

*Pearce*  
*Music*  
*Services*

# Music Business

Lesson Examples

# Lesson Overview

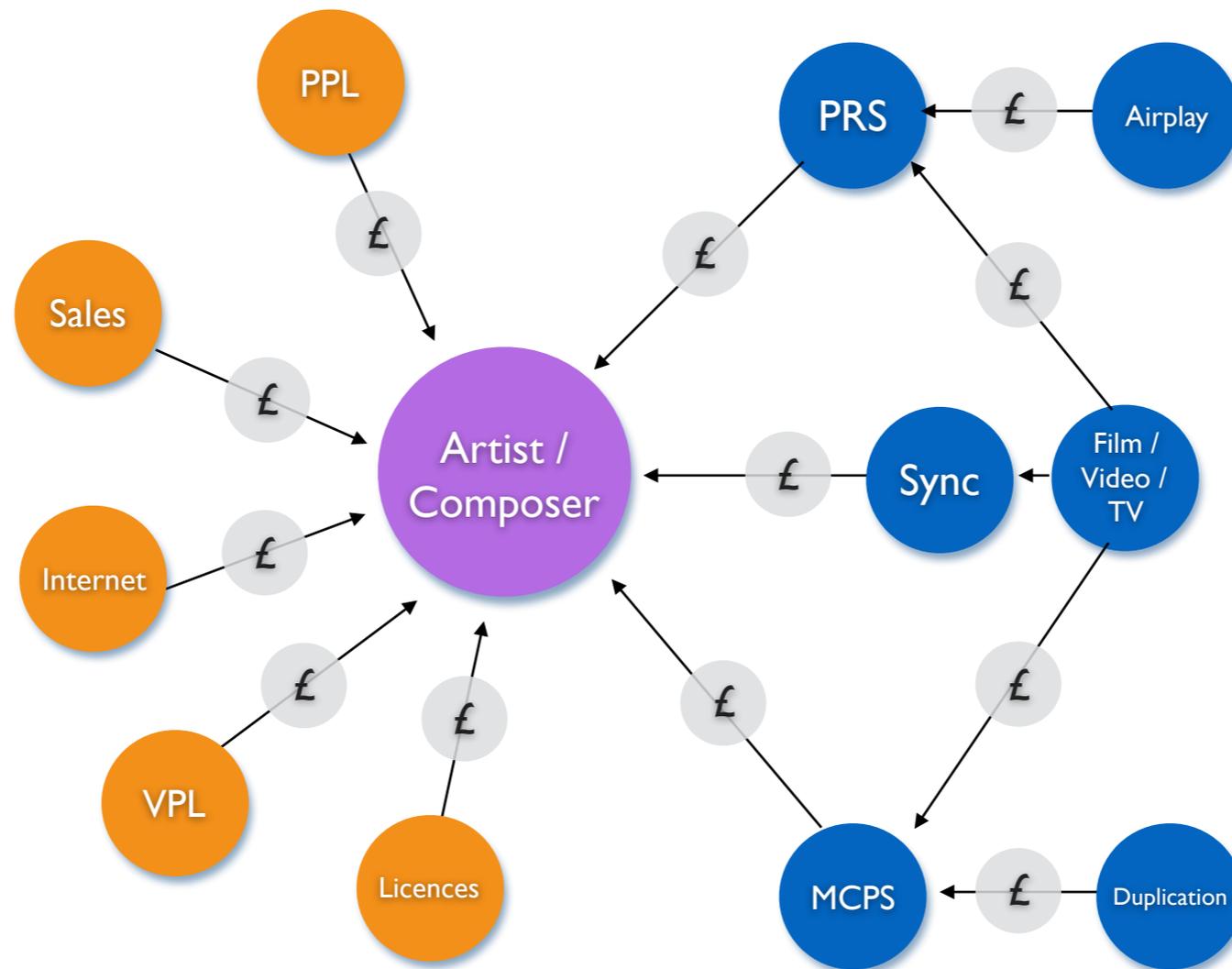
Lesson 1	Where's the money?	An overview of how revenue is generated, who by and from where.
Lesson 2	Music Rights	What are music rights and, more importantly, what <u>your</u> rights are.
Lesson 3	Copyright Societies	If you compose music, this is the lesson for you!
Lesson 4	Music Publishing	How music publishing works and how you earn money.
Lesson 5	Royalties and Revenue	A more detailed look at the flow of money and who it flows to!
Lesson 6	Distribution	How to get your music out there.
Lesson 7	Licensing	How to work with other companies to get your work further "out there"
Lesson 8	Record Labels	How a label works and how a deal is set up.
Lesson 9	The value of your work	If you are going to do it yourself, know the value of the work you do.
Lesson 10	Doing it yourself	Everything you need to know to protect your rights and generate income.

The following pages are examples from each lesson.....

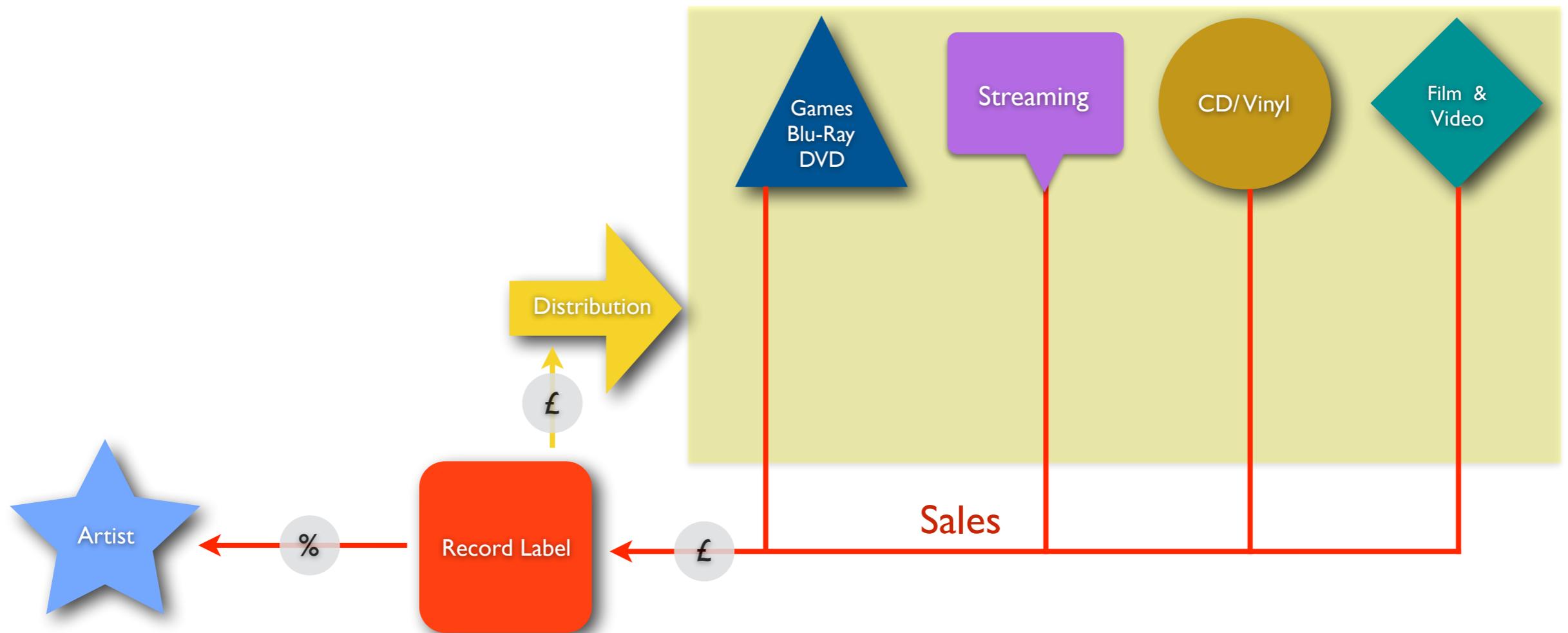
# Overview (Lesson 1)

## The Money-Go-Round

Why not do it yourself?



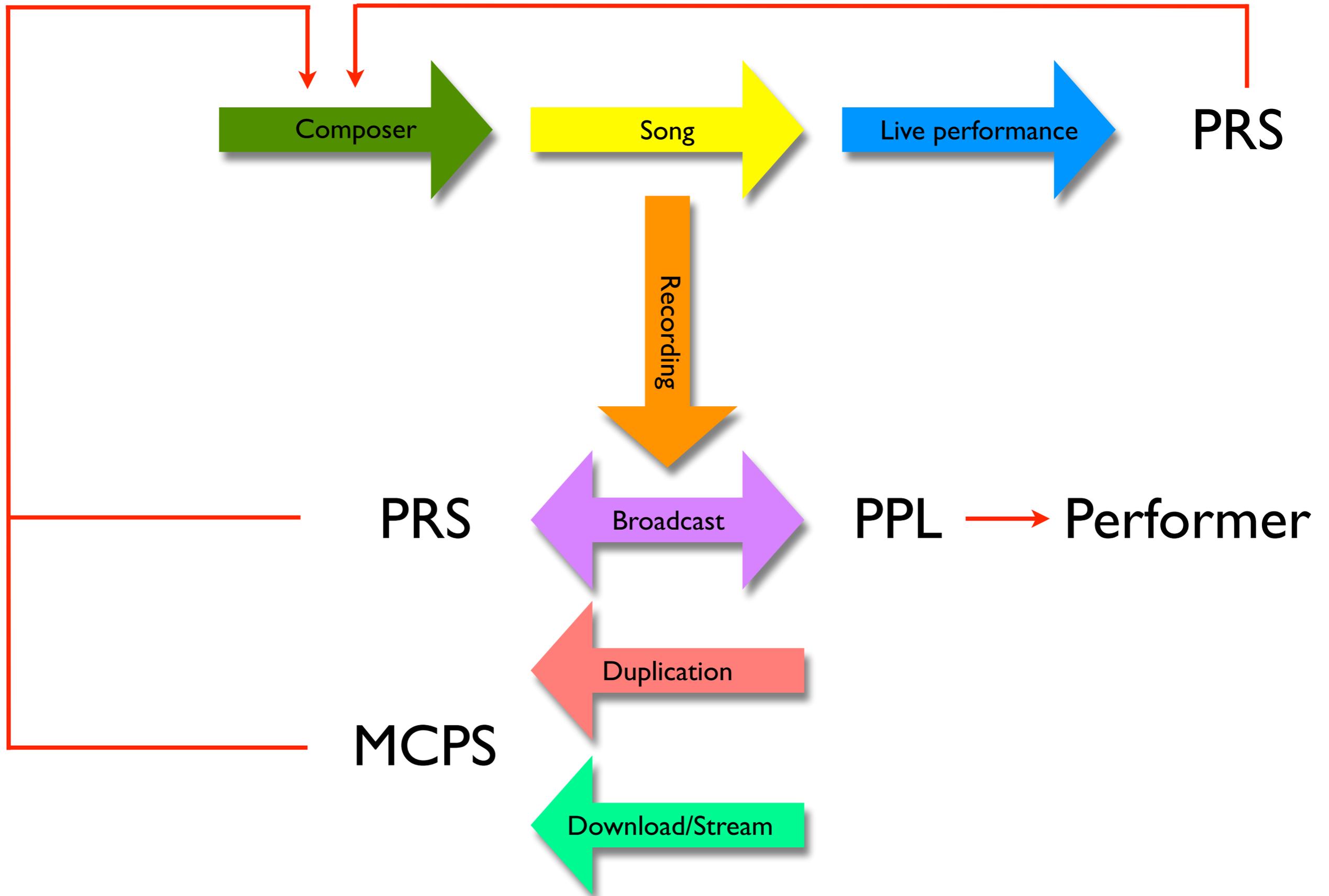
# Know Your Rights (Lesson 2)



Artist income : On average around +/- 15% on physical - up to 50% on digital

Without the label, this would be 100% of everything, right? Well, not really as there are still costs involved in distribution, promotion, marketing and supporting media creation (video, etc.) which the artist as a company would now have to not only pay for himself, but also know what, where and how to do the work.

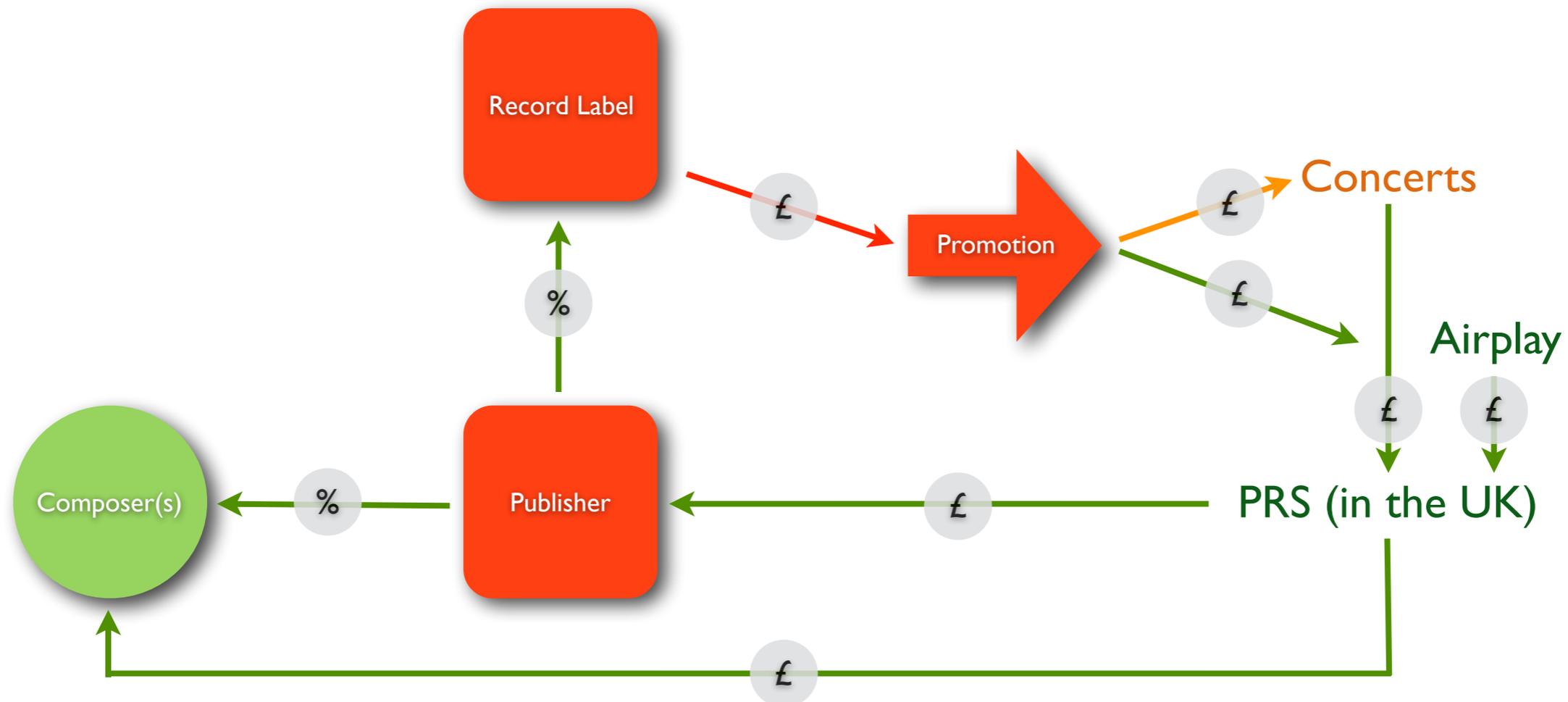
# Intellectual Property (Lesson 3)



# Publishing (Lesson 4)

The record label also pays for the costs involved in the promotion (plugging) of the recorded works. We all know that promotion = sales, right? Well, promotion also = airplay! and as we have seen in the last few pages, airplay can generate far more revenue than sales.

Remember : Record labels spend money - publishers earn it back again!



# Digital Royalties (Lesson 5)

## Interactive and Non-Interactive Services

### Interactive Services

These services allow the end user to choose the music they wish to listen to right down to a specific track - in other words, the end user can make any choice he or she wishes and fully interact with the service.



beats**MUSIC**.



Whether or not a Mechanical royalty, Performing royalty or a combination of both is still a subject for discussion!

# Digital Release (Lesson 6)

Into the public domain....?

Some words of warning...

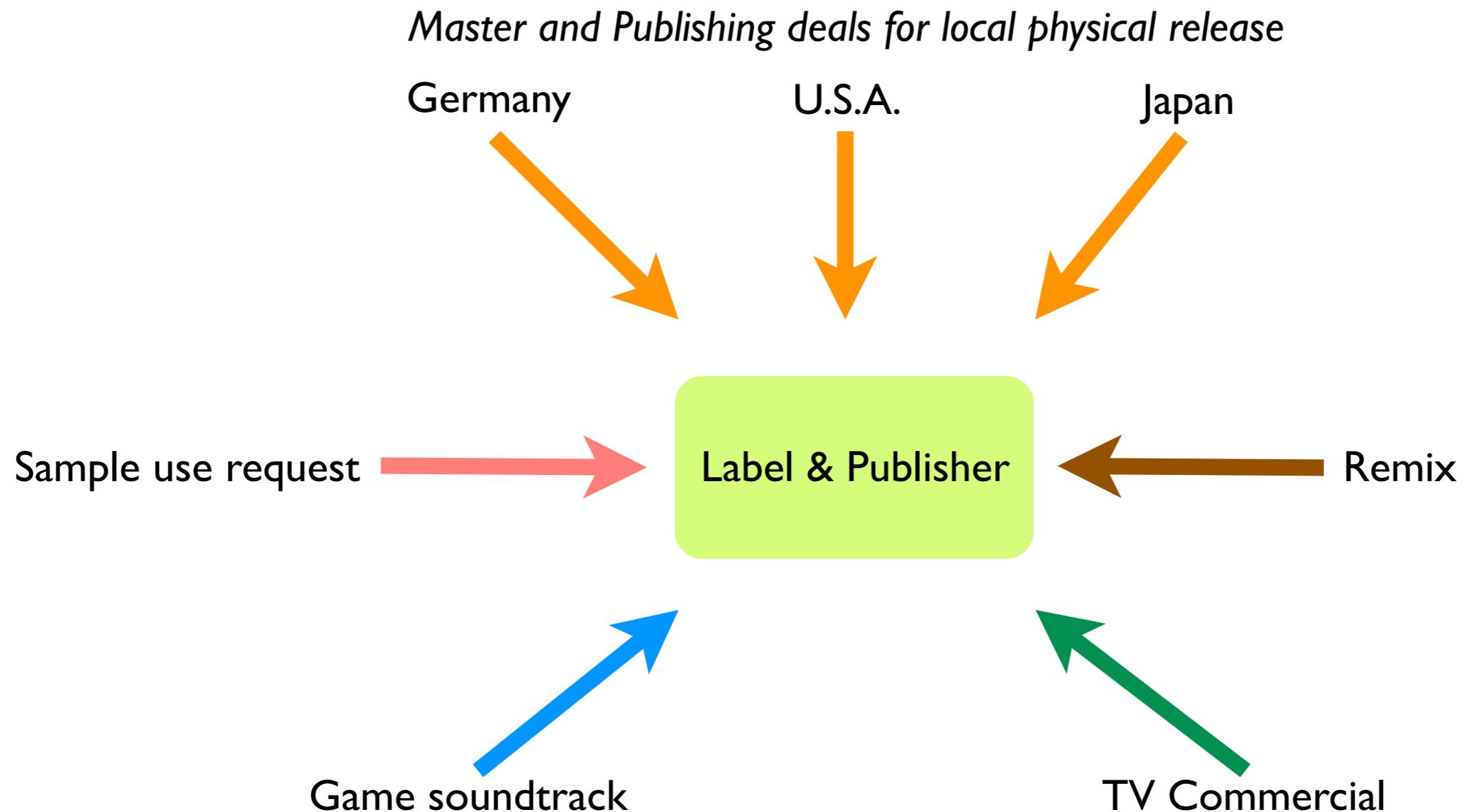


Sharing your music is a good way of promoting yourself but if you have not registered your works with a copyright society you have no legal protection under copyright law.

Many copyright societies will not accept a track for registration if it has been made available online via a CC license or simply put out in the public domain via FaceBook or any other social media.

Why not? Well, look at it from their point of view - they have a legal mandate under law to provide protection for copyrighted works and they can only do that if they can track and trace a works usage and have such uses reported to them.

# Music Licensing (Lesson 7)



**Don't forget : Master and Publishing deals are track based.**  
Master and Publishing deals for albums would mean individual deals for each track on the album.

# Record Labels (Lesson 8)

## What is a record label?

A label is a collection of related services dedicated to the promotion, marketing and sales of the artists and his/her recordings that it represents.

Labels rely on an international network of companies, often, but not always, subsidiaries of the parent company, who handle each artist for each individual territory.



WARNER MUSIC



MOTOWN

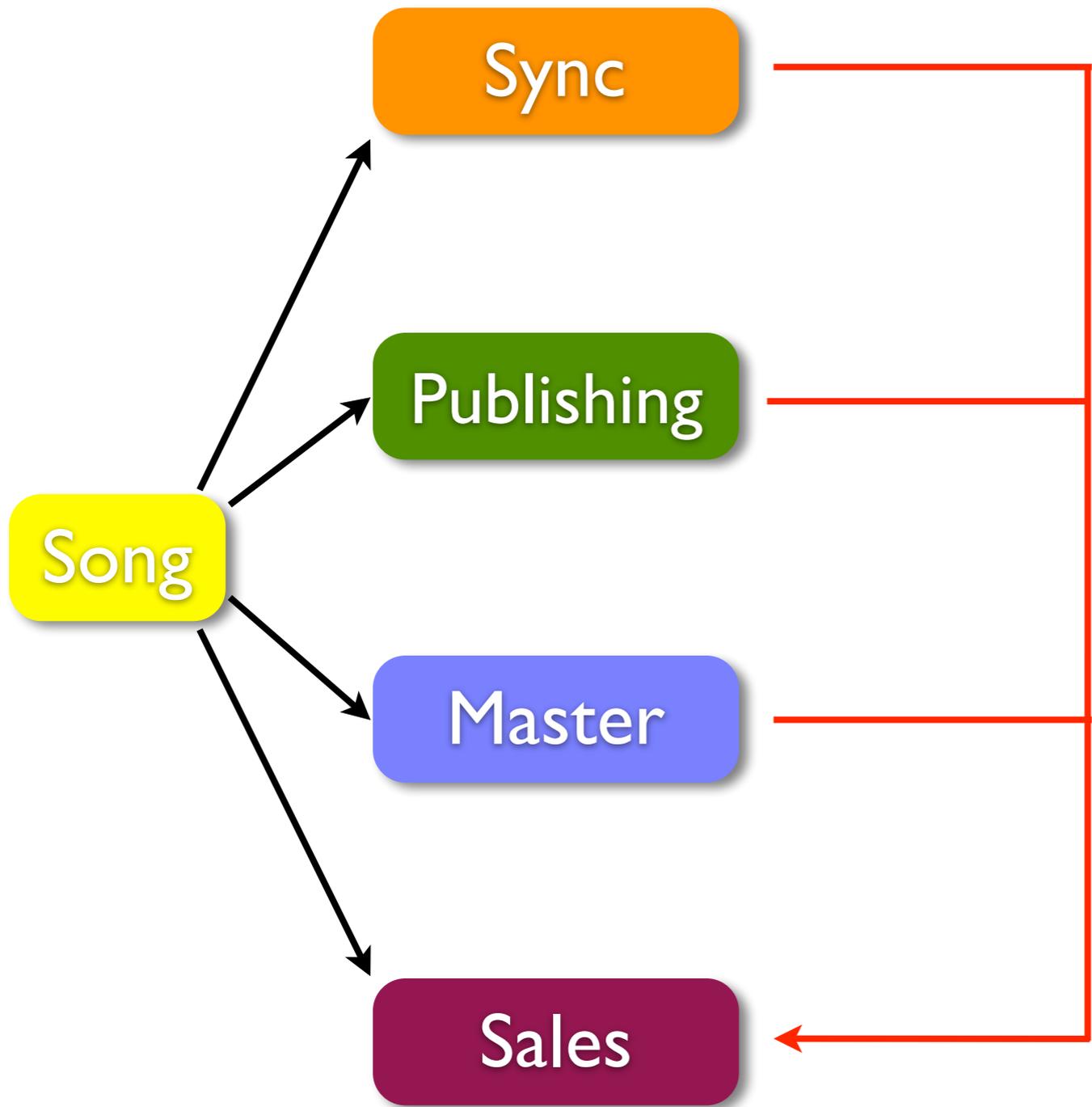


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A label is simply an advertising agency that owns the product it is promoting!

# Valuing your work (Lesson 9)



If all of the other areas have done their jobs properly and, if you have your promotion and marketing set up correctly, then end result should be.....Sales!

Strong sales figures will drive up Master values.

Strong sales figures increase awareness and therefore make Publishing more viable in other areas such as Film and TV.

Higher Master values and increased awareness will also make Sync more possible.

# Doing it yourself (Lesson 10)

## Promotion

### Using Spotify

Streaming is the most high profile way to get your music noticed these days and Spotify has a number of assets that you will need to look into - most important of all is Playlisting...

- ✓ Once your music is listed on Spotify, check your artist profile and look for the blue tick  this indicates that you have 250 or more followers - you'll need at least that many.
- ✓ Don't have 250 followers? Then you are not a verified Spotify artist. Try embedding a Spotify follow button on your website and/or integrate a Spotify play button. Details on how to do this are available on Spotify itself.
- ✓ Try creating a 'call to action' mailing to your fans and encourage them to follow you or use a Facebook button or Twitter..... you get the picture.
- ✓ Once you are verified you can access some of the more useful features of Spotify - accessing fan insight data, for example and sharing playlists.

Spotify users in the U.K. market exceeded 9.1 million and now has more listeners than BBC Radio 1 whose 9.1 million market share is falling

Interested?

You can sign up for the complete course at the discounted price of £250.00 for all 10 lessons

Or you can simply book the lessons that you want to follow - £29.99 per lesson

*<http://pearcemusicservices.com/online-lessons.html>*