



#IndustryTakeover

CMU:DIY GUIDE TO

**MAKING MONEY
FROM MUSIC**

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

MAKE:MONEY

CMUdiy.com

HOW DO YOU MAKE MONEY FROM MUSIC?

INTELLECTUAL PROPERTY

LIVE PERFORMANCE

FAN RELATIONSHIP

HOW DO YOU MAKE MONEY FROM MUSIC?

INTELLECTUAL PROPERTY

LIVE PERFORMANCE

FAN RELATIONSHIP

INTELLECTUAL PROPERTY - AKA CONTENT

© SONGS

© RECORDS

INTELLECTUAL PROPERTY

© SONGS

© RECORDS

© MERCH

® BRAND
EXTENSIONS

HOW DO YOU MAKE MONEY FROM MUSIC?

INTELLECTUAL PROPERTY

LIVE PERFORMANCE

FAN RELATIONSHIP

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

HOW DO YOU MAKE MONEY FROM MUSIC?

INTELLECTUAL PROPERTY

LIVE PERFORMANCE

FAN RELATIONSHIP

YOUR FAN BUSINESS

you + your music + your shows

Recordings

Merch

Tickets

SELL THEM STUFF!

Premium Products

VIP Experiences

Subscriptions

your fanbase

MUSIC:INDUSTRY

CMUdiy.com

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.

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

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.

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.

THE MUSIC RIGHTS INDUSTRY

THE MUSIC INDUSTRY

MUSIC RIGHTS

Record Label

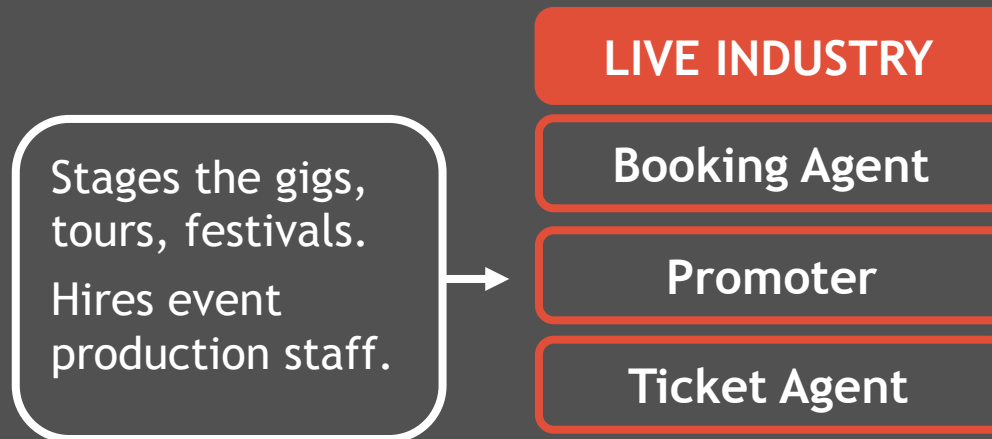
Music Publisher

Merchandiser

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

THE LIVE INDUSTRY

THE MUSIC INDUSTRY



THE LIVE INDUSTRY

THE MUSIC INDUSTRY

LIVE INDUSTRY

Booking Agent

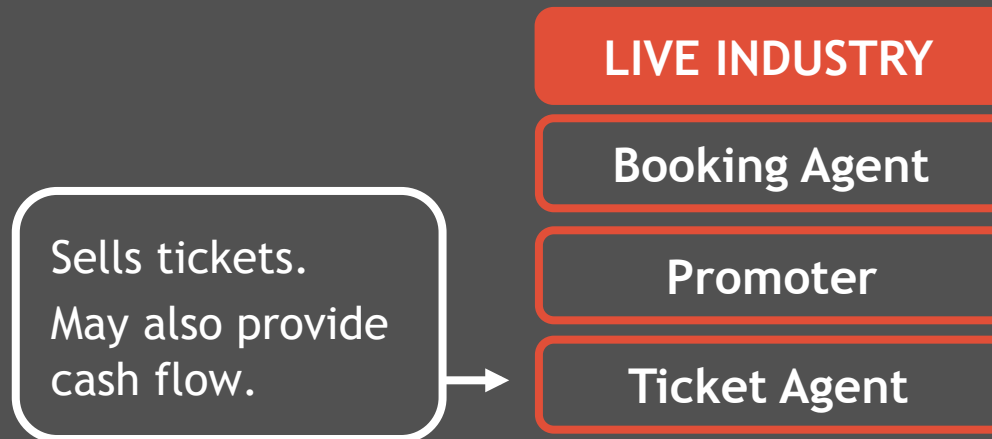
Promoter

Ticket Agent

Sits between
artists and
promoter.
Negotiates deals.

THE LIVE INDUSTRY

THE MUSIC INDUSTRY



THE 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

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

THE IMPORTANCE OF ARTIST MANAGEMENT

THE MUSIC INDUSTRY

MANAGEMENT (+ lawyer and accountant)

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