Business Of Music Workshop

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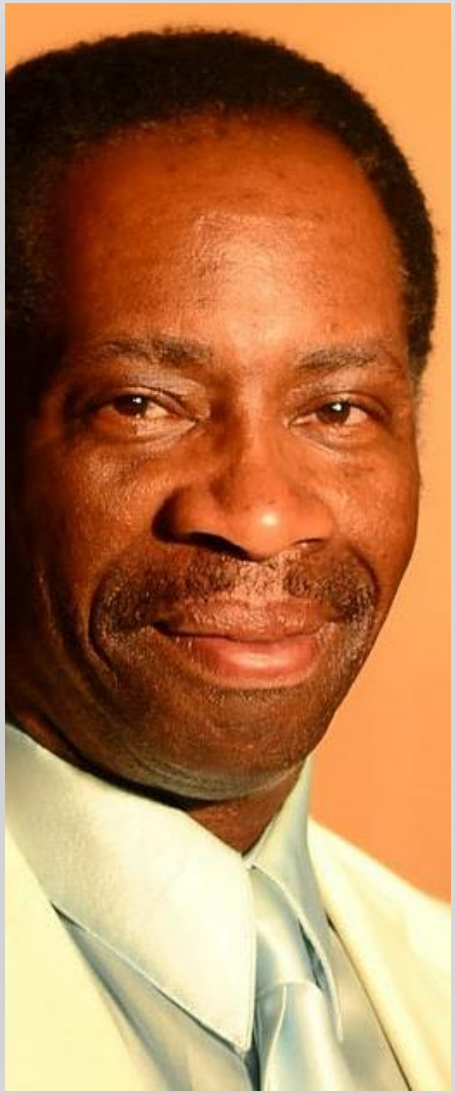
Nov 5, 2026

Topics we'll cover

1. Introductions
2. It's Your Business
3. Copyrighting - Who Owns What? Getting Legal, AI?
4. Publishing & Licensing
5. Music Distribution
6. Touring - Marketing and Promotions
7. Where the $$$ comes from
8. MLC / Streaming
9. Trends 2025 – 2026
10. Let us hear it (listening/feedback) session
11. Questions & Open Dialogue
12. Closing Comments

Three2Go MUSIC ALLIANCE



Three2Go MUSIC ALLIANCE

What We Do…

- *Business of Music Workshop*
- Music Is A Vibe Workshop
- Music Publishing
- Sound Recording
- Voice Acting
- Sound Reinforcement Live & Commercial
- Pre-Production Consulting /Evaluation
- Event & Development Consulting
- Radio Commercials
- Event Management
- Career Coaching
- Venue Assessment
- Artist Development
- Live Music Entertainment
- Talent Evaluation
- Music Production
- Event & Concert Promotion
- Soundtrack Creation
- Venue Promotion
- Studio Musicians
- Song Writing
- Sound Engineering (Live Performances)
- Social Media Campaigns

Service Pricing - *tailored based on specific request*

It's Your Business











Music Copyrights & Ownership

http://www.copyright.gov



Who Owns What ?

In the case of songs, you may hear on a top-40 radio play-list, there may be several different parties involved with the song:

- The **label**
- The **publisher**
- The **producer**
- The **Writer**
- The **Composer**
- The **Musicians**
- The **Arranger**

Who Owns What ?

The **label** owns the actual sound recording -- the performance of the song as recorded in the label's studio.

The **publisher** works on behalf of the song's **composer** (the person who arranged the music) and **songwriter** (the person who wrote the lyrics). The composer and songwriter probably own the actual copyrights for the song, and the publisher represents them in all business dealings.

If you want to use a song for any reason, you must somehow obtain rights at least from the publisher, and possibly from the label as well (if you are planning to use a specific performance). Here are just a few examples of when you need to obtain rights:

- You own a radio station and you want to play a song on your station.
- You own a restaurant and you want to play songs as background music.
- You are making a commercial and you want to use a song in the commercial.
- You are making a toy and you want it to play a song when a child pushes a button.
- You are making a video production and you want a song as background music.

Perhaps half a billion dollars trade hands every year through licensing fees.

AI & Copyrights

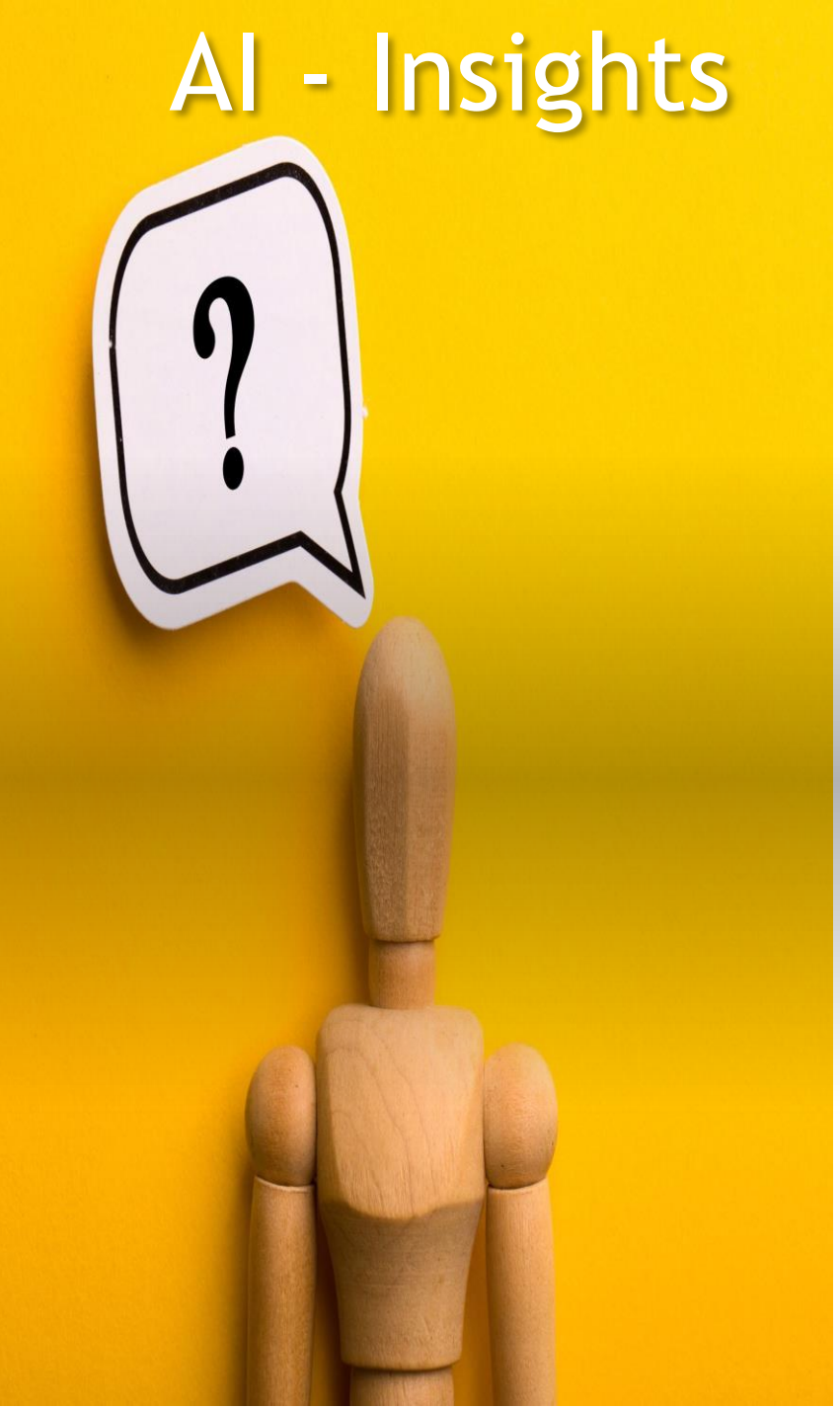
Who Owns AI Generated Music?

Several factors determine who owns AI-generated music, including the creator of the music and the training process of the AI.

The U.S. Copyright Office has said that music made only by AI, without any human help, might not be protected by copyright. This highlights the importance of human involvement; by working with AI-generated music, you can improve your artistic expression and strengthen your legal rights to your creations.

In short, while AI can quickly create music, the human element is essential for ownership and artistic quality in AI-generated music.

AI - Insights



https://www.facebook.com/share/r/19fsQFJLQN/
https://www.facebook.com/share/v/1Bo3jgqEMm/
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https://www.facebook.com/share/v/1JffVYhBPr/

Musician grants & good sites

https://www.facebook.com/share/r/19RAUzpwcq/
https://www.facebook.com/share/r/1Eirqq7f8d/
https://www.facebook.com/share/r/19UsP6Jf42/


Publishing & Licensing


Performance Rights
Organizations

The United States Copyright Law has historically identified 3 Performing Rights Organizations (PROs): SESAC, ASCAP and BMI by name in Section 101 of the Copyright Law. A Performing Rights Organization represents a group of members or affiliates; songwriters, composers and music publishers. May 5, 2022







Distribution – Marketing - Promotion



Where the $$$ Comes From



Where the $$$ Comes From

Copyright Ownership | Publishing | Sync Licensing | Live Performance

Subscription Services

PANDORA
Sirius XM
Music Choice
Spotify
Apple Music
YouTube
Amazon Music
Etc …

Live Performances
Touring
Online Sales
Direct Sales
Distributors
Other Merchandise
Sponsors

Performance Rights Organization (PRO)
BMI
ASCAP
SESAC
& Other Performing Rights Organizations
Live performances by others
Radio Stations
Clubs & Venues

Audio Home Recording Act (Private Copy)

Data Storage media (Blank CD's, USB)
Digital Audio Devices (not connected to a computer)

Performers

Non-featured Sound Recording
Audio Symphonics featured
Audiovisual Featured & non-featured

Foreign Royalties

Audiovisual
Royalties from
Foreign Collectives
& Performing Rights
Organization (PRO)

AFM & SAG-AFTRA Fund

Sync Licensing
Other Licensing

Sound Exchange

MLC

Music Modernization Act

MLC - Mechanical License Collective

Mission: The MLC will strive to ensure songwriters, composers, lyricists, and music publishers receive their mechanical royalties from streaming and download services in the U.S. accurately and on time.
https://www.themlc.com/

MEDIABASE replaced BDS - Luminate
https://www2.mediabase.com/mbapp/Account/Login

CHART MASTERS - Published weekly in Pollstar, Mediabase charts enjoy widespread usage on nearly all radio countdown shows and numerous consumer sites in pop culture. These charts cover an extensive range of formats, including Top40, Rhythmic, Mainstream Rock, Active Rock, Modern Rock, Triple A, Country, Oldies, AC, Hot AC, Urban, Urban AC, Smooth AC, Christian, Gospel, and Latin.

SoundScan, now operating as Luminate (formerly known as Nielsen SoundScan), is the industry standard for tracking music sales and streaming data in the US and Canada to determine Billboard charts rankings. It collects sales data from eligibility. Retailers and streaming numbers from various platforms and requires artists to register their Universal Product Codes (UPCs) and International Standard Recording Codes (ISRCs) to ensure their sales are counted for chart

SOUNDEXCHANGE The only organization designated by the U.S. government to administer the Section 114 sound recording license, SoundExchange collects and distributes digital performance royalties on behalf of 700,000 creators and growing.

SoundExchange sits at the center of the business of music, providing products and services to its 700,000+ global community of artists, labels, and publishers, enabling digital service providers to meet their obligations and advocating for creators to get paid fairly for their work.
As the premier music tech organization on a mission to power the future of music, SoundExchange was independently formed in 2003 to build a fairer, simpler, and more efficient music industry through technology, data, and advocacy. Through proprietary music tech solutions that turn data into accurate revenue, SoundExchange has paid more
than $11 billion in distributions to date.

The Music Modernization Act - *Updates the music licensing landscape to better facilitate legal licensing of music by digital services. It also provides certain protections (and exceptions to those protections) to pre-1972 sound recordings and addresses distribution of producer royalties. Visit Music Modernization: FAQ - U.S. Copyright Office*

The Music Modernization Act benefits artists, music producers , songwriters, musicians, engineers, and music business. Some highlights of the bill:

- Update licensing and royalty rules for digital music providers.
- Improve the way digital music providers pay royalties to rights holders for the streaming and distribution of musical works.
- Create a new Mechanical Licensing Collective (MLC). This group collects and distribute royalties on behalf of songwriters and publishers.
- Establish a public mechanical licensing database that will identify songs and match them to songwriters or publishers.
- Create a new blanket license for digital streaming services that covers the use of all music in the database.
- Give copyright protection to music producers and engineers for the first time in history.
- Close the “pre-1972 loophole” and require digital music providers to pay legacy artists the compensation they deserve.
- Provide a consistent legal process to help rights holders collect unclaimed royalties. It also implements a new “wheel” approach for resolving rate setting disputes.
- Establish a new rate standard that will require all digital platforms to pay fair market value for mechanical licenses.
- Give fans more access to music across digital music services due to fewer restrictions and better music data sharing.

RIAA info

2024 Mid-Year Music Industry Revenue Report
News | August 29, 2024 | Press Statements

Recorded music revenues grew by 4% to $8.7 billion in estimated retail value and streaming subscriptions were up 3% to 99 million over the first half of 2024 – both record highs as streaming continues to post strong growth entering its third decade in the US.

2024 | Sales & Revenue

2023 Year-End Music Industry Revenue Report | RIAA
Recorded music revenues in the U.S. in 2023 continued strong growth for the eighth consecutive year. Total revenues grew 8% to a record high $17.1 billion at estimated retail value. Streaming continued to be the biggest driver of growth with record levels of engagement in paid subscriptions, continued growth in ad-supported revenues, and growing contributions from new platforms and services. At wholesale value revenues grew 7% to a record high of $11 billion

Snoop Dogg On Streaming



Streaming Payouts





Streaming platform	Average payout per stream	# of streams to make €10
Qobuz	€0.016	625
Apple Music	€0.01	1 000
Deezer	€0.0054	1 852
Amazon	€0.0034	2 941
Spotify	€0.0033	3 030
Tidal	€0.034	294
YouTube Music	€0.0024	4 167
Amazon Prime	€0.00068	14 706
Tencent QQ	€0.00036	27 778
TikTok	€0.000009	1 111 111

STREAMING REVENUE

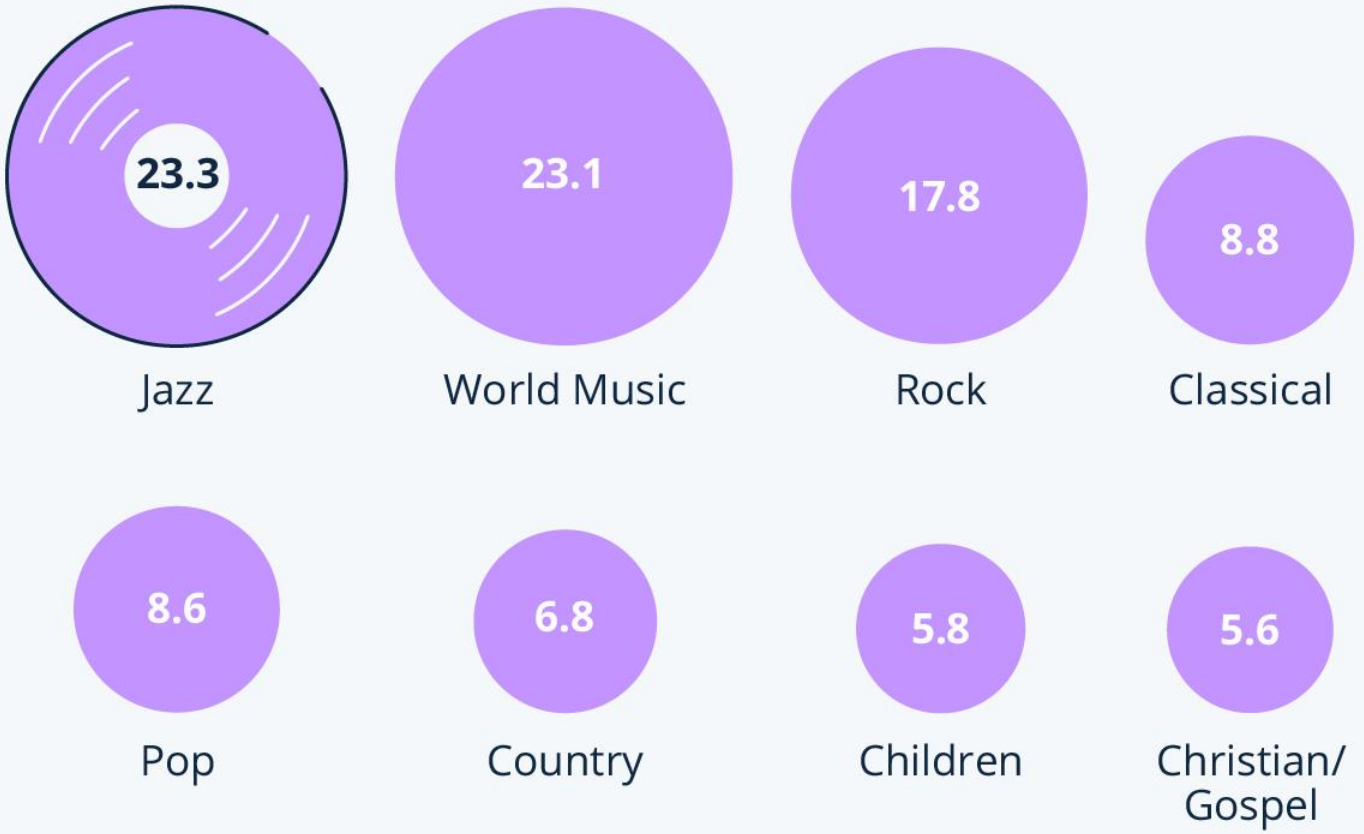
Starting in January 2024, Spotify started paying artists once they reach 1,000 streams in the last 12 months. In other words, artist earns about $3,000 to $4,000 in royalties for one million streams

Streaming continues to drive the business, making up 84% of total revenues and now totaling $14.4 billion – hitting an all-time high of 96.8 million paid subscriptions to on-demand services.

Physical product (vinyl, CDs, cassettes) accounted for 11%; digital downloads for 3% and synch for 2%.Mar 26, 2024

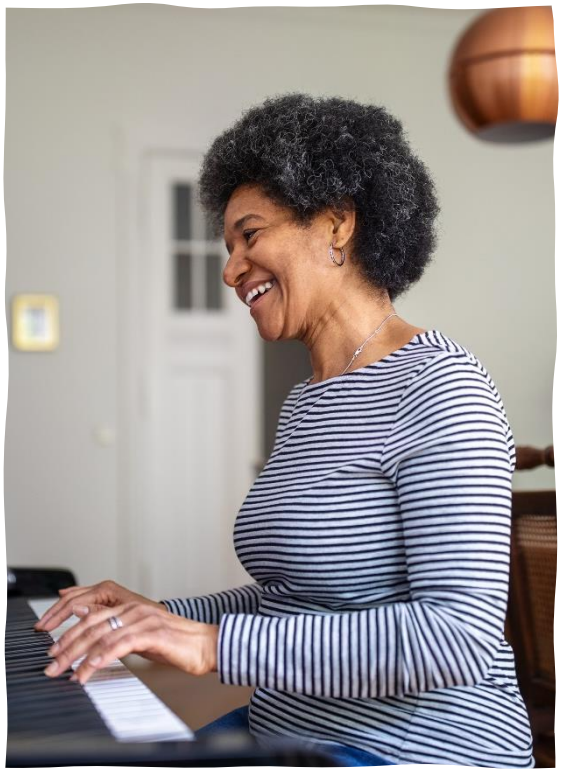
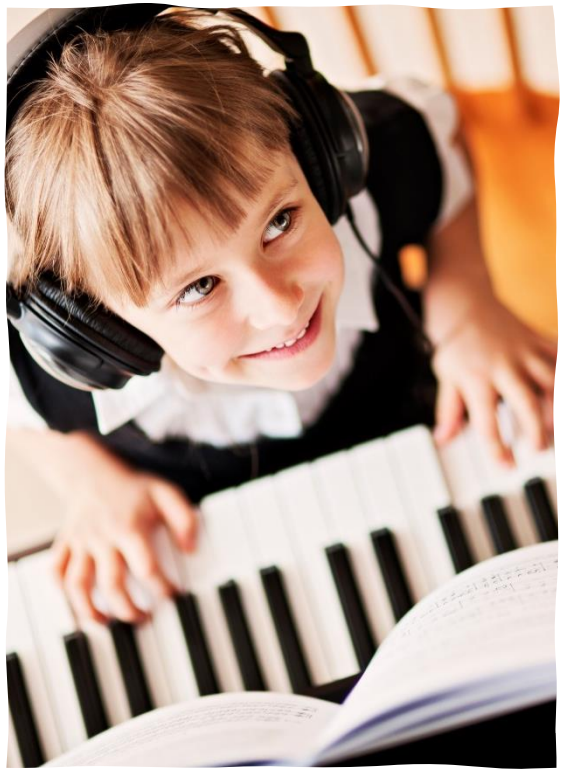
Jazzheads Like It Physical

Genres with the highest share of physical album consumption out of total music consumption in the U.S. in 2023 (in %)



Source: Luminate

statista

Listening / Feedback Session

SOURCE - BOBBY OWSINSKI (2017)

1. **Beyonce – $62.1 million.** Most of this ($54 mil) came from touring with $4.3 from sales and $1.9 from streaming.

2. **Guns n Roses – $42.3 million.** Once again, most of the revenue ($40.4 million) came from touring with just $620k from streaming.

3. **Bruce Springsteen – $42.2 million.** Bruce earned about $40 mil on the road and just $167.5k from streaming (We're experiencing a trend here).

4. **Drake – $37.3 million.** Now we see the differences between a new generation of artists and the old. Drake made *$18.1 million from streaming* and a little under $14 mil from touring.

5. **Adele – $37 million.** $28 million from touring and a respectable $1.2 million from streaming. She also did pretty well on the sales front at $4.9 million.

6. **Coldplay – $32.3 million.** Most of the band's revenue again comes from touring at $26 million and $2.7 million from streaming.

7. **Justin Bieber – $30.5 million.** $25.6 million touring and $1.9 million from streaming (I thought this would be a lot.

NOTE: The above list has been abbreviated for inclusion in this presentation

*Other artists that made a lot from streaming include **Rhianna** at $7.6 million and **Twenty-One Pilots** at $6.1 million, but many of the top 50 artists didn't even crack $100k (most are legacy artists).*

Read more: https://music3point0.com/2017/07/23/top-10-money-makers/#ixzz64XrVgGy9

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Highest Grossing tours in 2024 (Source: Deadline)

10. Madonna: The Celebration Tour $178.8 Million

09. Metallica: M72 Tour $179.4 Million

08. Zach Bryan: Quittin’ Time Tour $199.1 Million

07. Bad Bunny: Most Wanted Tour $210.9 million

06. The Rolling Stones: Hackney Diamonds $235million

05. Bruce Springsteen & the E Street Band $251.3 Million

04. Luis Miguel Tour $ 261.5 million

03. P!nk: Summer Carnival Tour $367.3 million

02. Coldplay: Music of the Spheres Tour $421.7 million

01. Taylor Swift: The Eras Tour $1.043 Billion

TOP 10 HIGHEST-PAID MUSIC ARTISTS - 2025

1	The Weeknd	~$298M
2	Taylor Swift	~$202M
3	Beyoncé	~$100M+
4	Kendrick Lamar	~$109M
5	Coldplay	~$105M
6	Shakira	~$105M
9	Chris Brown	~$78M
9	SZA	~$34M
10	Morgan Wallen	~$33M

Source: Forbes - 2025 Estimates

Trends of 2027 -2028

The biggest music trends to watch – Source: Harley Burn

1. **Songs keep getting shorter -** In 2019, the average track length of the Top 40 was three minutes and seven seconds. This is largely a byproduct of streaming and discovery through playlists.
2. **Genres are becoming a thing of the past**
3. **The 80's are back in full effect -** The new year will fully embrace the 80's both sonically and aesthetically
4. **Physical sales are down but surging -** upload your songs to Spotify and Apple Music PRONTO.
5. **Technology is rapidly changing music promotion -** content creators thirst to connect with their fans on a personable level. That's where live streaming sites like Twitch and Mixer come to play.
6. **AI is drastically change the music industry**

Helpful YouTube & Online References

- Beats Per Minute
  https://www.facebook.com/share/r/16DoaeX3TR/
- College station
  https://www.facebook.com/share/r/1RRQbgn16S/
- Labels dropping Artists.
  https://www.facebook.com/share/r/1EkSTacjst/
- Royalties
  https://www.facebook.com/share/r/16SGBRhHXY/


MUSIC
IS A
VIBE
Music connects, inspires, and
creates unforgettable experiences.
Make your next event unforgettable with
the power of music!
Three 2 Go
MUSIC ALLIANCE

June 19, 2026

Questions ?



Three2Go Music Alliance

Music On The FrontLines
Van Taylor Productions Inc.

Closing Comments



Thank You

Erie County

Buffalo Music Hall Of Fame

http://www.three2gomusicalliance.com