

URBAN
DEVELOPMENT

X

CMU:DIY

RE:CAP

CMUdiy.com

THE MUSIC INDUSTRY HELPS ARTISTS UNLOCK THEIR REVENUE STREAMS

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

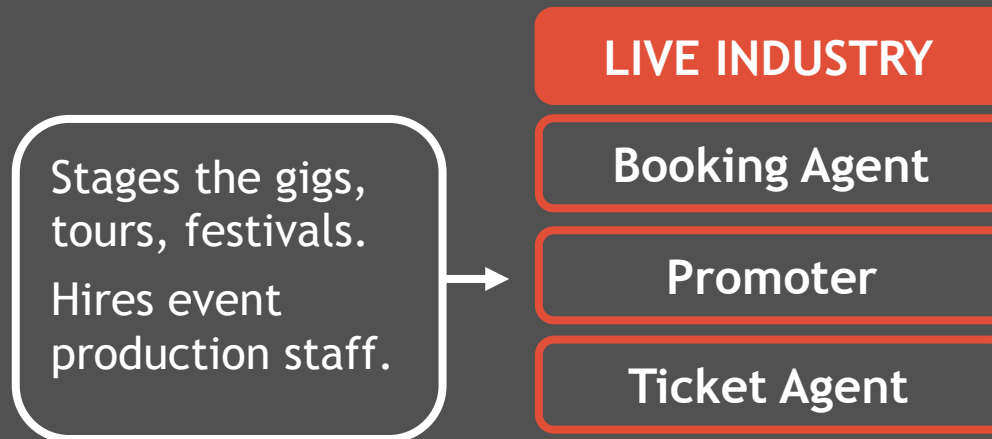
Brand Agency

LIVE:INDUSTRY

CMUdiy.com

THE LIVE INDUSTRY

THE MUSIC INDUSTRY



THE LIVE INDUSTRY

THE MUSIC INDUSTRY

LIVE INDUSTRY

Booking Agent

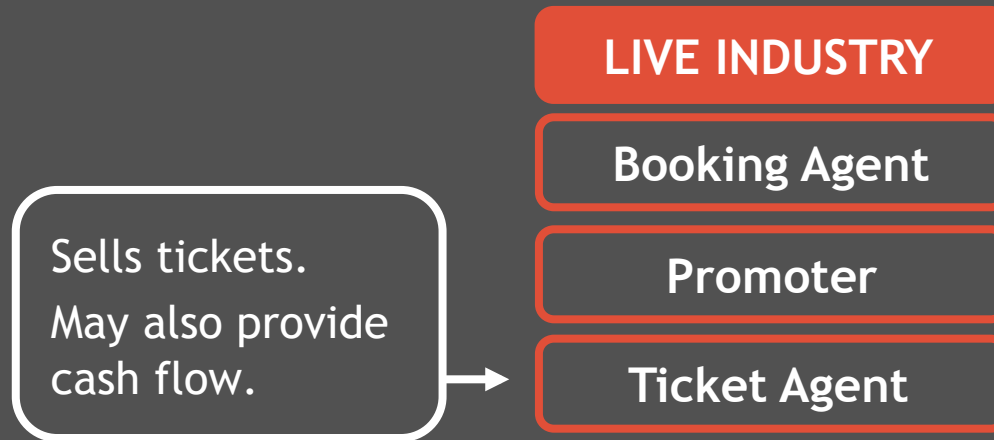
Promoter

Ticket Agent

Sits between
artists and
promoter.
Negotiates deals.

THE LIVE INDUSTRY

THE MUSIC INDUSTRY



MAKING MONEY FROM LIVE

- Monetisation of live performance easier to understand.
- Though 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

MAKING MONEY FROM LIVE

- An artist's live career goes through various stages...
- It only becomes profitable for the artist around theatre level.
- At grass roots the main income actually comes from copyright (ie PRS).

Self-promoted gigs, pay-to-play gigs

Gig & club-nights, festival new band stages

Pub/club venue touring, festival stages

Theatre venue touring, festival main stages

Arena touring, festival headline slots

Stadium touring

SO AT THE OUTSET LIVE IS ALL ABOUT MARKETING...

BUILD FANBASE

gigging, social, media & marketing, content

UNDERSTAND FANBASE

social, analytics, interact, pre-orders

SELL

downloads, tickets, merch, subscription services, VIP

BUILDING:FANBASE

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BUILDING FANBASE

BUILD FANBASE

gigging, social, media & marketing, content

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BUILDING FANBASE: AT THE OUTSET

BUILD FANBASE

gigging, social, media & marketing, content

GIGS &
LIVE

SOCIAL &
ONLINE

GETTING STARTED

BUILDING FANBASE: THE BIG LAUNCH CAMPAIGN

BUILD FANBASE

gigging, social, media & marketing, content

THE BIG LAUNCH ALBUM CAMPAIGN

GIGS &
LIVE

SOCIAL &
ONLINE

MUSIC
PRESS

RADIO
& TV

ADS &
OTHER

BUILDING FANBASE: POST-LAUNCH

BUILD FANBASE

gigging, social, media & marketing, content

GIGS &
LIVE

SOCIAL &
ONLINE

THE CONSTANT

GOING:LIVE

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GOING LIVE

- Once you've cracked the songs, it's all about building fanbase.
- Once you start building a fanbase, the industry may get interested.
- But how do you build a fanbase?
- The best tool for building fanbase is gigging.
- But how do you get a gig?
- You're probably going to have to organise it yourself.

GOING LIVE: QUESTIONS TO ASK

- One-off gig - or regular night?
- What venue can you use? Can you get it for free?
- What is the show going to consist of?
- Do you need to reinvent the music?
- Set? Visuals? Choreography? What's the budget?
- Are you selling tickets? Where? How much for?
- Boring stuff: budget, security, licences, insurance.

GOING LIVE: GETTING AN AUDIENCE

- Making sure your friends show up!
- Who else?
- Collaborating with other artists to expand reach.
- Social media - content, advertising, streaming, offers.
- Take your fans with you - email list, talk about social, free tracks.
- Also trying to influence industry.

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