

**MULTI  
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**#IndustryTakeover**

# MAKING MONEY FROM MUSIC

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

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**MAKE:MONEY**

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HOW DO YOU MAKE MONEY FROM MUSIC?

**INTELLECTUAL PROPERTY**

**LIVE PERFORMANCE**

**FAN RELATIONSHIP**

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HOW DO YOU MAKE MONEY FROM MUSIC?

**INTELLECTUAL PROPERTY**

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## INTELLECTUAL PROPERTY - AKA CONTENT

© SONGS

© RECORDS

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## INTELLECTUAL PROPERTY - AKA CONTENT

© SONGS

© RECORDS

© MERCH

® BRAND  
EXTENSIONS

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HOW DO YOU MAKE MONEY FROM MUSIC?

**INTELLECTUAL PROPERTY**

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## LIVE PERFORMANCE

- Although selling tickets is the most obvious way to monetise live performance, the live sector has multiple revenue streams.
- Different levels of the live sector rely more or less on different revenue streams.

Tickets

Ticket commissions

Ticket resale mark-ups

Food & Drink

Other services (eg cloakroom, parking, VIP)

Sponsorship

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HOW DO YOU MAKE MONEY FROM MUSIC?

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## YOUR FAN BUSINESS

**you + your music + your shows**

Recordings

Merch

Tickets

**SELL THEM STUFF!**

Premium Products

VIP Experiences

Subscriptions

**your fanbase**

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# MUSIC:INDUSTRY

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## MEET THE MUSIC BUSINESS

- The music industry consists of companies and individuals who work with artists to help them turn what they do into money.
- Most music companies specialise in one music revenue stream.
- This means the wider industry can be split up, commonly...
  - Those which work in music rights v those that work in live.
  - Those which exploit recording rights v those which exploit song rights.
- Artists usually have relationships with multiple companies, doing a different deal for each of their revenue streams.

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MEET THE MUSIC BUSINESS

## THE MUSIC INDUSTRY

### MUSIC RIGHTS

Record Label

Music Publisher

Merchandiser

### LIVE INDUSTRY

Booking Agent

Promoter

Ticket Agent

### FAN BUSINESS

Direct To Fan

Brand Agency

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## THE MUSIC RIGHTS INDUSTRY

# 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.

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# THE MUSIC RIGHTS INDUSTRY

## 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.

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# THE MUSIC RIGHTS INDUSTRY

## THE MUSIC INDUSTRY

### MUSIC RIGHTS

Record Label

Music Publisher

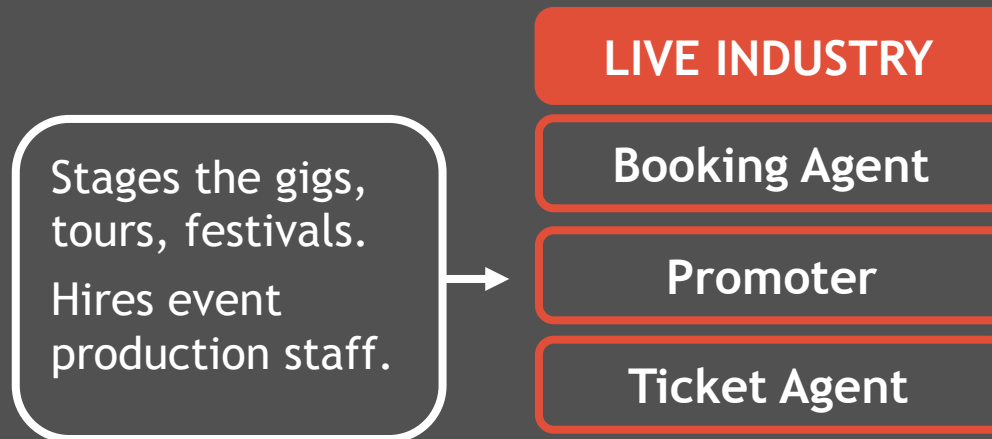
Merchandiser

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

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## THE LIVE INDUSTRY

# THE MUSIC INDUSTRY



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## THE LIVE INDUSTRY

# THE MUSIC INDUSTRY

LIVE INDUSTRY

Booking Agent

Promoter

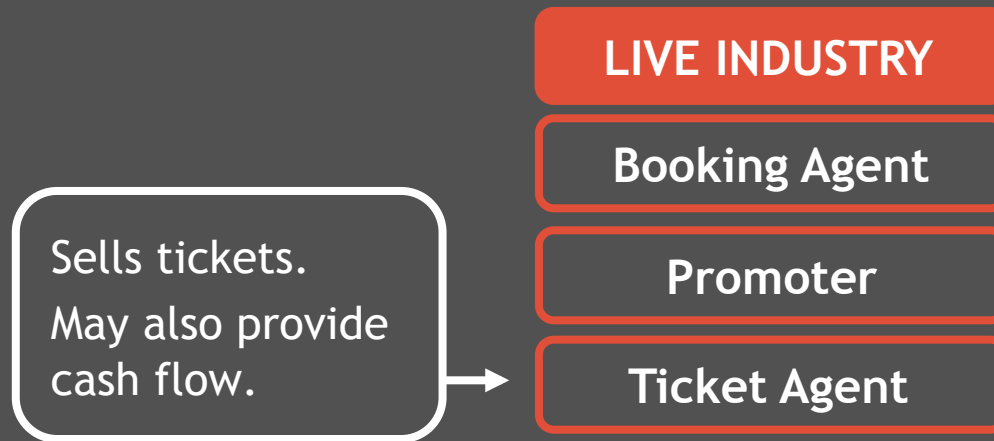
Ticket Agent

Sits between  
artists and  
promoter.  
Negotiates deals.

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# THE LIVE INDUSTRY

## THE MUSIC INDUSTRY



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## THE FAN BUSINESS

# 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**

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## THE FAN BUSINESS

# 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**

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# THE IMPORTANCE OF ARTIST MANAGEMENT

## THE MUSIC INDUSTRY

MANAGEMENT (+ lawyer and accountant)

### MUSIC RIGHTS

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Music Publisher

Merchandiser

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