

# CMU:DIY

THE BUSINESS OF MUSIC

[mynameisCHRISCOOKE.com](http://mynameisCHRISCOOKE.com)

[completemusicupdate.com](http://completemusicupdate.com)

**CMU**

## NEWS & INFORMATION

CMU Daily | CMU Podcast | CMU Digest | CMU Trends

**CMU**

## TRAINING & CONSULTANCY

Seminars | Masterclasses | Research | CMU Insights Presents

**CMU**

## EDUCATION PROGRAMMES

Workshops | Online Guides | CMU:DIY x Urban Development

**MAKING MONEY**  
**FROM MUSIC**

## MAKING MONEY FROM MUSIC

If artists want to go full time they need to turn their music into money.

The music industry exists to help artists make money out of their music.

There are a number of ways artists turn what they do into money.

MAKING MONEY FROM MUSIC

**INTELLECTUAL PROPERTY**

**LIVE PERFORMANCE**

**FAN RELATIONSHIP**

[CMUdiy.com/blueprint](http://CMUdiy.com/blueprint)

# MAKING MONEY FROM MUSIC

## YOU + YOUR MUSIC



**IP**

Recordings

Songs

Merchandise



**LIVE**

Tickets

Food & Drink

Corporate Gigs



**FAN RELATIONSHIP**

Direct To Fan Sales

Brand Partnerships



## MAKING MONEY FROM MUSIC

Most music companies and music people specialise in one revenue stream.

So artists usually work with a number of music companies - and do separate deals around each of their revenue streams.

The artist manager is the one business partner involved in every aspect of the artist's career.

## MEET THE MUSIC INDUSTRY

# 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

## MAKING MONEY FROM MUSIC

For most artists the first business partners will be a manager and booking agent.

How do you get find a manager and agent?  
They find you!

You need to start getting your music out there and prove to potential business partners that there is an audience for what you do.

## GETTING STARTED

1. Put together your team and agree terms of collaboration.
2. Get some recordings made.
3. Get those recordings onto the digital platforms.
4. Get your social channels and website set up.
5. Join PPL and PRS (and maybe MCPS).
6. Start gigging regularly.
7. Use your gigs to sign up fans to your channels.
8. Keep your social channels refreshed.
9. Set up a direct-to-fan store.
10. Utilise streaming and social data.

**MAKING MONEY**

**FROM MUSIC**

**RIGHTS**

MAKING MONEY FROM MUSIC RIGHTS

**INTELLECTUAL PROPERTY**

**LIVE PERFORMANCE**

**FAN RELATIONSHIP**

[CMUdiy.com/blueprint](http://CMUdiy.com/blueprint)

## INTRODUCING MUSIC RIGHTS

Every time you  
write a song...

**YOU CREATE A  
SONG COPYRIGHT!**

- Owned by default by the writer or writers.
- Ownership can be transferred by contract.
- Lasts for life of creator(s) plus 70 years.

Every time you  
record a track...

**YOU CREATE A  
RECORDING COPYRIGHT!**

- Owned by default by whoever pays for it.
- Ownership can be transferred by contract.
- Lasts for 70 years after release.

## COPYRIGHT CONTROLS

Copyright is ultimately about providing creators with certain controls over that which they create.

Either as a point of principle.

And/or to encourage and enable creativity by allowing creators and their business partners to exploit these controls for profit.



## COPYRIGHT CONTROLS

REPRODUCTION

DISTRIBUTION

RENTAL

ADAPTATION

PERFORMANCE

COMMUNICATION

# COPYRIGHT CONTROLS

## REPRODUCTION OR MECHANICAL RIGHTS

REPRODUCTION

DISTRIBUTION

RENTAL

ADAPTATION

PERFORMANCE

COMMUNICATION

## PERFORMING OR NEIGHBOURING RIGHTS

## COPYRIGHT CONTROLS

Copyright makes money when third parties wish to exploit the copyright owner's controls - the rights owner sells their permission.

Permission giving = licensing.

How licensing works and how everyone gets paid varies according to revenue stream and an assortment of other factors.

## LICENSING

# GIVING PERMISSION = LICENSING

### LICENSE DIRECT

Sync into movies,  
games and ads.  
Sampling.  
Compilations.

### LICENSE VIA AGENT/DISTRIBUTOR

DIY artists use a  
distributor to put  
recordings onto  
digital platforms.

### LICENSE VIA COLLECTING SOCIETY

Live performance.  
Public Performance.  
Broadcast.  
Cover versions.

## MAIN UK COLLECTING SOCIETIES



**PRS For Music** collects for songwriters and publishers on behalf of:

- PRS for performing rights.
- MCPS for reproduction rights.



**PPL** collects for record companies and recording artists.

- Also has unit representing separate rights in music videos.

# HOW YOUR MUSIC RIGHTS MAKE MONEY AS A DIY ARTIST

## HOW YOUR MUSIC MAKES MONEY

CD / VINYL

DOWNLOAD/STREAM

RADIO AIRPLAY

SYNC

## YOUR RECORDING RIGHTS

DIRECT SALE

tuneCORE



PPL OR DIRECT DEAL

## YOUR SONG RIGHTS

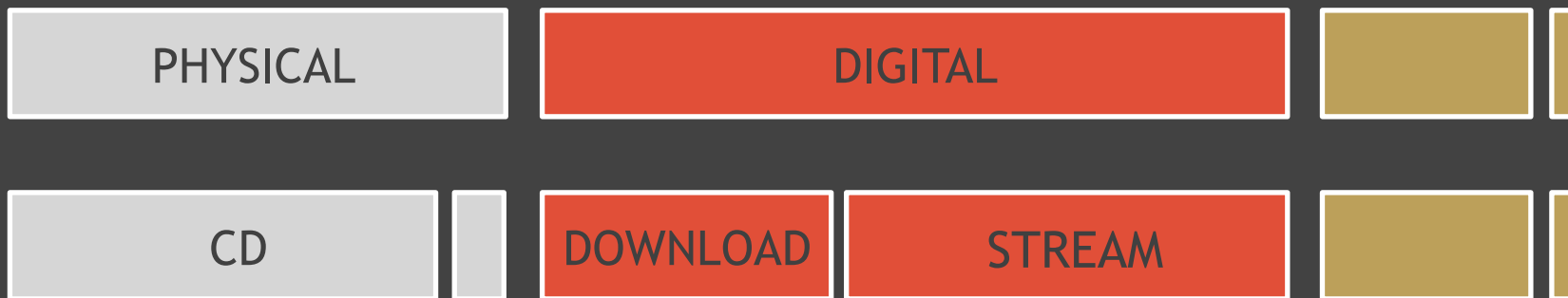
mcps



DIRECT DEAL OR mcps AND PRS for MUSIC

## WHAT MAKES THE MOST MONEY?

Worldwide recorded music revenues break down as follows...



Though it varies from country to country and artist to artist  
For new artists streaming likely to be the key revenue stream

**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**