFERENT SOCIETIES



Song right societies [songwriters + publishers]

Recording right societies [labels + self-releasing artists]

Performer societies [performers]

Exact set up depends on the country

**#03: keep a record
of all your rights data**

KEY MUSIC RIGHTS DATA IDENTIFIERS

SONGS

identify song > **ISWC**

identify songwriters > **IPI**

identify publishers > **IPI**

SONG DATABASES

run by collecting societies

RECORDINGS

identify recording > **ISRC**

identify release > **UPC**

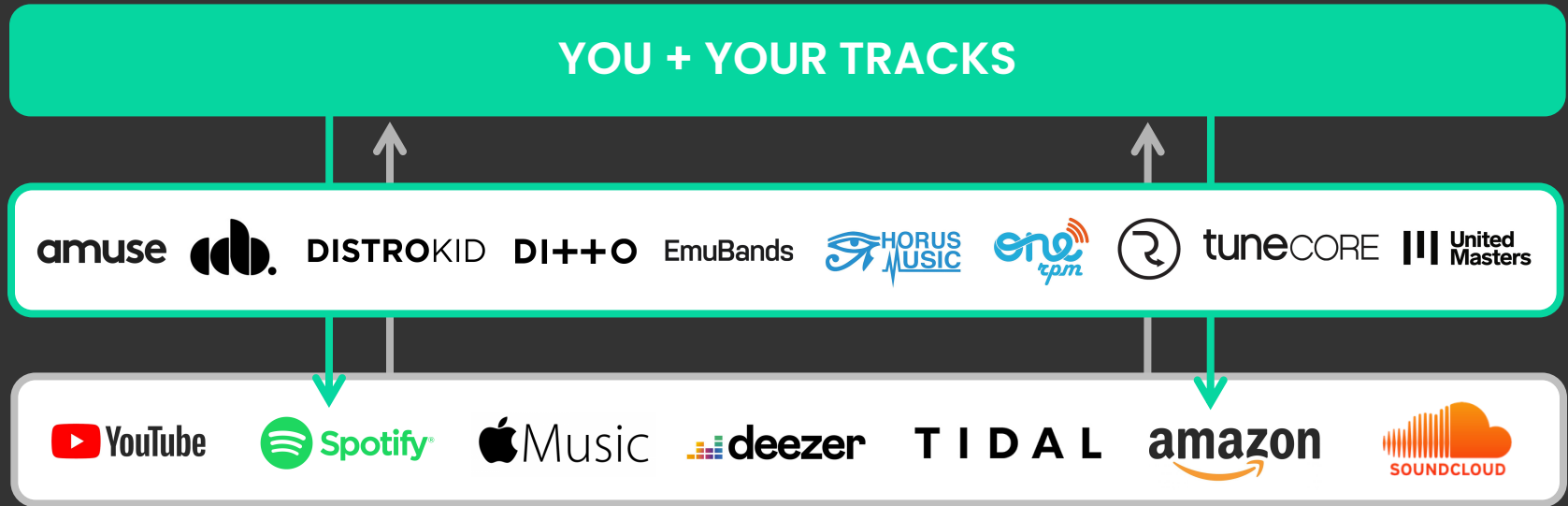
identify performers > **IPN**

RECORDING DATABASES

run by societies and distributors

**#04: pick a distributor
+ get some music
out there**

MUSIC DISTRIBUTION



- Pick a DIY distributor to deliver your music to the services – and make the most of any data and marketing tools.

**#05: set up your social
+ direct-to-fan presence**

SOCIAL + DIGITAL CHANNELS



Instagram

TikTok

Twitter / X

Facebook



Mailing list

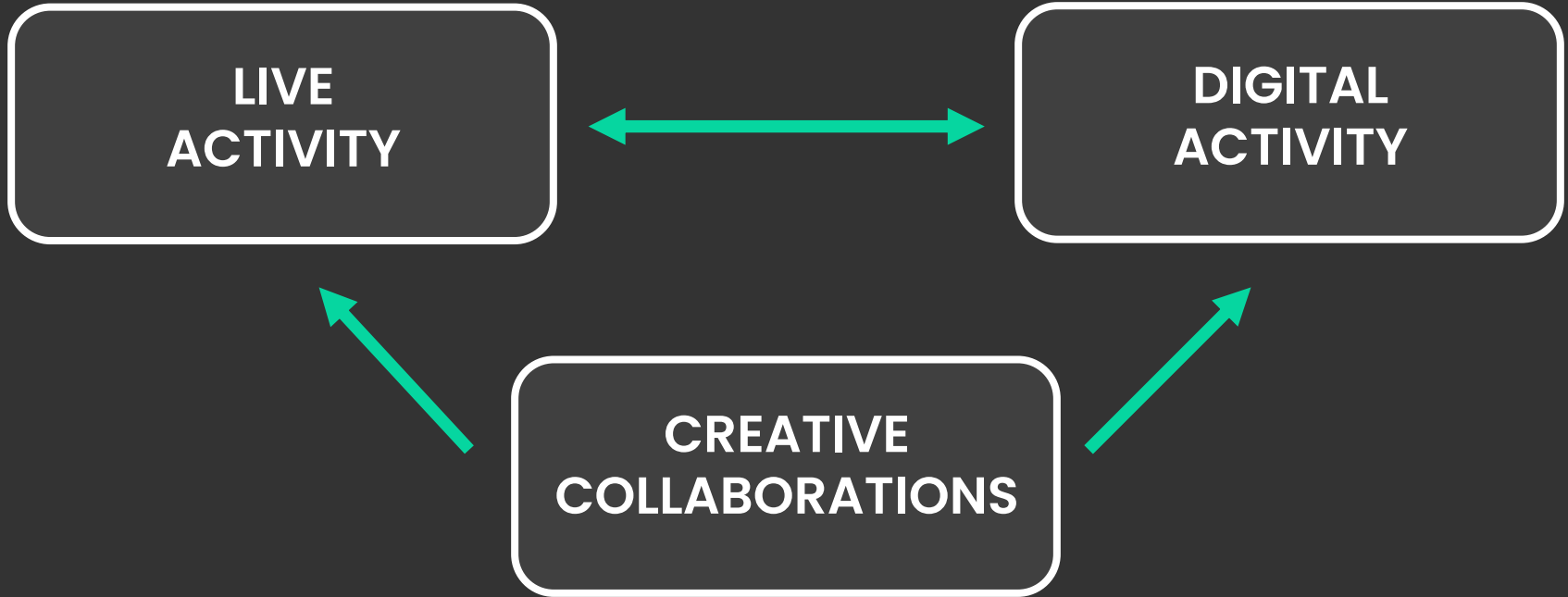
Website

Smart-links

Artist store

**#06: use live + digital activity,
+ creative collaborations,
to find + engage a fanbase**

DIY PHASE FANBASE BUILDING



**#07: escalate fanbase
growth with regular
release campaigns**

RELEASE CAMPAIGNS



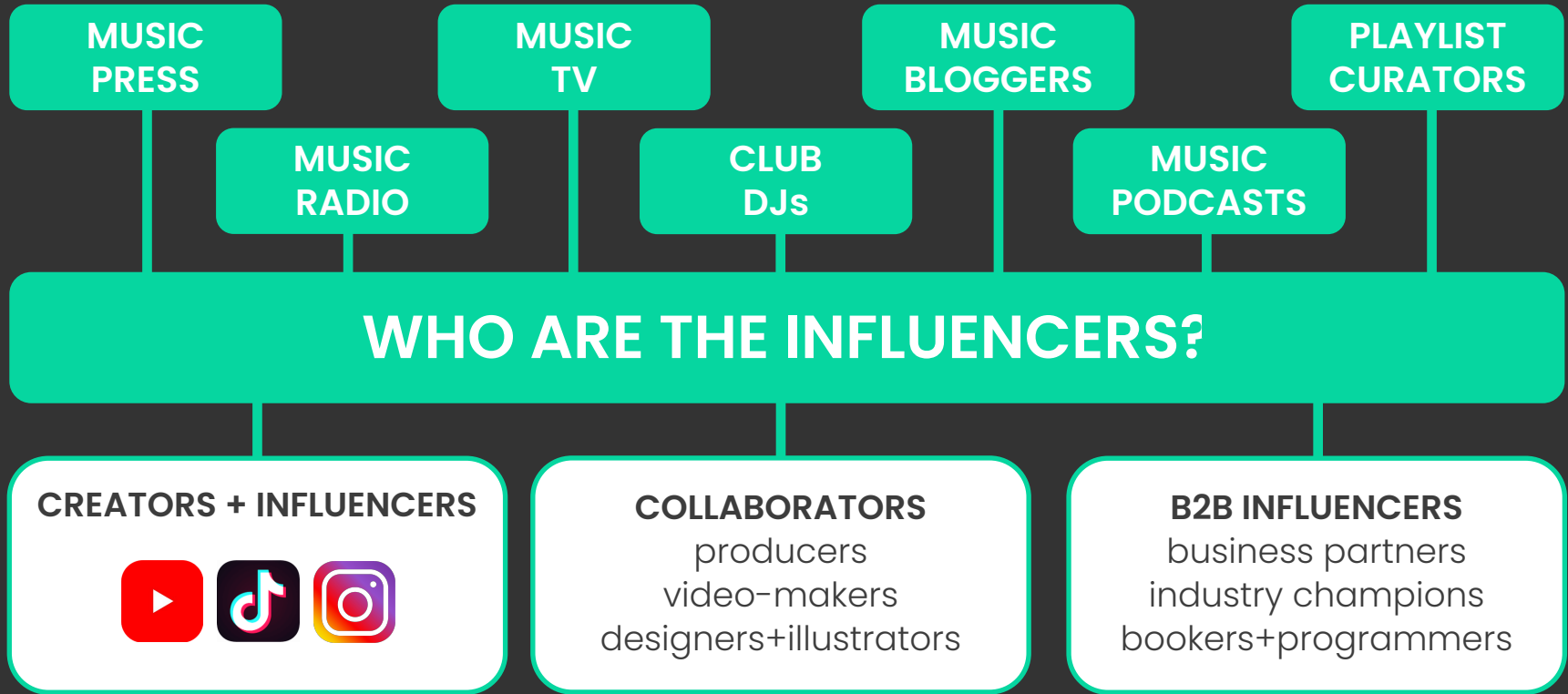
Release some new music

Accompanied by a marketing campaign

Step up your digital + live activity

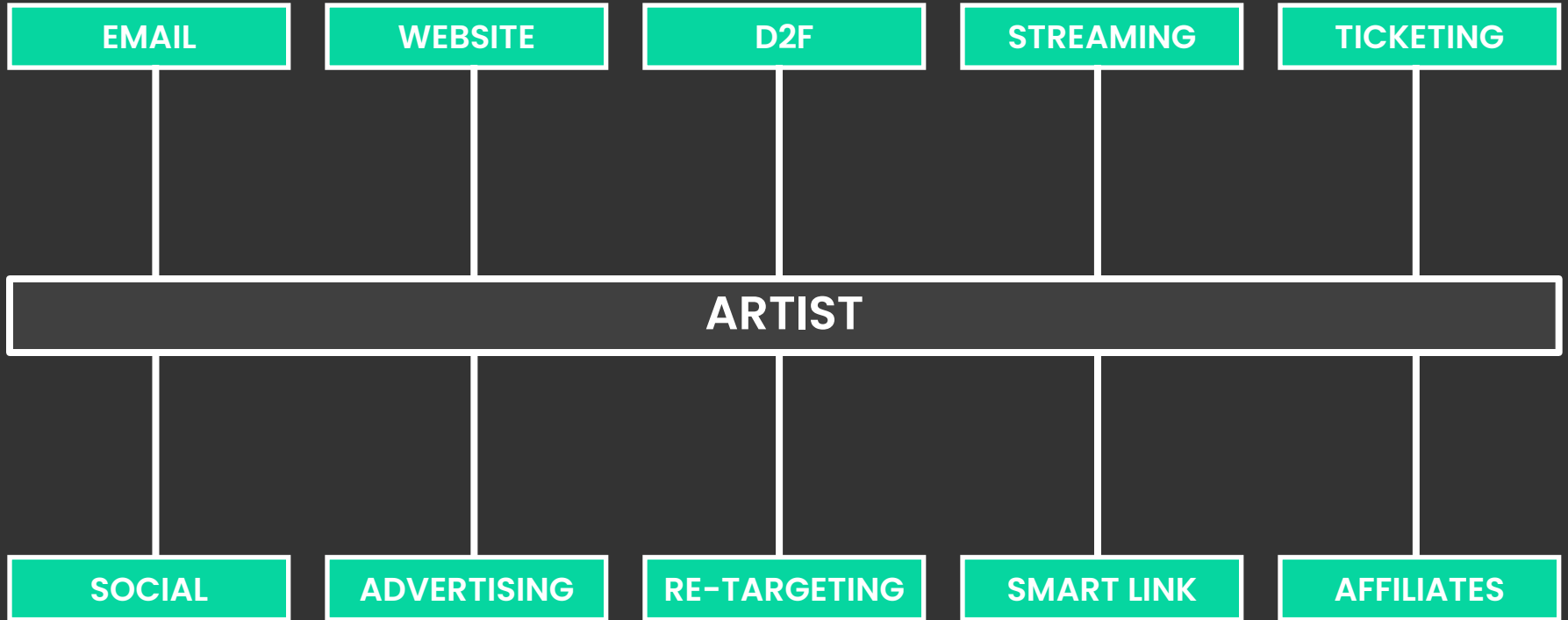
Seek to influence the influencers

INFLUENCING THE INFLUENCERS

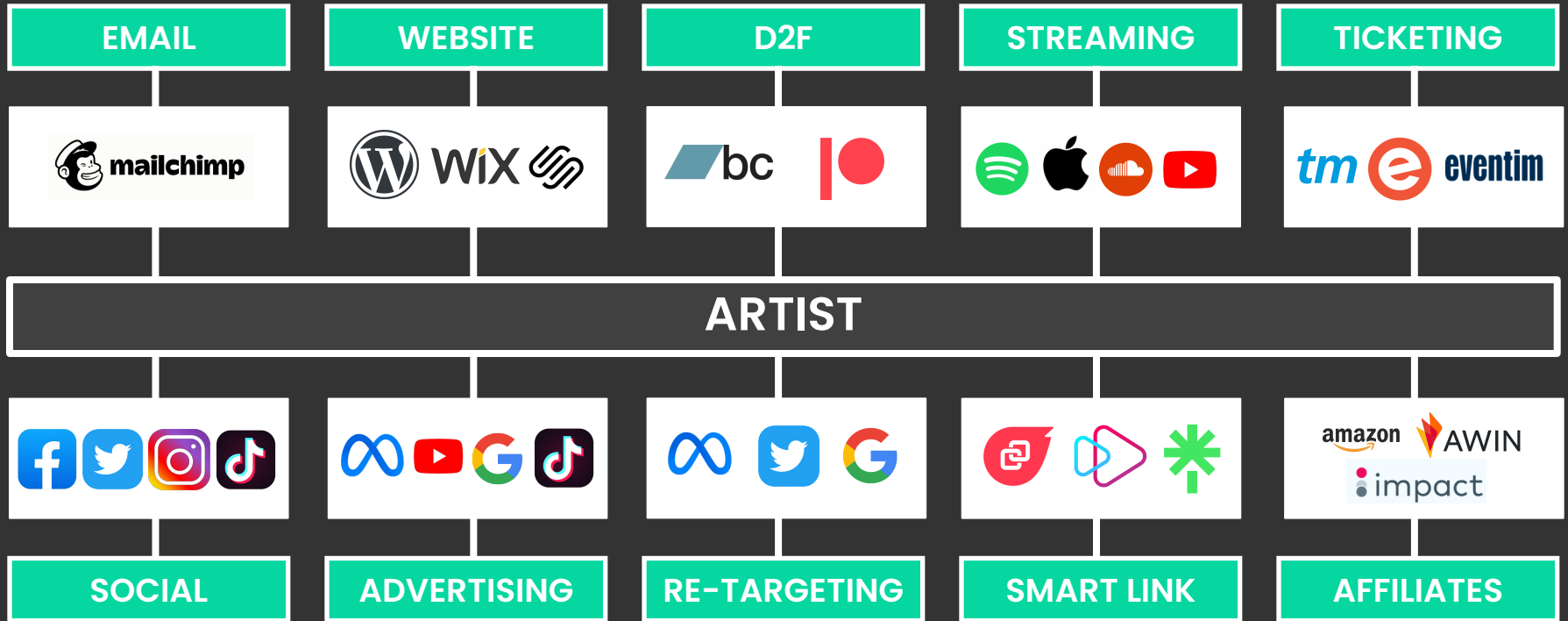


**#08: use your fan data
to inform your marketing
+ wider business development**

SOURCES OF FAN DATA



SOURCES OF FAN DATA



**#09: research the
music industry +
possible business partners**

MEET THE MUSIC INDUSTRY

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)

**#10: stay in touch with
all the latest developments
in the music business**

STAY IN TOUCH!



[Home](#) [Music Jobs](#) [Training](#) [Consultancy](#) [Data & Reports](#) [Pro](#)



Upgrade



Live Business Live Nation

Live Nation announces scheme to support club-level touring in the US, including an end to merch commissions

Chris Cooke
27 Sep 2023



BMG



CMU

The music business explained.



CompleteMusicUpdate.com



CMU