
URBAN
DEVELOPMENT

X

CMU:DIY

RE:CAP

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WHERE WE AT?

- You've written the songs.
- You've recorded some tracks.
- Your socials are sorted.
- And you're starting to gig.
- Well done. What next?
- It's time to further grow you fanbase.
- And to connect with the industry...

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

WHERE WE AT?

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- It's time to further grow you fanbase.
- And to connect with the industry.
- Which is where media comes in...

MUSIC: MEDIA

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EVERY ARTIST'S BUSINESS PLAN

BUILD FANBASE

gigging, social, media & marketing, content

UNDERSTAND FANBASE

social, analytics, interact, pre-orders

SELL

downloads, tickets, merch, subscription services, VIP

BUILDING FANBASE: AT THE OUTSET

BUILD FANBASE

gigging, social, media & marketing, content

GROUND WORK

GIGS &
LIVE

SOCIAL &
ONLINE

BUILDING FANBASE: THE BIG LAUNCH CAMPAIGN

BUILD FANBASE

gigging, social, media & marketing, content

LABEL-LED ALBUM CAMPAIGN

GIGS &
LIVE

SOCIAL &
ONLINE

MUSIC
PRESS

RADIO
& TV

ADS &
OTHER

BUILDING FANBASE: BUT BEFORE THAT...

BUILD FANBASE

gigging, social, media & marketing, content

MORE GROUND WORK

GIGS &
LIVE

SOCIAL &
ONLINE

MUSIC
PRESS

RADIO
& TV

ADS &
OTHER

THE PRINT MUSIC PRESS

BBC Music Magazine

The Blues Magazine

Blues Matters

Clash Magazine

Classic Rock

DIY

DJ Magazine

fRoots

Gramophone

Kerrang!

The Living Tradition

London In Stereo

Loud & Quiet

Metal Hammer

Mixmag

Mojo

NME

Notion

Powerplay

Prog

Q

Record Collector

Rock Sound

RWD

Songlines

Terrorizer

Top Of The Pops

Uncut

We Love Pop

Wire

THE PRINT MUSIC PRESS

- The traditional music media are still important, even though print circulations of most titles are in decline.
- Because: circulations are significant in record sale terms, online audiences can be higher than ever, and the traditional magazines remain influential.
- Obviously each title has a music policy
 - and the relevance of a title to a campaign will depend on it.
- Note that music policies can change over time
 - the best way to keep up to date is to read the magazines.
- Publication frequencies may also be relevant when selecting which titles to target - remember 'lead times'.

THE ONLINE MUSIC PRESS

AllHipHop.com*

Artrockr

Bearded

Blabbermouth*

CMU

Complex*

Consequence Of Sound*

Dancing Astronaut*

Data Transmission

Drowned In Sound

Dummy

eFestivals

Electronic Beats*

Fact

Fader*

The 405

Gigwise

GRM Daily

InTheMix*

Line Of Best Fit

MusicOMH

MusicNews.com

Noisey

Pitchfork*

Popjustice

The Quietus

Resident Advisor

Rolling Stone*

Spin*

Stereogum*

TGA

Thump

Tiny Mix Tapes

Under The Radar*

Virtual Festivals

XLR8R*

*These titles are not UK-based but have readers in the UK

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THE BLOGS

20jazzfunkgreats
Abeano
Ad Hoc
Aquarium Drunkard
Avant-Avant
Beat Surrender
Bowlegs
Cast The Dice
Cokemachineglow
Cougar Microbes
Cruel Rhythm
Dance Yrself Clean
Disco Naivete
Dots And Dashes
Drunken Werewolf
Echoes And Dust
Electric Zoo
Faded Glamour
Flux

FuzzBook
GoldFlakePaint
Gorilla Vs Bear
Harder Blogger Faster
Hey Man, Check My Band
Human Drizzle
I Guess I'm Floating
Inthejunkyardmusic
Ja Ja Ja
Just Music That I Like
La Blogotheque
Loft And Lost
Music Broke My Bones
Music Liberation
No Fear Of Pop
No Pain In Pop
Not Many Experts
One For The People
Phuturelabs

Pigeons And Planes
Radio Clubfoot
Real Horrorshow Tunes
Scientists Of Sound
Seal On Psychedelics
Sexbeat
Song By Toad
Soul Culture
Stamp The Wax
The Blue Walrus
The Devil Has The Best Tuna
The Mahogany Blog
The Pop Cop
The Sound Of Confusion
The Wild Honey Pie
This Must be Pop
You'll Soon Know
...
...

Blogs come and go, but these are all active as of November 2015

THE ONLINE MUSIC PRESS

- A plethora of online-only music media have launched in the last fifteen years, some survive, many don't.
- Add to that the music blogging community, some of which are as influential, some of which will become tomorrow's online media.
- It's harder to accurately assess reach and impact of online media.
- But many influence other media and the wider music industry.

THE MUSIC PRESS HIERARCHY

- For new talent there is a hierarchy of media to approach.
- Begin with blogs, websites and music magazines with a new talent remit or a new artist section.
- With the music press, you would usually target in this order:
 - New artist column
 - Reviews section
 - News section (online)
 - Features
- News and lifestyle media will usually look for music press coverage first.
- Some possible exceptions: eg Vice, Guardian, Dazed, The List, The Skinny.

MUSIC RADIO

- UK radio is dominated by music stations.
- But most stations have easy-pop/MOR music policies with a few specialist shows covering other genres on some stations.
- Though online-only stations may have more alternative programming.
- Most music output on AM/FM stations is programmed by a head of music - and playlists are often compiled centrally for networks.
- Some stations give presenters 'free-plays'.
- Some online radio and specialist shows are totally programmed by DJ/producer.
- Radio is an important revenue stream as well as promotional platform for the music industry - royalties are paid via PPL and PRS.

MUSIC TELEVISION

- There are a plethora of music channels available on Sky and Virgin.
- Including the MTV, Box and Chart Show TV channels.
- These are programmed by a head of music in a similar way to daytime radio.
- There are limited opportunities to play music on more mainstream channels.
- Biggest shows = the music talent shows, eg 'X-Factor'.
- Though more interview/guest slots available on the magazine programmes.
- Music TV online is mainly based around YouTube channels.
- Notable channels for music include: Vevo, sbtv, UKF, Balcony TV.

TRADITIONAL MUSIC MARKETING

- Big artist marketing campaigns are usually driven by the record label and therefore based around album releases.
- Campaigns usually focused on (approx) 12 weeks before and few weeks after album release, with album itself the key 'story'.
- Record labels split promotional activity into:
 - Press: National, regional, college, online - PR/PRESS DEPT
 - Radio/TV: National, regional, college - PROMOTIONS/PLUGGING DEPT
 - Other: Advertising, posters, mailing lists, events - MARKETING DEPT
 - Social media may be handled by press or a separate team
 - External PR agencies may also be employed.

HOW MUSIC MARKETING IS CHANGING

- What's the message?
 - In the streaming domain the aim is repeat listening rather than initial sales.
 - Therefore should initial message be: “playlist me” rather than “buy/download”.
 - Do we need to reinforce the message with secondary campaigns down the line?
- Who are our targets?
 - Who controls the playlists on streaming platforms?
 - Labels increasingly creating and pitching to playlists.

PRESS RELEASES: TOP TIPS

1. Get to the point, fast. What's the story here? Think: what, when, where, who, why, how.
2. Adopt a neutral style.
3. Always include a named quote from the artist and/or label.
4. Present lists as a list (not a table, avoid tabs if possible).
5. Push anything but the core information into 'notes for editors'.
6. Always include a photo (or maybe a link to one).
7. Keep layout simple and image-lite.
8. Think about what format you'll provide it in - NOT PDF!
9. Always include a date, and make any embargo very clear.
10. Make sure contact information is correct.

PRESS RELEASES: PHOTOS

- Always send a photo - either attach to the email (if less than 1MB) or provide a link.
- For print (and increasingly digital) media, photos need to be 300dpi and at least the size they will appear on the page (JPEG best format).
- If possible provide a landscape, portrait and square photo, so whatever the gap on the page or web page, your photo fits.
- If possible provide details of who is in the photo - ie which band member is which, left to right.
- Press photos should be made available on the artist, label and any PR agency website, in an unpassworded clearly labeled press section.
- Also put photos in 'press shots' folder on Facebook profile.
- Remember, photos also important for social media activity.



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