



CMU

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?

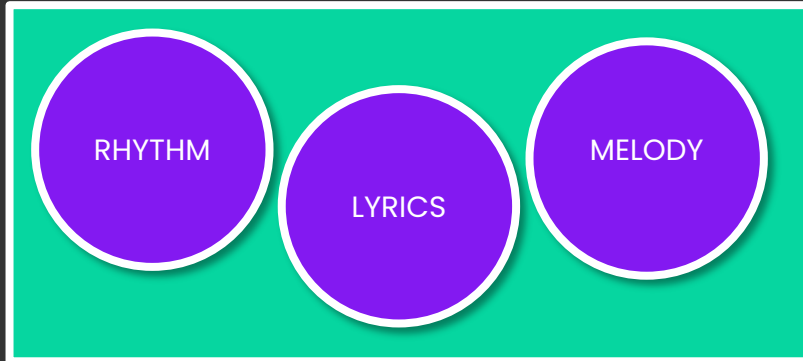
INTELLECTUAL PROPERTY

LIVE PERFORMANCE

FAN RELATIONSHIP

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

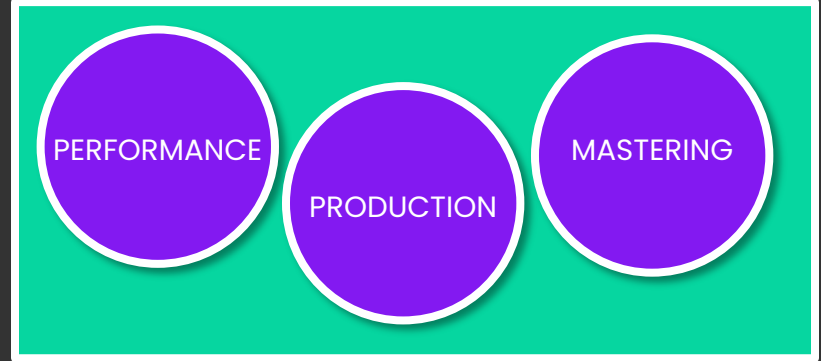
THE CORE MUSIC RIGHTS



SONGS



THE SONG RIGHTS
aka the publishing rights



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)

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

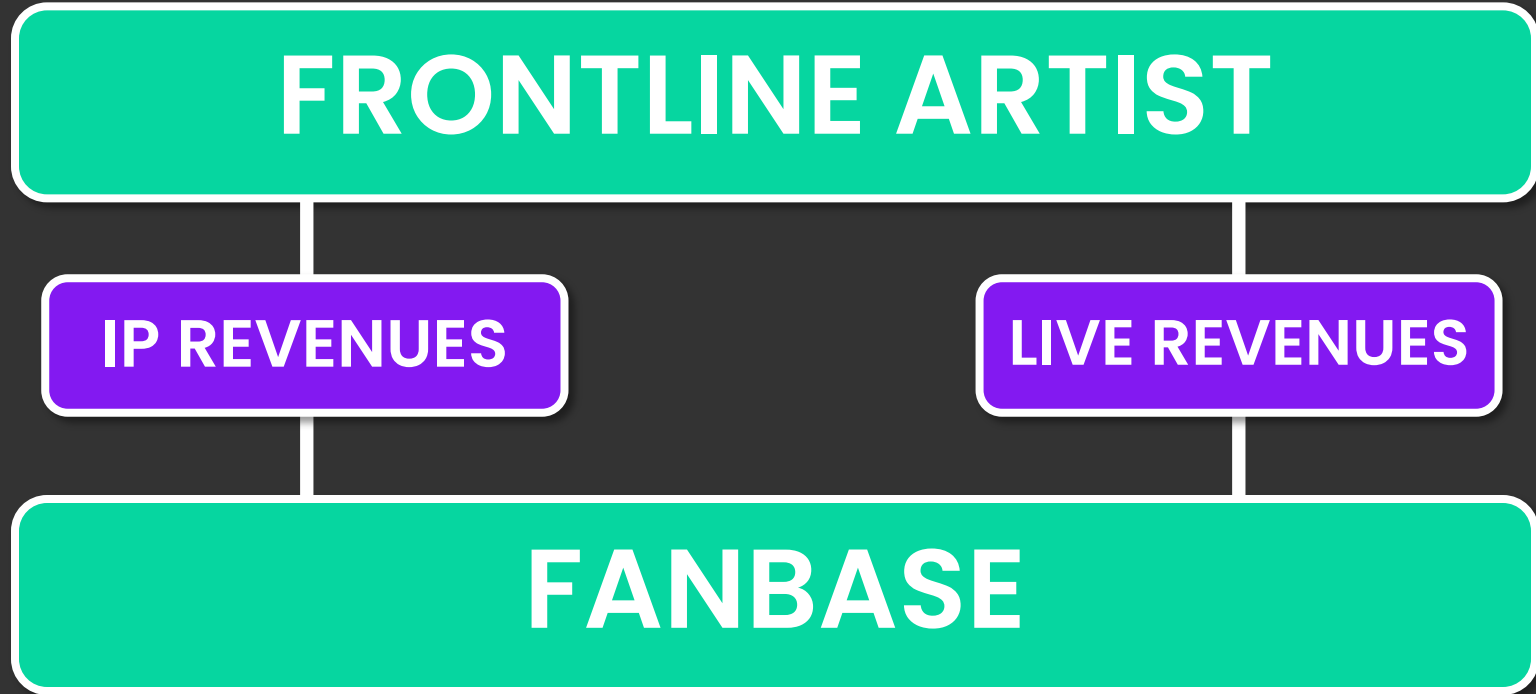
**TICKET
MONEY**

**FOOD
& DRINK**

**BRAND
MONEY**

KEY FOR VENUES + PROMOTERS

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



FRONTLINE ARTIST

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

WHAT ELSE?

FANBASE

FRONTLINE ARTIST

```
graph TD; Artist[FRONTLINE ARTIST] --- OnlineStore[ARTIST ONLINE STORE]; OnlineStore --- Fanbase[FANBASE];
```

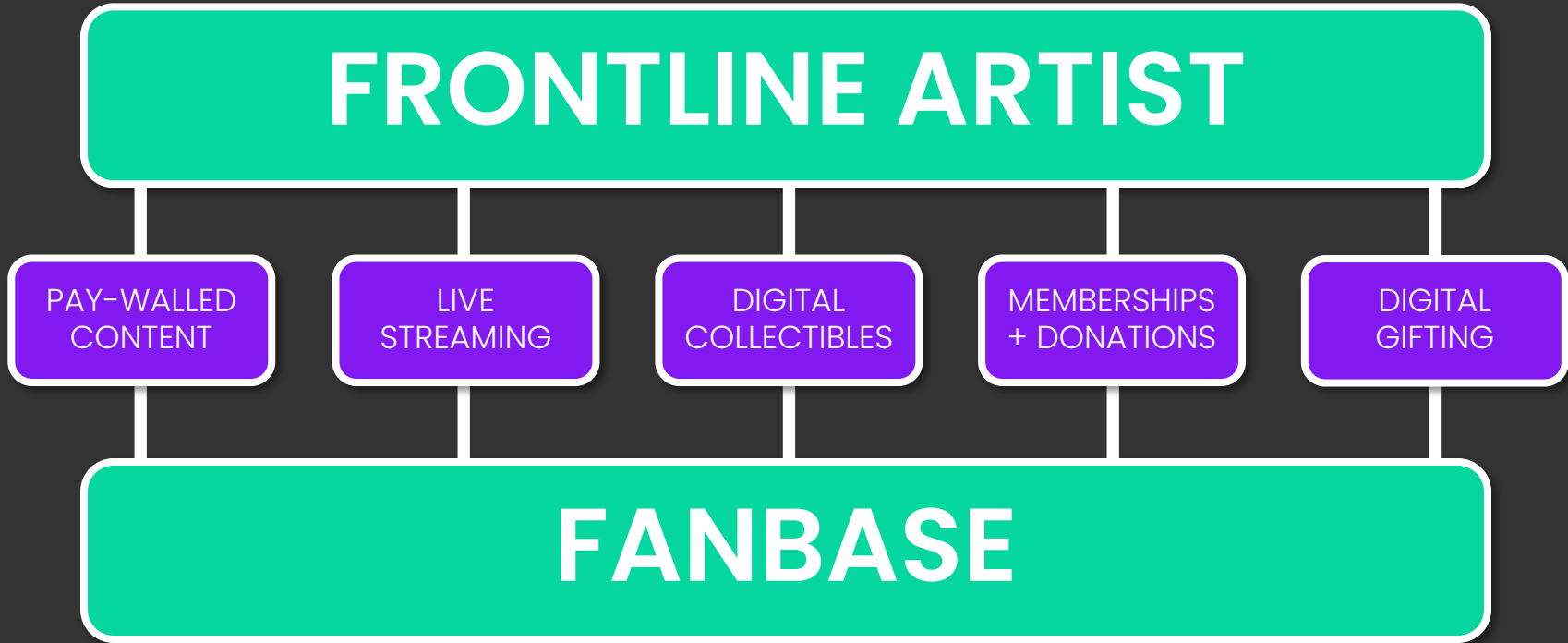
MERCH

**ARTIST
ONLINE STORE**

TICKETS

FANBASE

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



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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