

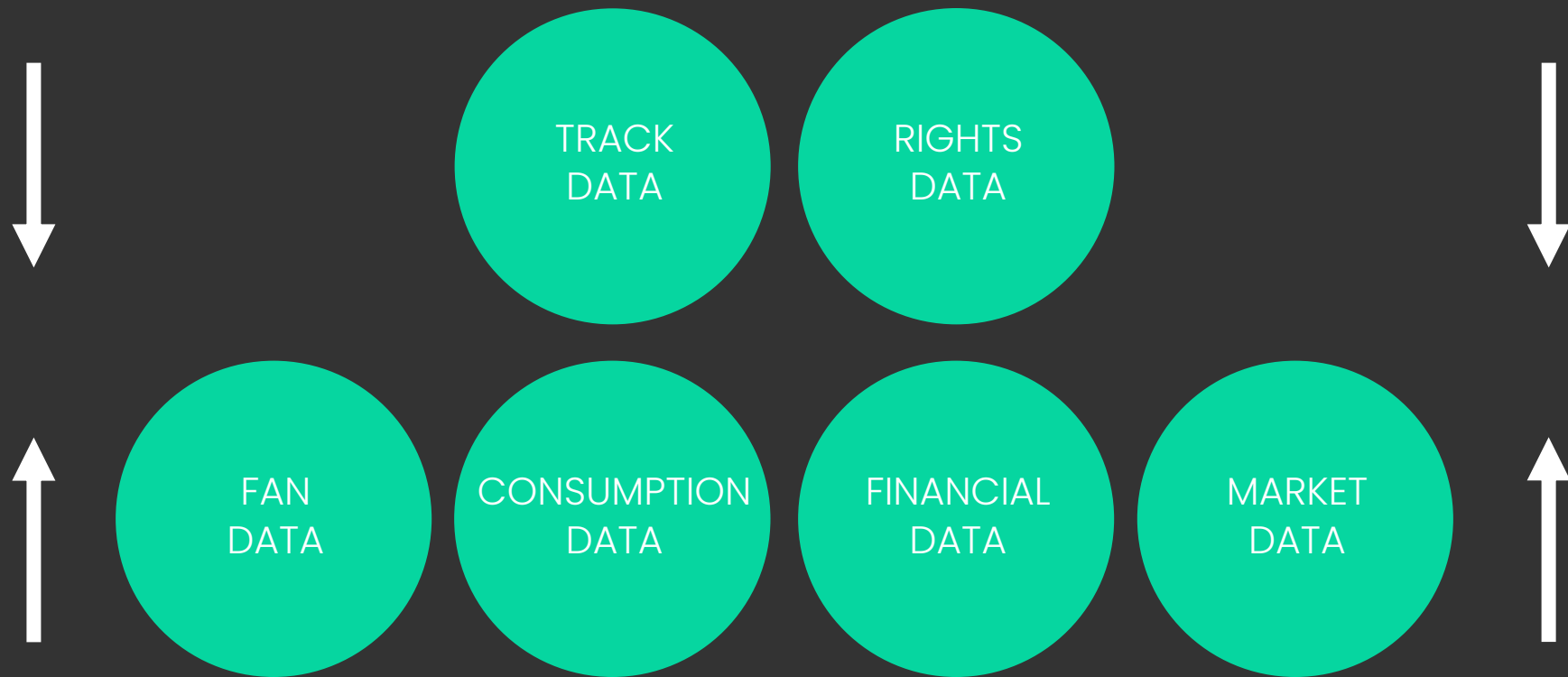


CompleteMusicUpdate.com

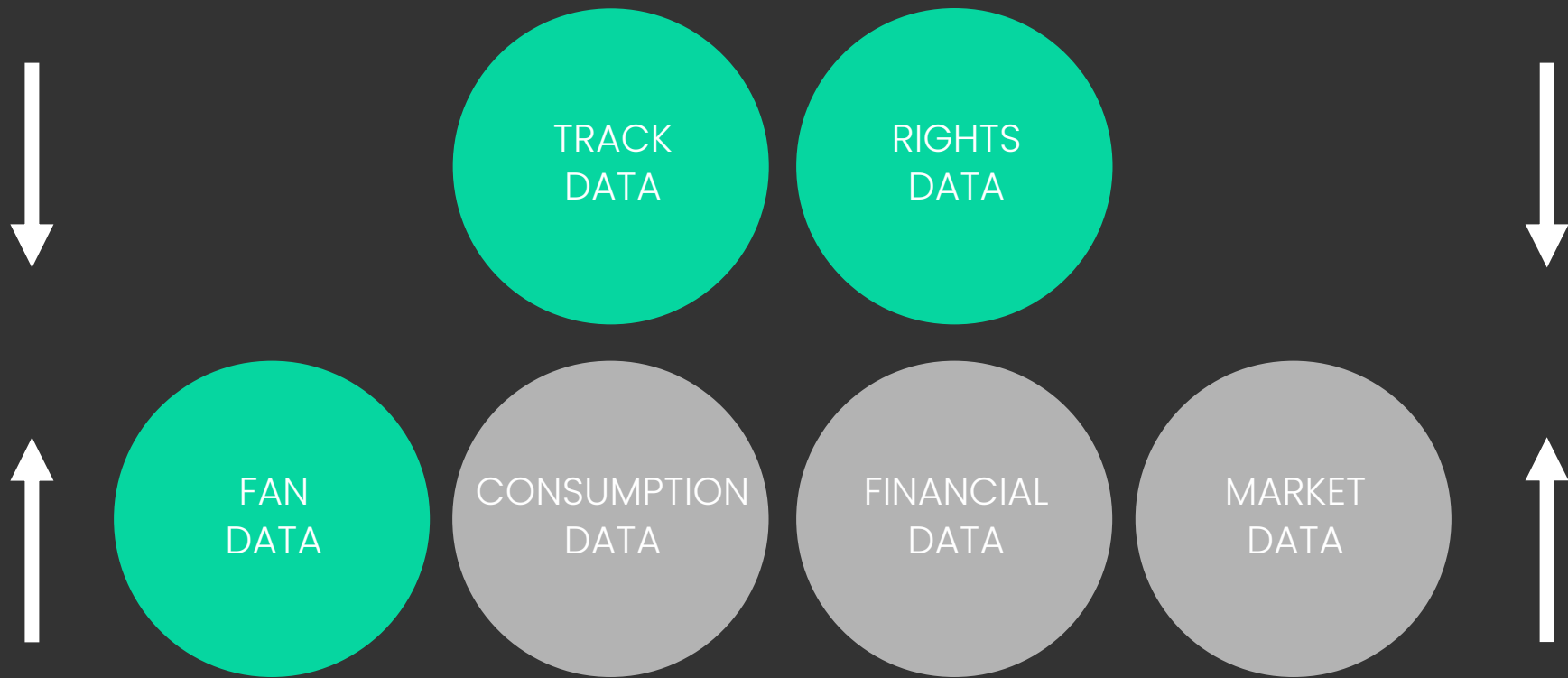
CMU GUIDE: MUSIC DATA EXPLAINED

**#01: there are various
different categories of data
that are important in
the music business**

WHAT DATA?



WHAT DATA?



**#02: track and rights data
helps get music played,
and ensures the right
people get paid**

WHAT DO WE NEED TO KNOW ABOUT THE TRACK?

title

version

main artist(s)

guest artist(s)

session musician(s)

producer(s) / engineer(s)

remixer(s)

songwriter(s) / composer(s)

label / distributor

publisher(s)

language

release data

genre / mood

status

WHAT DO WE NEED TO KNOW ABOUT THE RIGHTS?



Who owns the recording rights?

Who owns the song rights?

Who appears on the recording?

Who wrote the song?

WHY DO WE NEED TO KNOW PERFORMERS AND SONGWRITERS?

COLLECTING SOCIETIES SOMETIMES PAY DIRECT

SONGS

because of the way the
industry organises the rights

RECORDINGS

because copyright law
provides a remuneration right

PLUS THE MORAL RIGHT TO ATTRIBUTION

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**

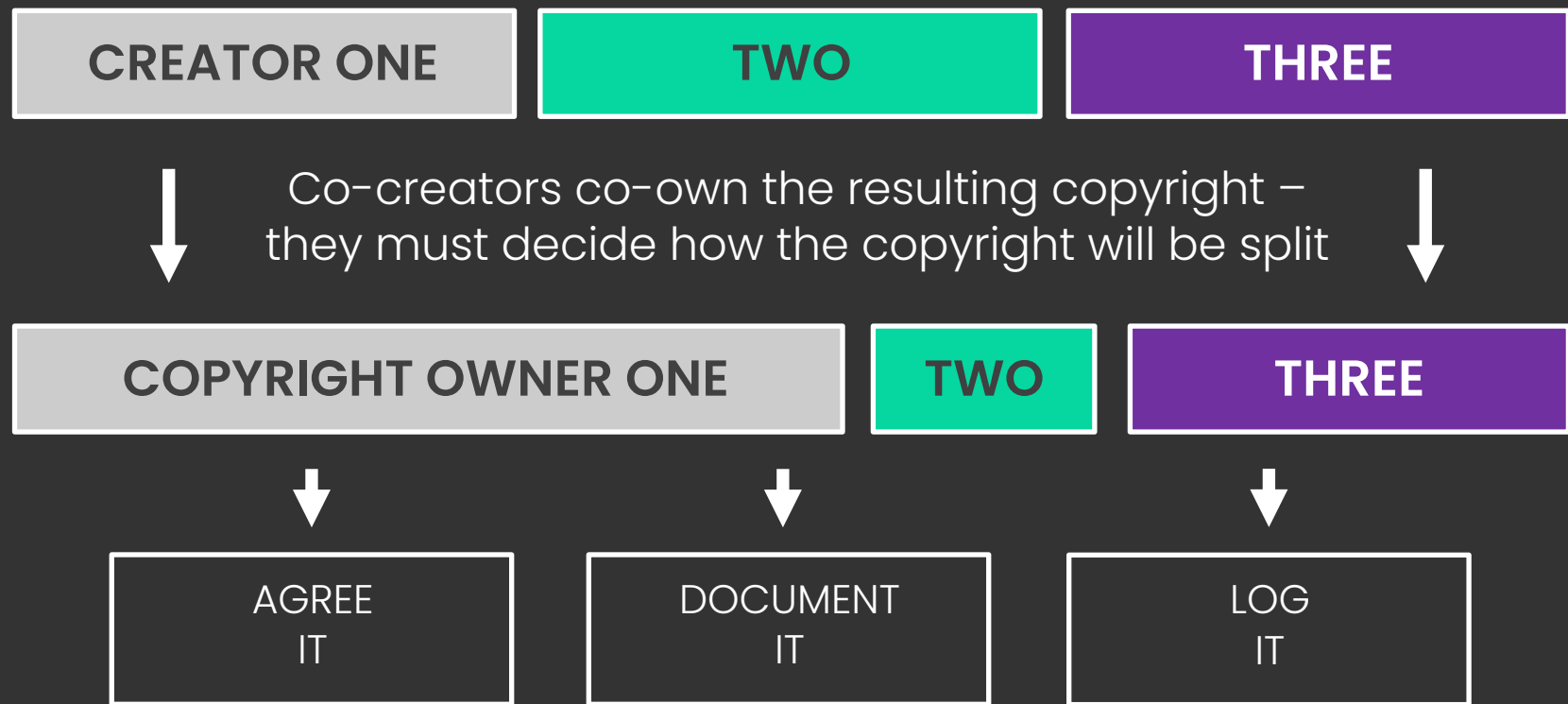
identify release > **UPC**

identify performers > **IPN**

RECORDING DATABASES

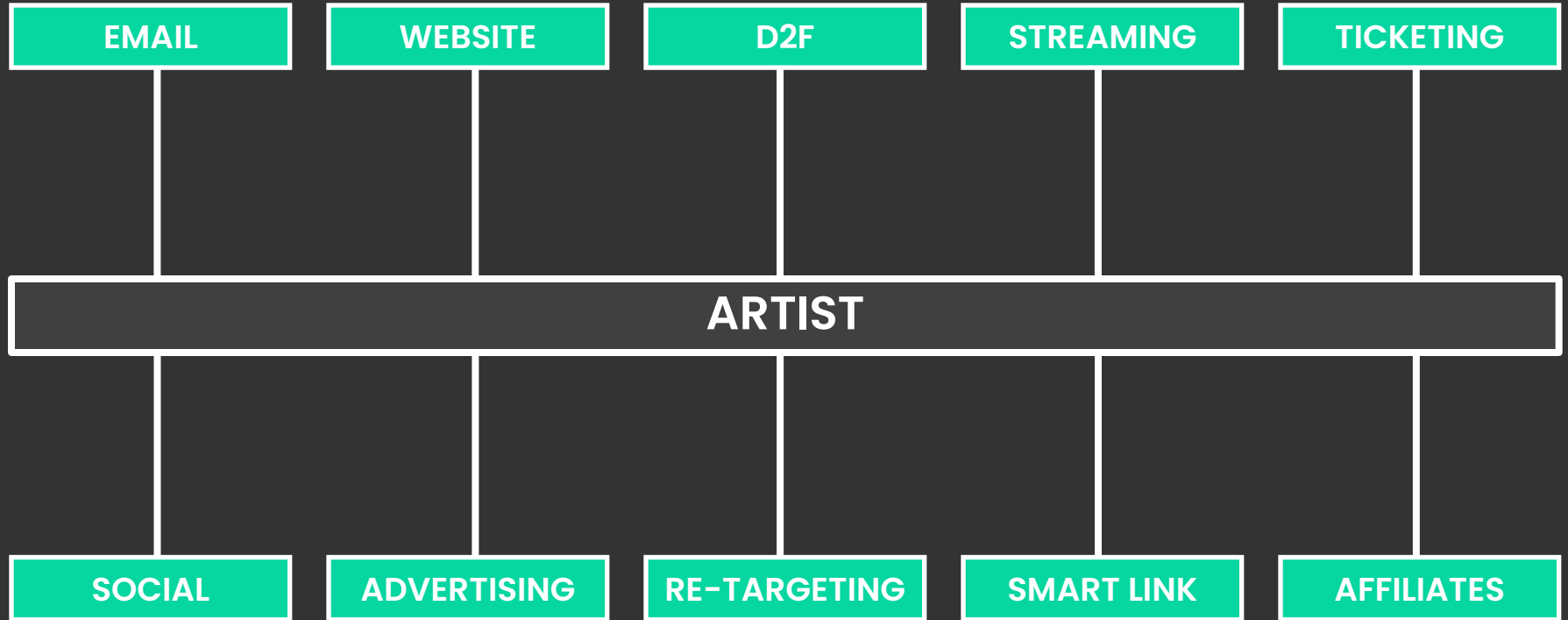
run by societies and distributors

LOGGING CO-OWNERSHIP + SPLITS

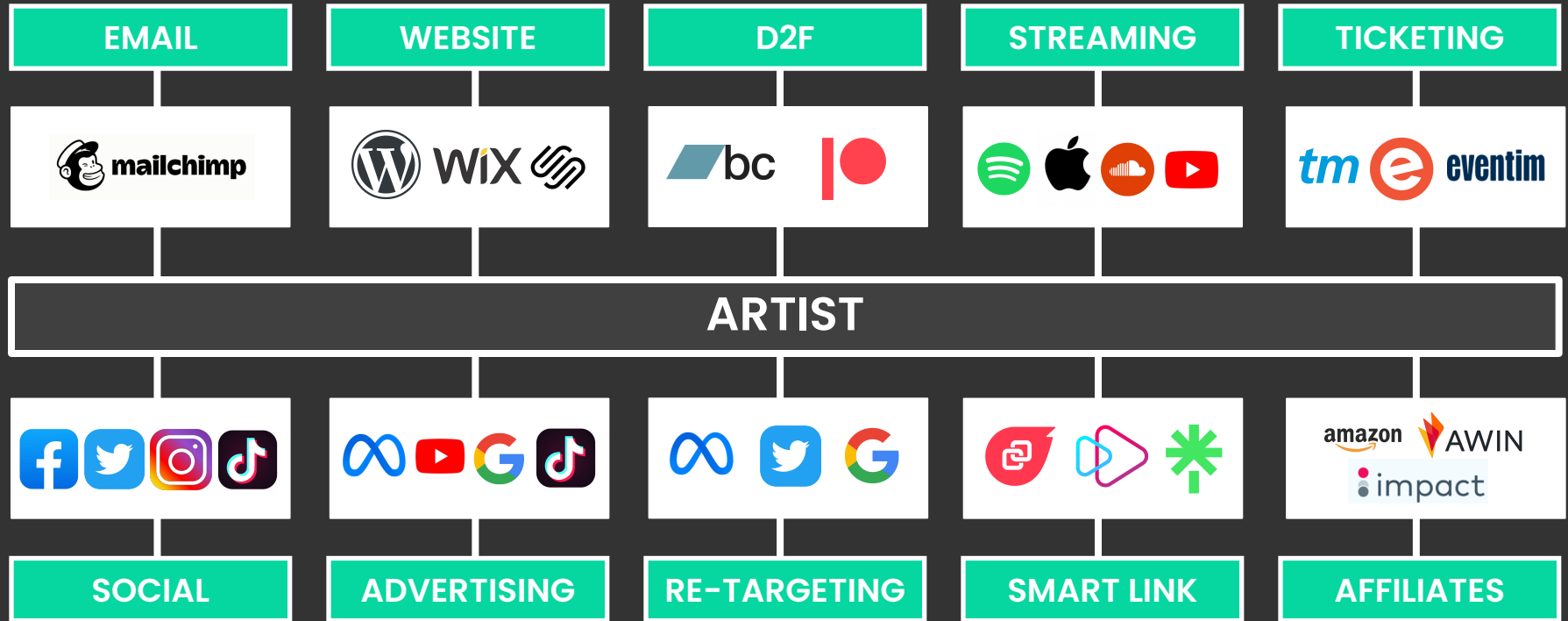


**#03: there are many
different types of fan data**

SOURCES OF FAN DATA



SOURCES OF FAN DATA



**#04: there are various different
ways we can use fan data**

WHAT CAN WE DO WITH THE DATA?

PROFILE
THE FANBASE

TEST CAMPAIGN
EFFECTIVENESS

TARGET
MESSAGING

PROFILE
THE FAN

GETTING THE MOST FROM FAN DATA



Digital marketing involves trial + error

Ask your data questions

Be honest when you get bad news

Also use your data to target messaging

USING FAN DATA TO GAIN INSIGHT



Post a video to Instagram with ad spend

Directing people to smart-link

Smart-link directs to streaming services

Plus D2F limited edition package

USING FAN DATA TO GAIN INSIGHT



What engagement did the video get?

Did people click on the smart-link?

Did you see an uplift in streams?

Did anyone buy the D2F package?

USING FAN DATA TO BUILD AUDIENCES



Pixels build 'below the line' audiences

An audience defined by past behaviour

Allows you to target future messaging

Making it more effective + efficient

**#05: remember that how
you use and share fan data
is often regulated**



DATA PROTECTION LAW SAYS FANS MUST...

Know what data is collected

Know who will do what with the data

Have sight and control over the data

DATA PROTECTION LAW



You need a data + privacy policy

Clearly stating what data you collect

And what you will do with the data

Clearly sign-posted in your comms

DATA PROTECTION LAW: EMAIL



You need a justification for emailing fans

The easiest justification is “consent”

Take sign-ups through a third party

Use double verification