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CMU GUIDE: **MAKING MONEY** **FROM LIVE MUSIC**

**#01: for artists, the key
live music revenue streams are
tickets, merch and royalties**

MAKING MONEY FROM LIVE MUSIC: ARTISTS

**TICKET
MONEY**

**MERCH
STALL**

**SONG
ROYALTIES**

INTELLECTUAL PROPERTY

MAKING MONEY FROM LIVE MUSIC: ARTISTS



Artist gets a set fee or share of ticket revenue

But remember the other revenue streams

All three may be required to make a profit

Especially at smaller capacity shows

**#02: for the industry, the key
live music revenue streams are
tickets, food and drink,
and brand money**

MAKING MONEY FROM LIVE MUSIC: THE INDUSTRY

**TICKET
MONEY**

**FOOD
& DRINK**

**BRAND
MONEY**

KEY FOR VENUES + PROMOTERS

MAKING MONEY FROM LIVE MUSIC: THE INDUSTRY



Live industry shares in ticket revenue too

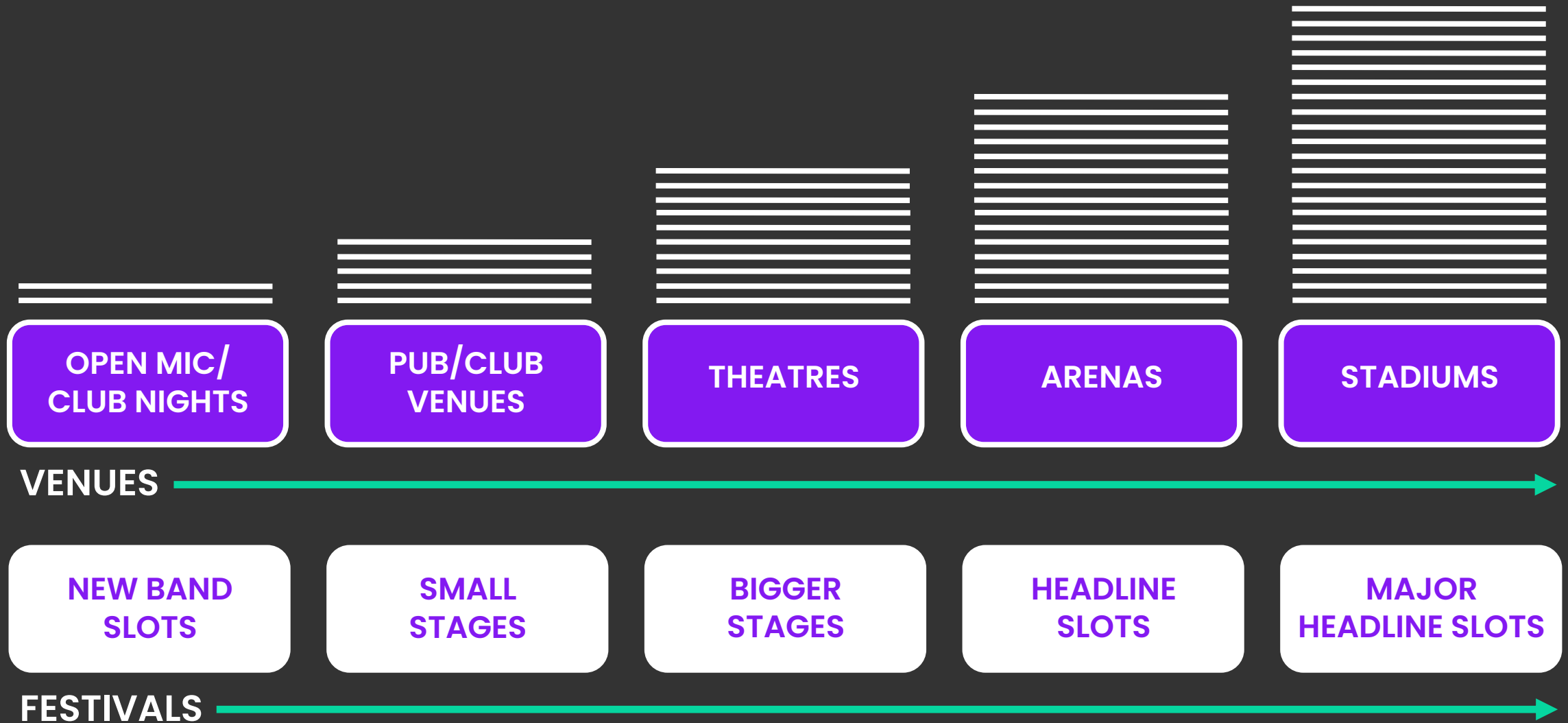
Though they have other revenues as well

Especially selling food and drink

But also brand + sponsorship money

**#03: artists work their way
up the live music ladder –
early on gigs are as much
about fanbase building
as making money**

THE LIVE MUSIC LADDER



THE LIVE MUSIC LADDER



Economies of scale are a factor

Profitable from big clubs/small theatres

Becomes lucrative at big theatres/arenas

But remember the marketing value of shows

BUILDING A FANBASE



Early shows also about fanbase building

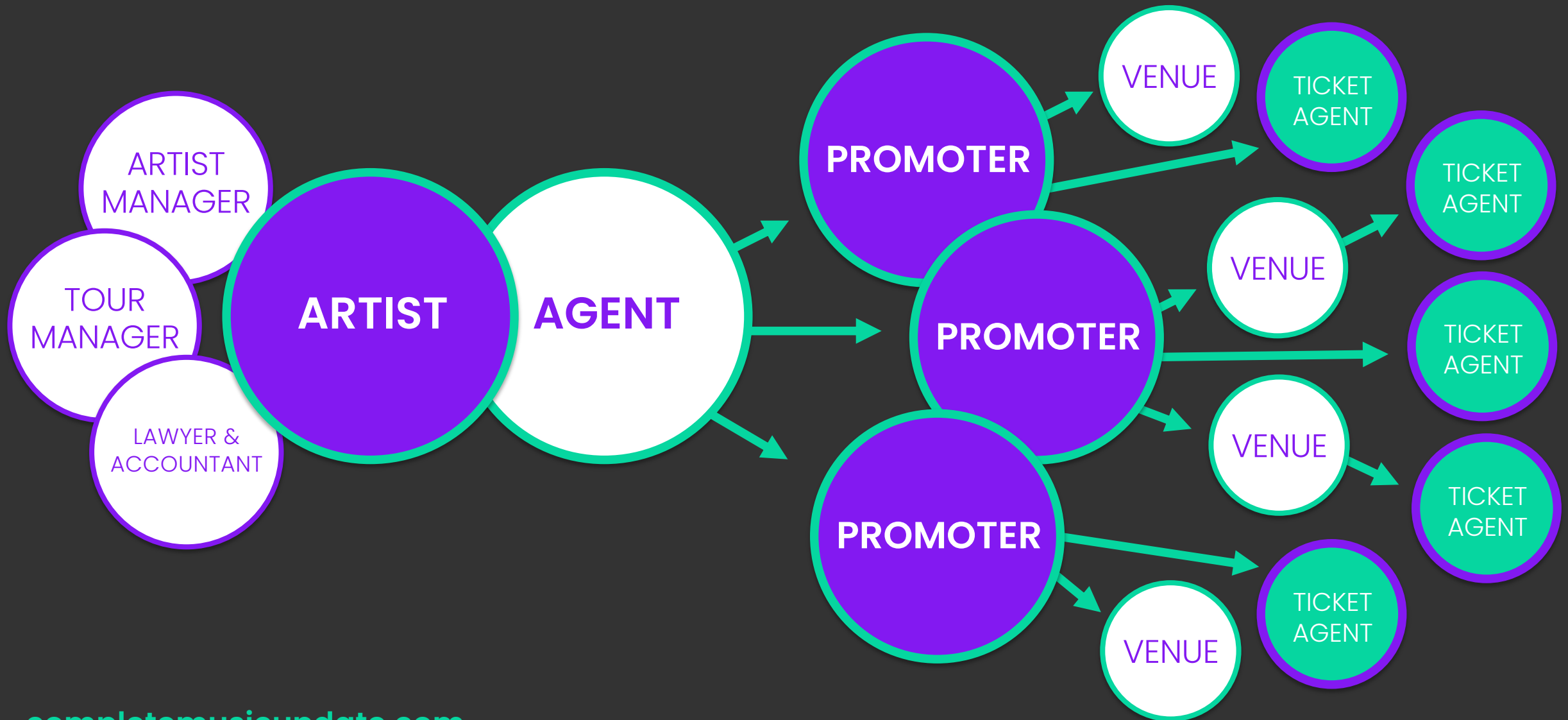
Artists need to play in front of new audiences

So guest spots + support slots + festivals

Use shows to push digital channels etc

**#04: artists work with
business partners on
their shows and tours**

THE LIVE INDUSTRY: KEY PLAYERS



THE LIVE INDUSTRY: KEY PLAYERS



The promoter is the primary risk taker

Some venues are also promoters

Agent sits between the artist + the promoter

Ticket agents are also marketing partners

THE LIVE INDUSTRY: PUTTING ON THE SHOW



Be super efficient when touring at outset

Have different versions of the show

Shows can scale-up as the artist progresses

Though bigger scale means less profit!

**#05: artists often stage
their own shows to get
their live careers started**

GOING LIVE



Gigging is great for fanbase building

But how do you get booked?

How do you show you can sell tickets?

Put on your own shows!

GOING LIVE: QUESTIONS TO ASK



One off show – or regular night?

What venue can you book?

What deal can you do with the venue?

How are you selling tickets?

GOING LIVE: QUESTIONS TO ASK



What will the show consist of?

Do you need to evolve the music?

Set? Visuals? Choreography?

Budget? Security? Licence? Insurance?

GOING LIVE: GETTING AN AUDIENCE



Make sure your friends show up!

Use digital + social tools

Collaborations can help sell tickets

Are you inviting industry people?

GOING LIVE: GETTING BOOKED



Ultimate aim is to get booked to play

Use early shows to demonstrate demand

Networking is key to finding opportunities

Always be super clear on any deal

RESPONSIBILITIES

PROMOTER

- Stamp of approval
- Mailing list and socials
- Marketing
- Venue
- Door, security, sound
- Rider
- Artist's fee or guarantee

ARTIST

- Getting to the venue
- What happens on stage
- The show
- Any session musicians
- Mailing list and socials
- Marketing

RESPONSIBILITIES

**EVERY DEAL
IS DIFFERENT**

ASSUME NOTHING

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