



CompleteMusicUpdate.com

THE FAN RELATIONSHIP

BUILDING AN ARTIST BUSINESS

BUILD FANBASE

gigging, social, content, influencers, playlists, media, advertising

UNDERSTAND FANBASE

social, interactions, data, analytics, targeting

SELL

CD, vinyl, tickets, merch, memberships, digital gifting, online experiences

BUILDING A FANBASE: AT THE OUTSET

BUILD FANBASE

gigging, social, content, influencers, playlists, media, advertising

GROUND WORK

LIVE
ACTIVITY

DIGITAL
ACTIVITY

+ COLLABORATIONS

BUILDING A FANBASE: THE BIG CAMPAIGN

BUILD FANBASE

gigging, social, content, influencers, playlists, media, advertising

THE RELEASE CAMPAIGN

LIVE
ACTIVITY

DIGITAL
ACTIVITY

PRESS, RADIO, PLAYLISTS, TV, CLUBS
ONLINE CREATORS + INFLUENCERS

MORE CONTENT

MORE AD SPEND

BUILDING A FANBASE: AFTER THE CAMPAIGN

BUILD FANBASE

gigging, social, content, influencers, playlists, media, advertising

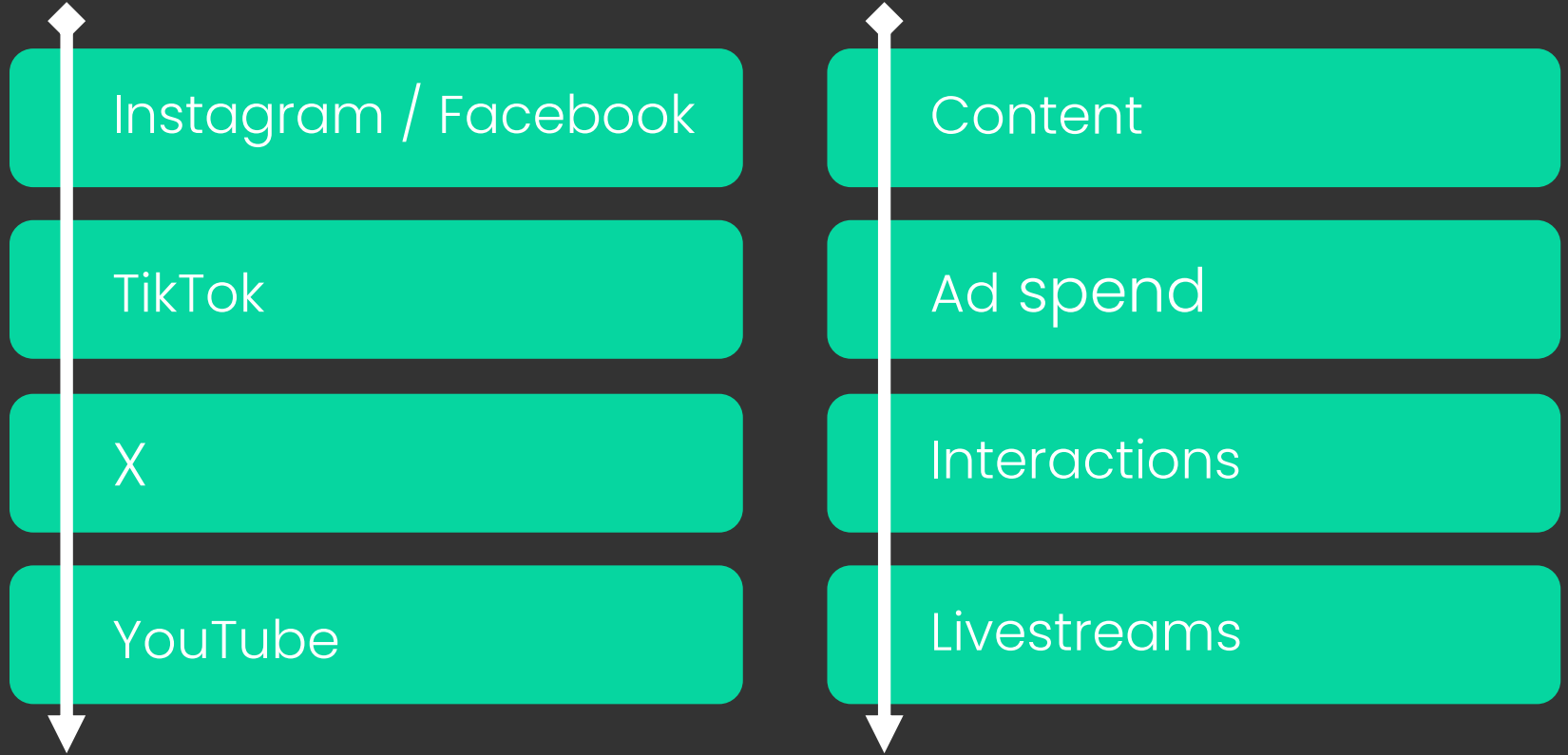
LIVE
ACTIVITY

SOCIAL &
D2F

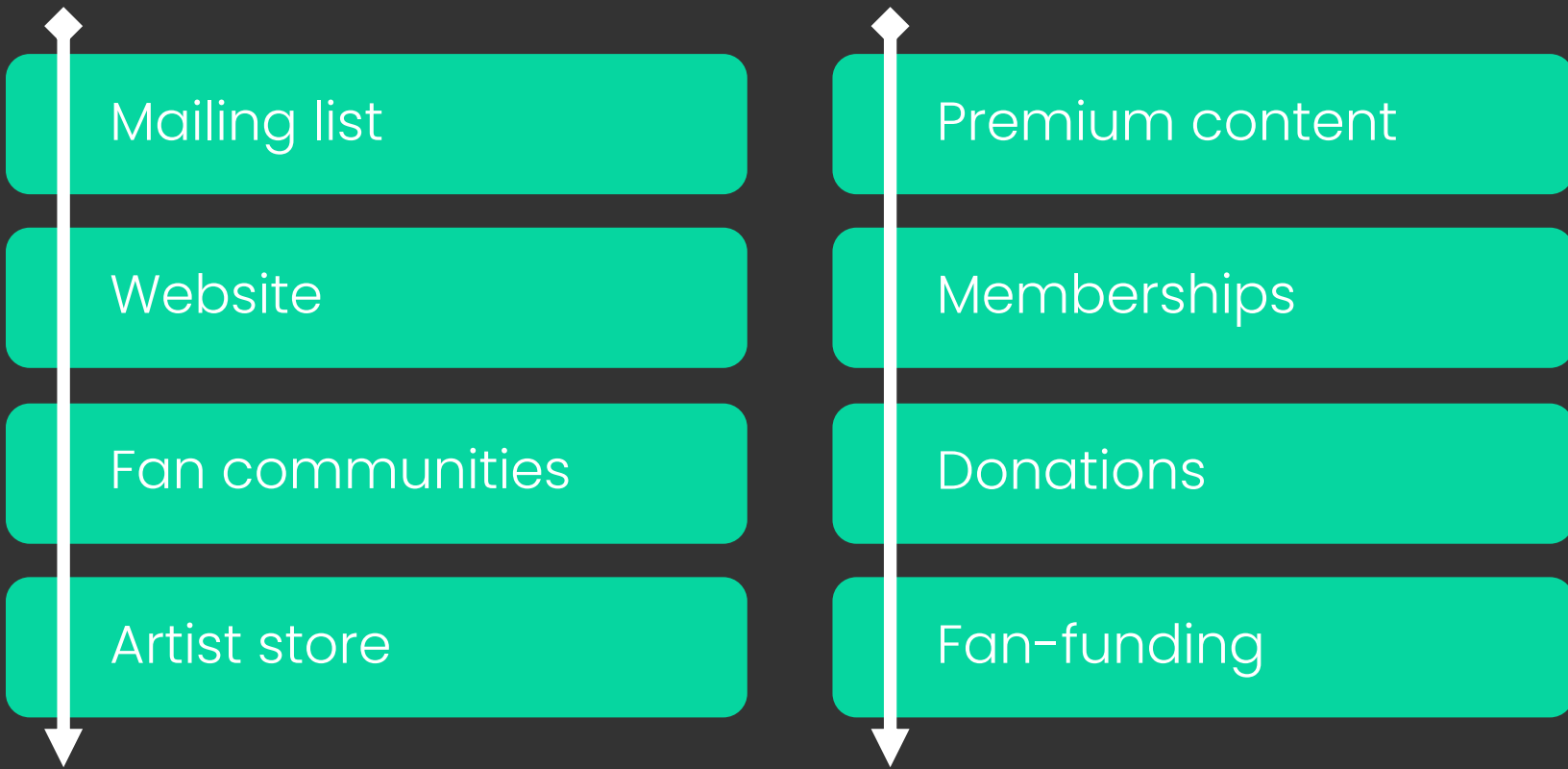
THE CONSTANT

- To keep the fanbase engaged.
- To keep the fans streaming the music.
- To build a direct-to-fan business.

BUILDING A FANBASE: SOCIAL ACTIVITY



BUILDING A FANBASE: D2F ACTIVITY



Mailing list

Website

Fan communities

Artist store

Premium content

Memberships

Donations

Fan-funding

BUILDING A FANBASE: STREAMING SERVICES

ARTIST + THEIR MUSIC



- Utilise the marketing + data tools of the services.
- Utilise the marketing + data tools of the distributors.

BUILDING AN ARTIST BUSINESS

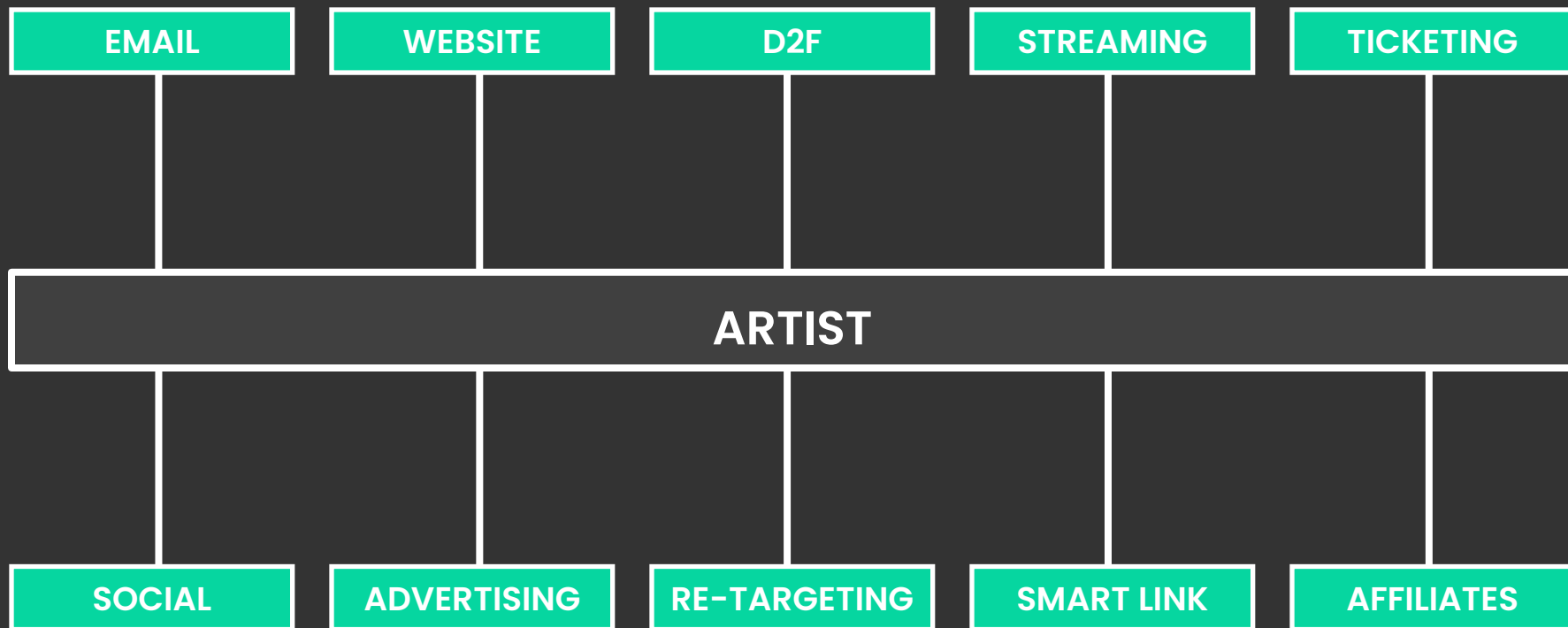
BUILD FANBASE

gigging, social, content, influencers, playlists, media, advertising

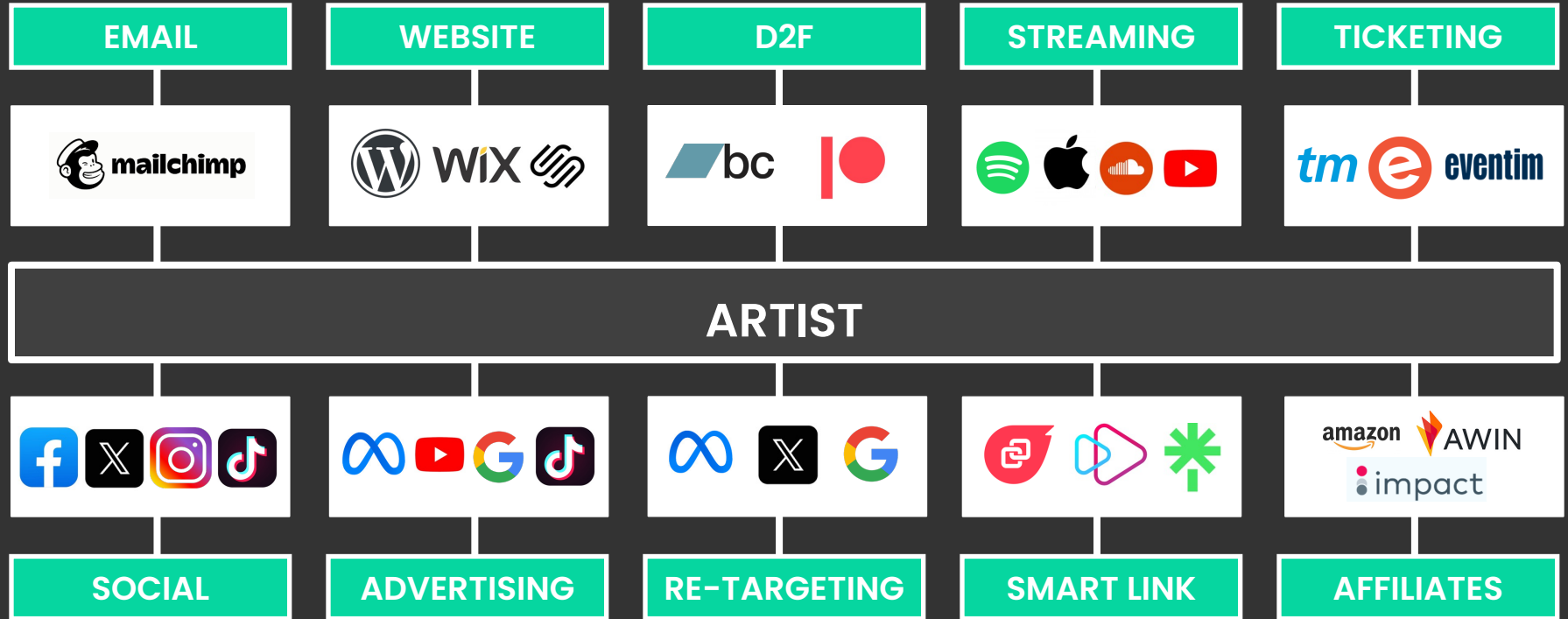
UNDERSTAND FANBASE

social, interactions, data, analytics, targeting

SOURCES OF FAN DATA



SOURCES OF FAN DATA



WHAT CAN WE DO WITH THE DATA?

PROFILE
THE FANBASE

TEST CAMPAIGN
EFFECTIVENESS

TARGET
MESSAGING

PROFILE
THE FAN

BUILDING AN ARTIST BUSINESS

BUILD FANBASE

gigging, social, content, influencers, playlists, media, advertising

UNDERSTAND FANBASE

social, interactions, data, analytics, targeting

SELL

CD, vinyl, tickets, merch, memberships, digital gifting, online experiences

BUILDING AN ARTIST BUSINESS



WE NEED AN ENGAGED FANBASE TO...

Drive streams

Sell tickets

Sell t-shirts + other merch

BUILDING AN ARTIST BUSINESS



How else can we generate revenue?

By adding value for the fanbase

Specifically – the committed fans

Especially – the superfans

THE SUPERFAN OPPORTUNITY



\$4.5 billion opportunity – Goldman Sachs

But what are you offering the superfan?

Are you selling a physical product?

Or a digital experience?

THE SUPERFAN OPPORTUNITY: THE ARTIST STORE



What kind of products?

Limited edition + premium products

Power of the bundle + the pre-sale

Involve the fans in choosing the products

THE SUPERFAN OPPORTUNITY: DIGITAL EXPERIENCES



Memberships

Donations

Digital gifting

Pay-walled content



Livestreams

Digital collectibles

Digital merch (verch)

What else?

THE SUPERFAN OPPORTUNITY: DIGITAL EXPERIENCES



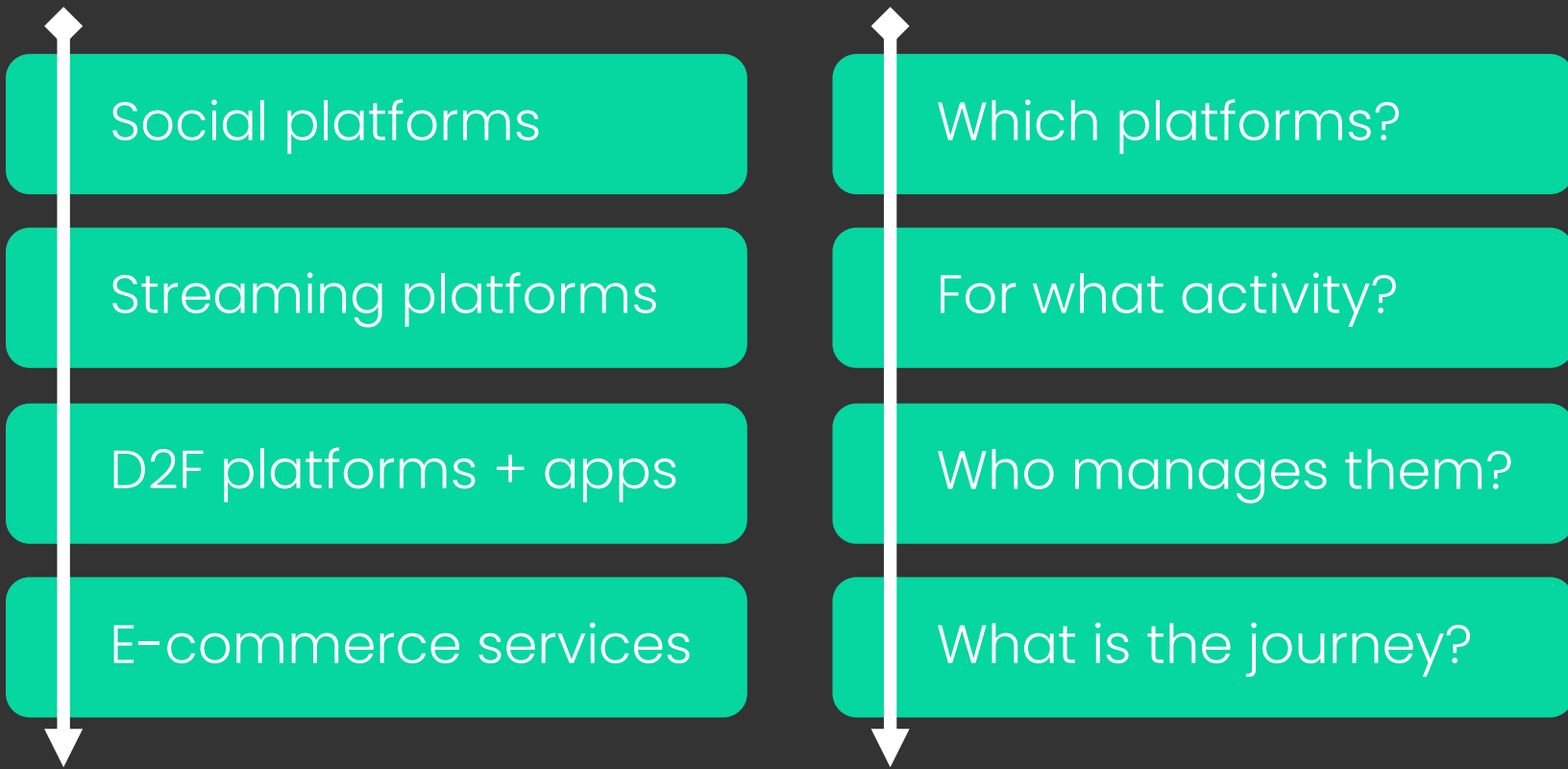
(Perceived) exclusivity

Community spirit

Supporter satisfaction

Bragging rights

THE SUPERFAN OPPORTUNITY: MAKING IT HAPPEN



Social platforms

Streaming platforms

D2F platforms + apps

E-commerce services

Which platforms?

For what activity?

Who manages them?

What is the journey?



THE SYNC BUSINESS

WHAT IS SYNC?

SYNCHRONISATION

MUSIC



VIDEO

SYNC CUSTOMERS

TV

MOVIES

GAMES

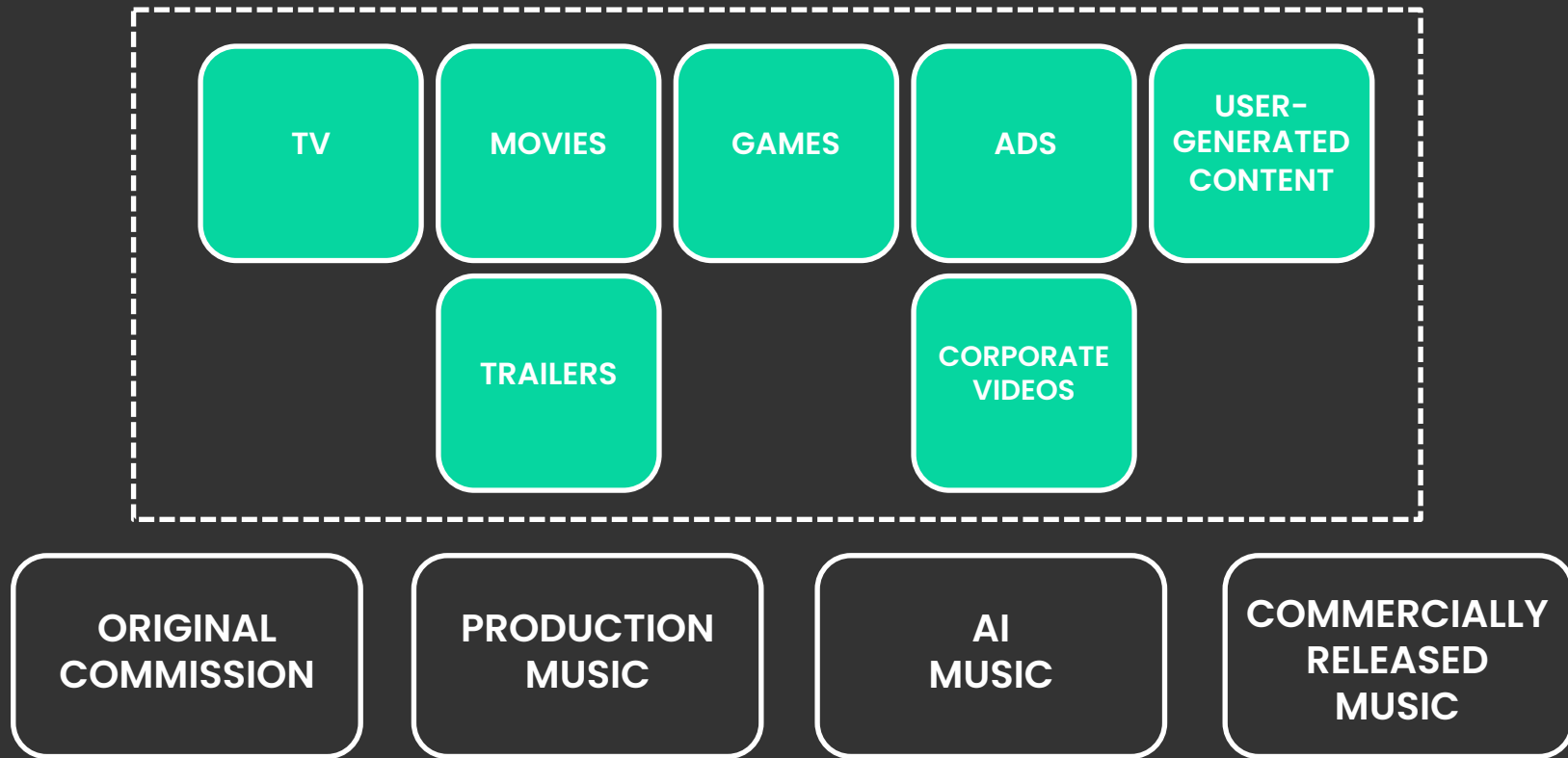
ADS

USER-
GENERATED
CONTENT

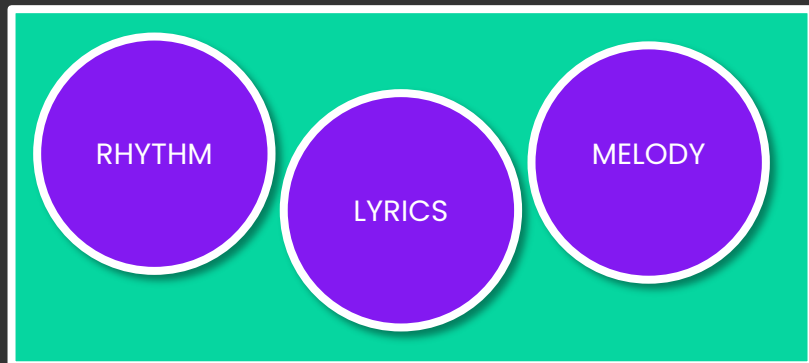
TRAILERS

CORPORATE
VIDEOS +
BRAND
CONTENT

ACCESSING MUSIC



SYNC LICENSING: THE MUSIC RIGHTS

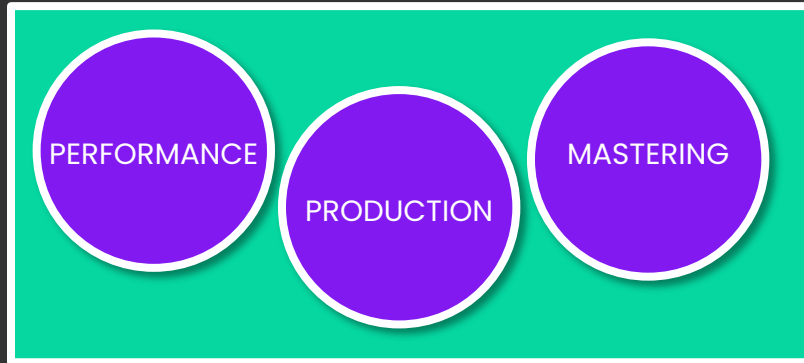


SONGS



THE SONG RIGHTS

*aka the publishing rights
or author rights*



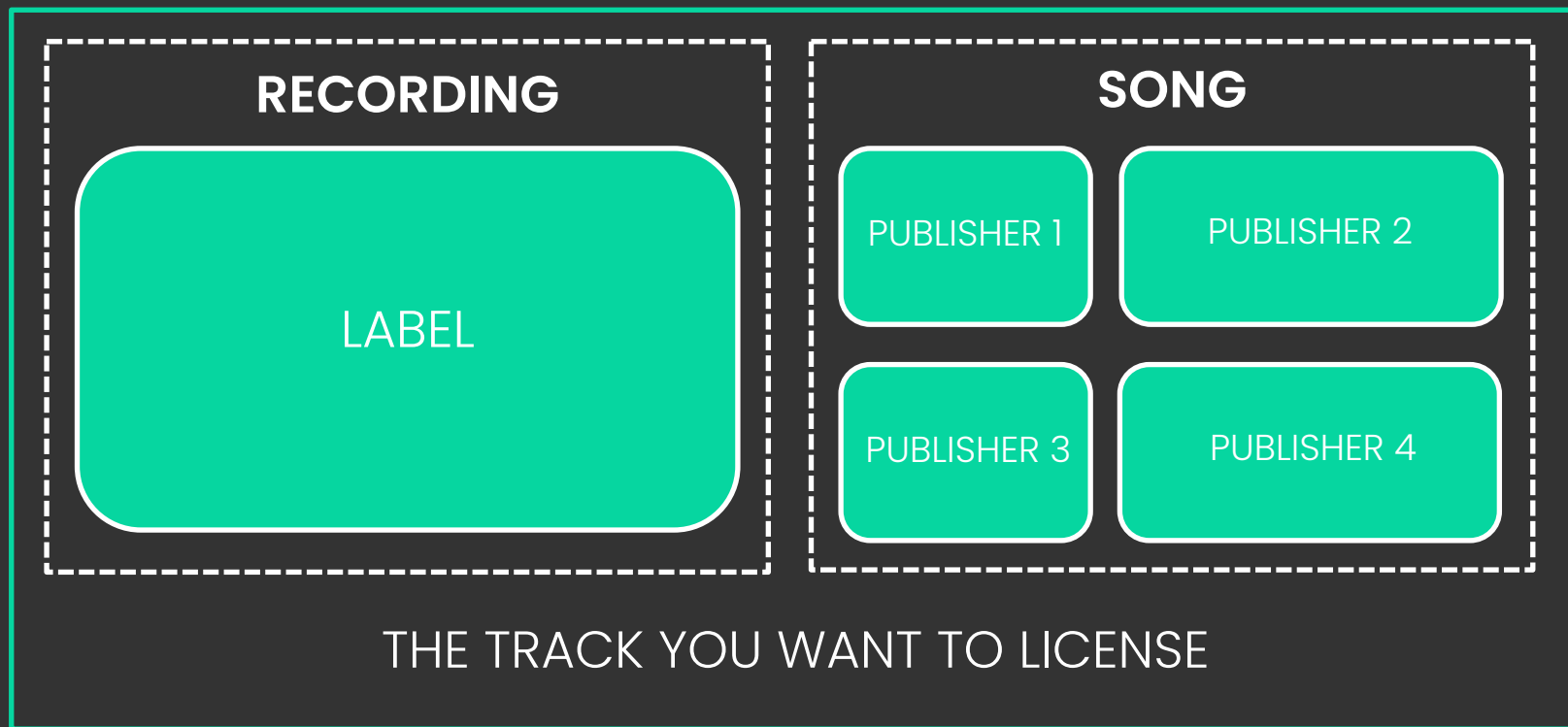
RECORDINGS

THE RECORDING RIGHTS

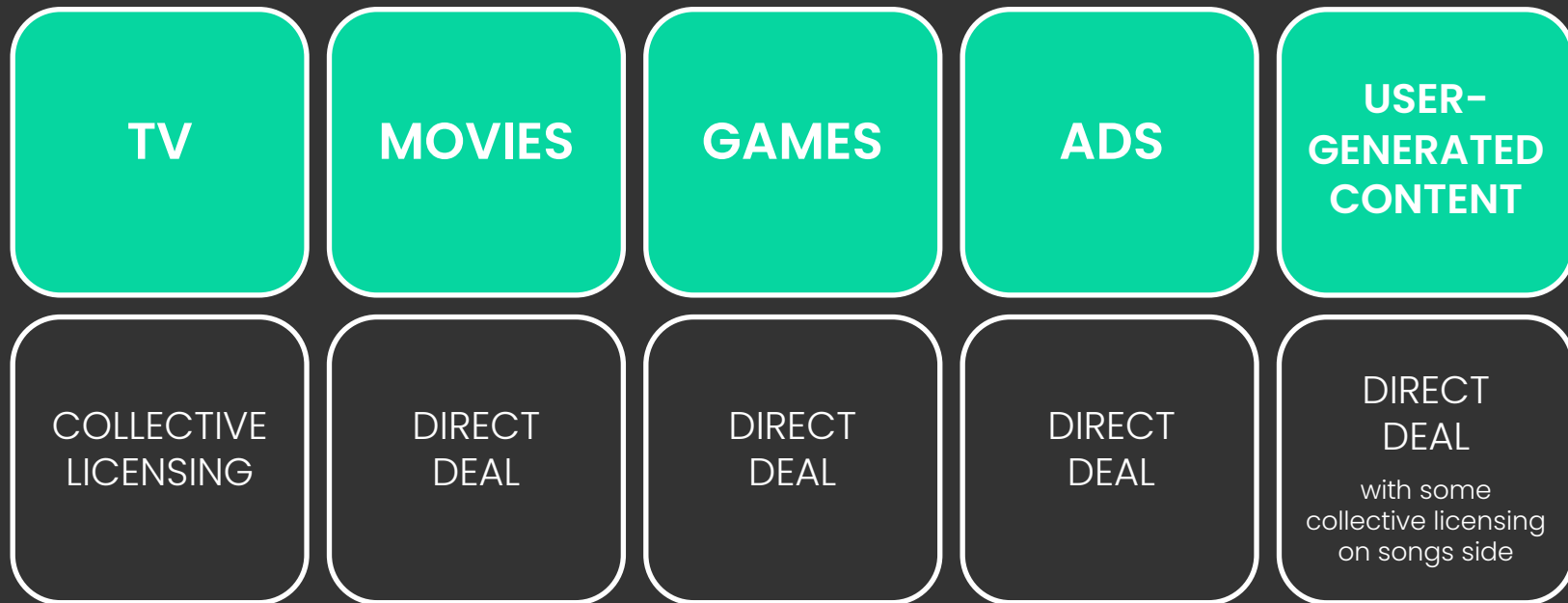
*aka the master rights
or neighbouring rights**



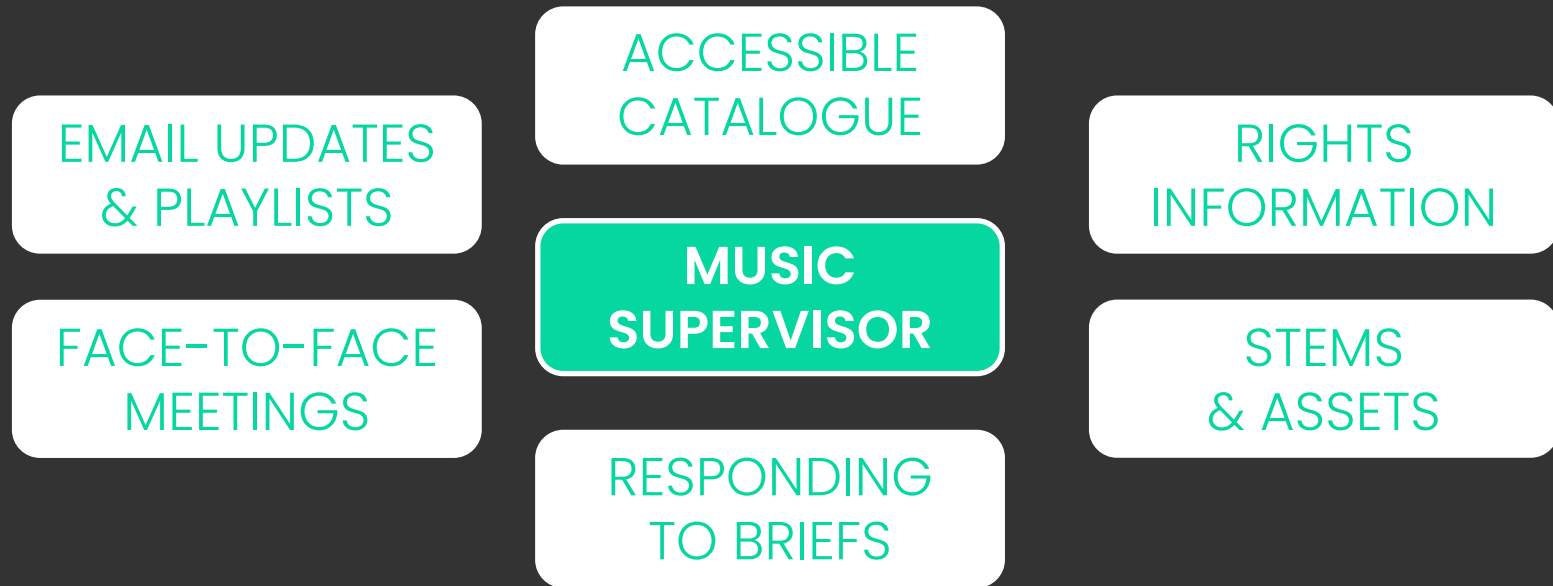
SYNC LICENSING: CLEARING ALL THE RIGHTS



SYNC LICENSING: WHO ISSUES THE LICENCE?



MUSIC SUPERVISOR RELATIONSHIPS



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