

CMU:DIY

CMU:DIY GUIDE TO

**GETTING YOUR
ARTIST BUSINESS
STARTED**

The music industry consists of companies and individuals who work with artists to help them turn what they do into money

THE MUSIC INDUSTRY

MUSIC RIGHTS

Record Label

Music Publisher

Merchandiser

LIVE INDUSTRY

Booking Agent

Promoter

Ticket Agent

FAN BUSINESS

Direct To Fan

Brand Agency

THE MUSIC INDUSTRY

MUSIC RIGHTS

Record Label

Music Publisher

Merchandiser

Label exploits sound recording rights.
Creates and distributes recorded content.
Works with studios, producers etc.
Traditionally leads on artist marketing.

THE MUSIC INDUSTRY

MUSIC RIGHTS

Record Label

Music Publisher

Merchandiser

Publisher exploits song rights.
Handles licensing of songs and royalties.
May seek sync deals/song commissions.
Traditionally published sheet music.

THE MUSIC INDUSTRY

MUSIC RIGHTS

Record Label

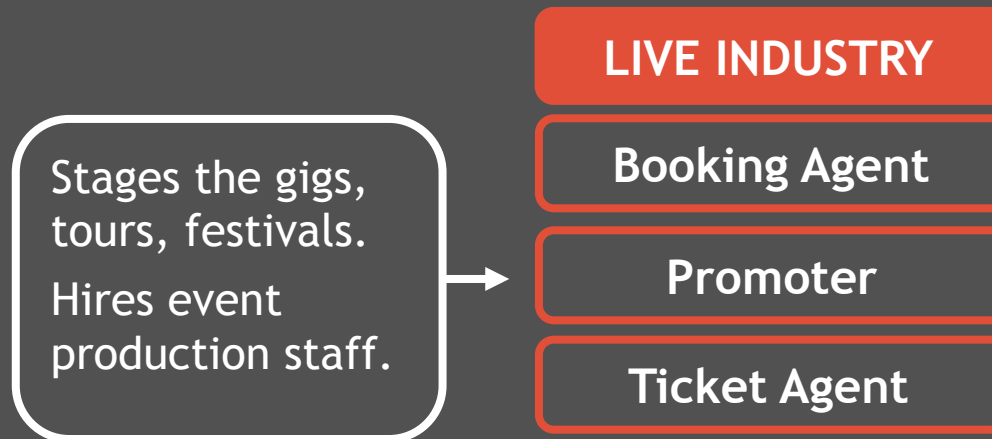
Music Publisher

Merchandiser

Production of merchandise.
Sales and distribution of products.
Maybe license artwork to third parties.
License trademark for product extensions.

THE LIVE INDUSTRY

THE MUSIC INDUSTRY



THE LIVE INDUSTRY

THE MUSIC INDUSTRY

LIVE INDUSTRY

Booking Agent

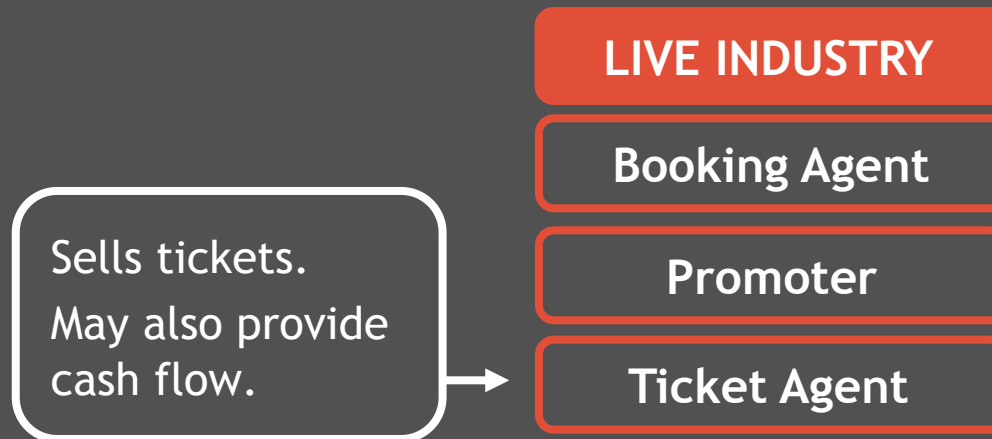
Promoter

Ticket Agent

Sits between
artists and
promoter.
Negotiates deals.

THE LIVE INDUSTRY

THE MUSIC INDUSTRY



THE MUSIC INDUSTRY

Newest part of the industry.
May provide online platform for capturing,
analysing and selling to fans.
Also need people to manage all this.

FAN BUSINESS

Direct To Fan

Brand Agency

THE MUSIC INDUSTRY

These agencies negotiate and manage brand partnerships for artists.
Labels and promoters also operating in this domain.

FAN BUSINESS

Direct To Fan

Brand Agency

THE IMPORTANCE OF ARTIST MANAGEMENT

THE MUSIC INDUSTRY

MANAGEMENT (+ lawyer and accountant)

MUSIC RIGHTS

Record Label

Music Publisher

Merchandiser

LIVE INDUSTRY

Booking Agent

Promoter

Ticket Agent

FAN BUSINESS

Direct To Fan

Brand Agency

To connect with the music industry you need to get your artist business started - and then start networking

WHAT'S THE END GAME?

- Some artists see DIY as the end game - they want full control.
- But most DIY artists still ultimately want to get signed.



COLLABORATION IS KEY

- The best music is nearly always a collaborative effort.
- But collaborate with who?
- Other musicians, singers, songwriters, producers...
- How do you find these people?
- Try before you buy... and be clear on the deal from the off.
- Consider: costs, income, copyright.

BUILDING A TEAM

Photographer

Videomaker

Artist or Designer

Blogger

Geek

Networker

Admin Genius

- You need a team beyond other music makers.
- Can you build a DIY team?
- But... what is in it for everyone else?

ORGANISING THE BUSINESS

- Think about the money, before there is any money.
- Bank account?
- Limited company?
- Accountant?
- Though don't think about it TOO much!
- Get creating... songs, recordings, shows.

BUILDING THE BRAND

- What's your brand?
- This includes your visual identity: name, logo, artwork.
- But it's more than just that: what do you stand for?
- Brainstorm your brand.
- Then think about domains, email, social profiles.
- And what it means for your music, your content and your look.

CMU

CMUSIGNUP.COM

Sign up for our bulletins and podcast

CMU

CMUINSIGHTS.COM

Check out upcoming CMU Insights seminars and masterclasses

CMU

CMUDIY.COM

Check out upcoming CMU:DIY events

CMU:DIY