

# Business Of Music Workshop

## The Basics

Sponsored By

Erie County

Buffalo Music Hall Of Fame

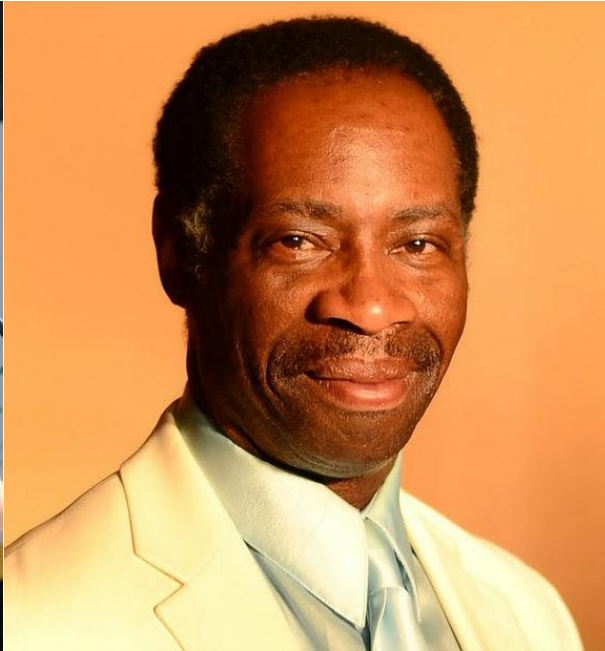


November 10, 2020

# Agenda

1. Introductions
2. Setting Up Your Business
3. Who Owns What?
4. Copyrighting
5. Publishing & Licensing
6. Music Distribution
7. Marketing and Promotions
8. Where the \$\$\$ comes from
9. Trends 2020 - 2021
10. Questions & Open Dialogue
11. Closing Comments

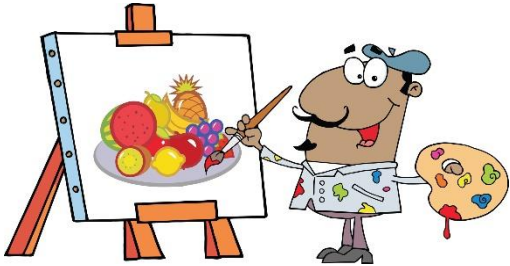
# Introduction - Our Background



# Introduction - Our Background



# *Setting Up Your Business*



# Who Owns What

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

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 have to 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.*

# *Music Copyrights & Ownership*

<http://www.copyright.gov>



# *Licensing Music*



With each of these American Idol contestants performing hits from famous recording artists, obtaining music rights must be a big concern for the folks at FOX.

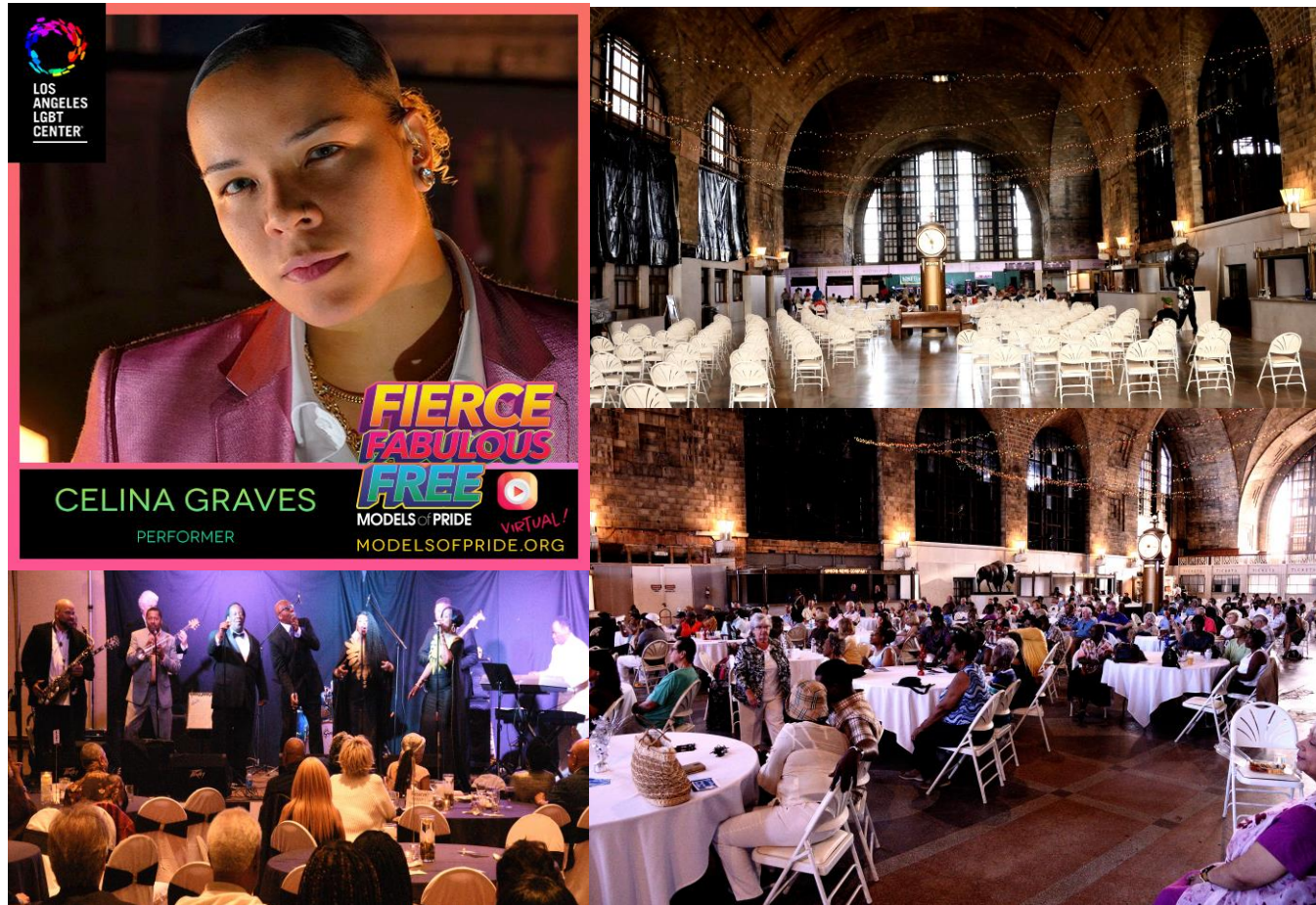


Image courtesy [FOX](#)  
The television hit  
"American Idol"  
features new singers  
performing songs  
made famous by other  
performers.

# *Distribution - Marketing - Promotion*



# Artist - Product - Event Promotion



**The Marketing Rule of 7** has been a maxim since the 1930s. It basically insinuates that a buyer needs to hear a product advertised at least 7 times to even consider purchasing said item. Implement this when releasing music! Songs are creative expressions yes, but they are also a product. Treat your release as such and share it on your platforms at least 7 times. Map out a schedule beforehand of 7+ different creative, fun ways to share your product with your community.

# C

# PRODUCTION

## ‘New Single’ CASTING CALL

Description:

Casting CELINA’s New Single,  
a song release from her  
upcoming album.

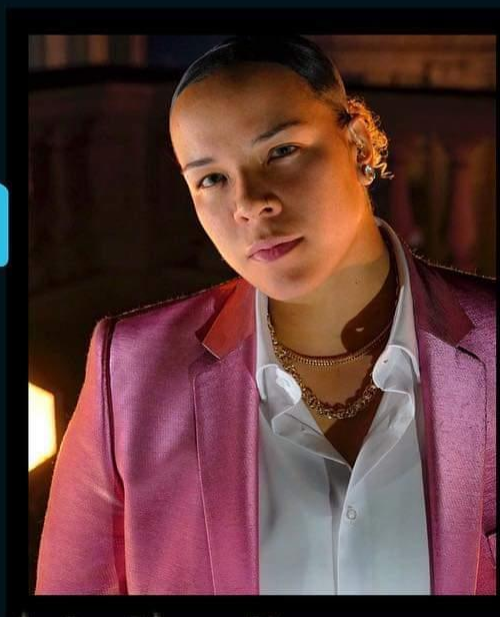
Model type:

one female and one male

Dates & Locations:

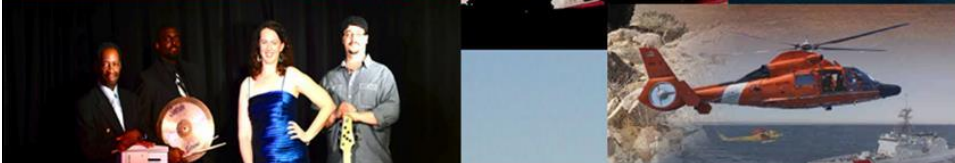
\*Rehearses and shoot in late fall/winter in San Diego, CA .

\* Seeking submissions from: Los Angeles, San Diego, CA.



# Music On The FrontLines

## Three 2 Go Music Alliance World Tours



Melissa Kate Project  
Sultry Cabaret  
Jazz and Blues

E - Life 7  
Jazz R&B Funk

Entertaining  
our Military  
Men, Women  
and their  
Families  
All Over The  
WORLD



Taylor Made International  
R&B Jazz Band

Honoring  
our  
Veterans



Van Taylor Productions Inc.



A promotional image for the album "E-LIFE 7 ft. Michael Pennick MIKED UP". It features a man in a suit and glasses playing a guitar. The background is black.

**E - LIFE 7**  
ft. Michael Pennick  
**MIKED UP**

**Available 3.24.17**

iTunes

GET IT ON  
Google Play

Listen On  
Spotify

**THREE 2 GO MUSIC**  
— INDEPENDENT AND PROUD —

# 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 ...

## Performance Rights Organization (PRO)

BMI  
ASCAP  
SESIC  
& Other Performing Rights Organizations  
Live performances by others  
Radio Stations  
Clubs & Venues

## Foreign Royalties

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

## AFM & SAG-AFTRA Fund

Sync Licensing  
Other Licensing

## Sound Exchange

## 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

## Music Modernization Act

Live Performances  
Touring  
Online Sales  
Direct Sales  
Distributors  
Other Merchandise  
Sponsors

# Trends of 2020 -2021

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** – “Old Town Road” is a great example
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** - 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.

## 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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# Questions ?



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# Closing Comments



## Thank You

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<http://www.three2gomusicalliance.com>