

All you need to know about the

Music Industry

Revision Booklet

Venues & live performance:

Small & medium local venues:

Examples:

Pub

School stage

Small theatre



Advantages:

Intimate atmosphere

Close to audience

More accessible for local bands

Caters for the community

Disadvantages:

Poor sound quality & technical facility

Limited audience

Less publicity/ promotion

Large multi-use spaces:

Examples:

Sports' Arena

West End Theatre

Outdoor festival (Glastonbury)



Advantages:

Excellent sound & technical facilities

Huge publicity & promotion

Higher fee from tickets sold

Disadvantages:

You have to be already famous to perform at a large venue (less easily accessible)

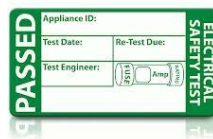
The cost of hiring a large venue

Less intimate interaction with audience.

Health & safety, security at venues:

List H&S and security concerns:

1. Heating, lighting & ventilation
2. Electrical equipment safe
3. Toilets & drinking water clean
4. First Aid & Emergency exits in case of fire
5. Obstacles appropriately lit/indicated (i.e. stairs)
6. Adequate parking & parking arrangements
7. Flow of people in and out of venue
8. Secure ramps/stage scaffolding
9. Noise/Rubbish and Environmental Factors



Health and Safety for Employees

1. Equal Opportunities for Jobs
2. 'Asbestos' – staff/workmen aware of risks
3. PAT testing of electrical appliances
4. Hard hats/ harnesses etc. for working on 'site'.
5. Ear defenders for 'noise risks'



Production & promotion:

Recording companies:

Major: Big Three (since 2012):

Universal Music Group



Sony Music Entertainment



Warner Music Group



Advantages:

Money (huge financial advantage)

Promotion & connections

Large size so best deals on manufacturing

Advertising & links to media

Disadvantages:

Difficult to stand out in such a big pool of artists

Artist unfriendly deals (multi album deals, higher % of money taken)

More mass media driven than interested in your style of music (less say in what you write!)

Independent 'indie':

Examples:

Southern Fried Records (created by Fatboy Slim for House Music),

XL Recordings

Domino Records



Advantages:

Cater to the artist more

More artist-friendly contracts

Close personal relationships (you get to speak to someone on the end of the phone!)

Disadvantages:

Lack of funds

Less publicity & promotion

Less organised because more informal

Less contacts with media / connections within the industry

Less money for tours and events.

Music Publishing:

Definition:



Usually linked with printed music. The business of music publishing is concerned with developing, protecting and valuing music. Music publishers play a vital role in the development of new music and in taking care of the business side, allowing composers and songwriters to concentrate on their creative work. They look after the royalties to a composer's work.



Major publishing company:

Advantages:

Distribution (increases sales)

Quality of design, marketing and promotion

Payment

Disadvantages:

Usually need to go through an agent (you have to get one and it costs money!)

Harder to have music published when the company is large

More editing to your original work (does it look and sound like you intended it to?)

Self-publishing (online):

Advantages:

Don't need to go through an agent (you can send your work directly to them)

You are more in control with the editing process

Can be a stepping stone to a larger company

May cater to a specific genre that is different.

Disadvantages:

Less marketing & promotion

Less pay

Not the same possibilities of distribution of your work.

Promoters:

Definition:

Activity that supports (marketing & promotion) and encourages (publicity) a product for public awareness (i.e. live events)

List 5 things promoters do:

1. Secure a venue for a show
2. Promote the show (media, posters)
3. Work with the artist to make sure all needs are covered (PA, effects)
4. Cover the venue costs & costs of promotion (taking a percentage)
5. Earn an agreed-to fee or royalties



Marketing & distribution:

Definition 'marketing':

Marketing: The action of promoting and selling a product



Distribution: The movement of goods (CDs)

From the source (record label)

Through a distribution channel (iTunes, HMV)

Right up to the customer



hmv



List 5 things marketing & distribution do:

1. Advertise the product and introduce new music to fans
2. Connect with fans through video streams (i.e. publicity on YouTube)
3. Grow your sales
4. Target the appropriate audience
5. Promote your product via media (radio), online...

YouTube



Service companies & agencies

Agency:

Definition:

An organisation (or business) that provides a particular service on behalf of a business (PRS) or person (artist)

Royalty Collection Agencies:

List what they do:

PRS (Performing Rights Society)



Licenses the composer's copyright (royalties) for public performances of your songs (broadcast, live, recorded).

MCPS (Mechanical Copyright Protection Society)



Licenses the composer's copyright (royalties) for sound recordings (i.e. CD, ringtone). It will be in physical format (i.e. digital).

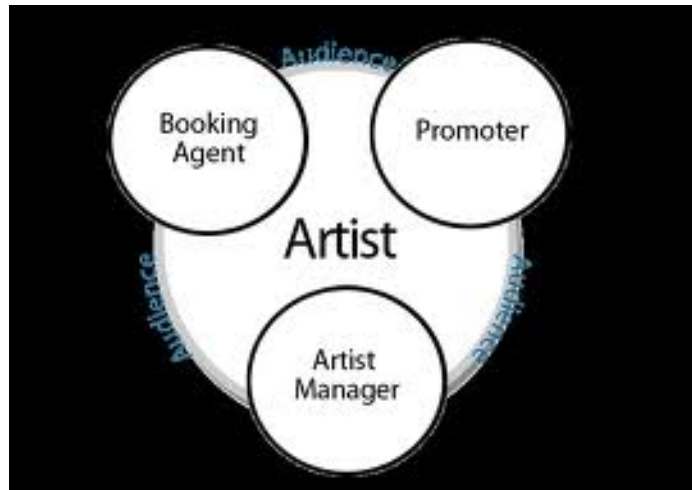
PPL Licensing (Phonographic Performance Limited)



Licenses the right to perform sound recordings & collects royalties for record companies & performers on recordings.

Artists' representation:

List 3 things the following do for the artist:



Management

1. Works on behalf the artist (band) to promote their career
2. Runs their business affairs
3. Secure the best work for their clients & best fee

PR (Public Relations)

1. Promote a new release or artist to the media
2. Liaise with labels and the media to get album reviews & profile of the band with interviews
3. Generate as much publicity as possible

Agent

1. (Also called Booking Agent/ Talent Agent) Liaise with bands/artist to agree on tour dates & requirements of tour as well as goal (i.e. promote a new album)
2. Take care of financial and logistic requirements (say of a tour)
3. Contact promoters & venues to pitch the bands & agree on performance dates.
4. Arrange contracts with promoters regarding pay, equipment...



Stylist

1. Help the artist/band create a style that reflects their music/genre and help them stand-out
2. Choose clothes, hair-style, and jewellery
3. Help artist create an image



Hire companies:

List 3 reasons why an artist would hire the following:

Sound & lighting equipment

1. Technical expertise.
2. Quality of equipment
3. Engineer to take care of sound/lights so that the artist can focus on the music



Rehearsal & studio space

1. To record a single with best quality equipment possible
2. Excellent acoustics for rehearsal
3. To perform to a small audience/ community event



Transport companies:

List 3 reasons why an artist would hire a transport company:

1. Transport equipment when on tour
2. Roadie to carry equipment & install
3. Hire a sleeping coach for tour around the country



Unions:

Who do the following represent?

MU (Musicians' Union):

Musicians

Music Teachers

Instrumental teachers



Equity:

Actors

Dancers

Stage managers

Choreographers

Directors

Backstage crew



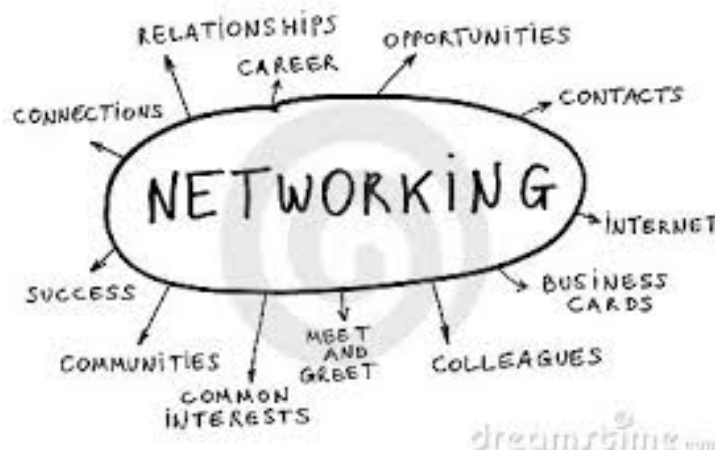
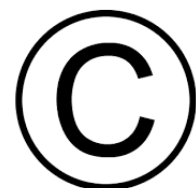
BECTU (Broadcast Entertainment Cinematograph Theatre Union):

Media & entertainment trade union - representing broadcasting and film



List 5 ways the unions represent their members:

1. Negotiate contracts on behalf of musicians
2. Tackle issues raised by musicians when there are employment disputes
3. Give advice & support regarding copyright protection or unpaid fees
4. Make sure working conditions are acceptable
5. Assist members throughout their careers by net-working



Trade Bodies:

What does a trade body do?

A trade body is an organisation founded and funded by businesses that operate in a specific industry.

Who do the following represent?

MPG (Music Producers Guild)



Represents the interests of all involved in the production of recorded music

(Producers, engineers, mixers, programmers...)

APRS (Association of Professional Recording Services):

Represents those who work in the audio industry in UK

(Recording studios, record producers, audio engineers...)



PLASA (Professional Lighting and Sound Association):

Represents those who supply technologies and services to events in entertainment

(Professional technicians in lighting & sound)



JOBS

Performance/Creative Jobs

Musician:

Examples:

Orchestral player

Conductor (musical director)

Backing vocalist



List 4 responsibilities:

1. Train and practise regularly to keep skills to a high standard
2. Turn up to rehearsals on time and prepared
3. Look after instrument (including voice)
4. Learn new music for a show

Composer/ song-writer:

List 5 responsibilities:

1. Compose music for a TV programme (quiz show, soap, commercial)
2. Compose a song for a famous singer
3. Compose music for a special event (coronation)
4. Keep to a deadline
5. Work with the performer so that the song/composition is at their level of singing/performance (correct range)



Producer:

List 5 responsibilities:

1. (Also known as Record producer) Oversee & manage the recording of an artist's music
2. Gather ideas for the project & select songs
3. Hire (session!) musicians for the project
4. Coach the artist in the studio
5. Control the recording session
6. Supervise the entire process through mixing to mastering



Musical director (conductor):

List 5 responsibilities:

1. Unify performers
2. Set the tempo & execute clear indications by conducting
3. Execute clear indications & shape the sound of the ensemble
4. Guide the orchestra/choir
5. Choose the music & study the scores
6. Relay ideas to the performers
7. Schedule rehearsals



Live sound technician:

List 4 responsibilities:

1. Choose suitable microphones & equipment
2. Position & rig-up microphones
3. Do sound-checks
4. Operate the sound desk during shows/recording
5. Look after the equipment



Roadie:

List 3 responsibilities:

1. Carry equipment
2. Set up before event
3. Look after the equipment
4. Pack away at the end of the event



Instrumental support:

Examples:

1. Look after the instrument
2. Fix when broken (broken strings)
3. Give advice regarding best use of equipment



Management & promotion jobs

Artist Income Streams				
Publishing	Master Recording	Merchandise		Touring
		Physical	Digital	
Mechanical Royalties	Physical Configurations	Tshirts	Apps	Ticket Sales
Performance Royalties	Digital Configurations	Posters	Screen savers	Fanclub
Streaming Artist Royalties	Mobile Configurations	Photo's	Wallpaper	VIP Events
Synch Licensing	Compilation Licensing	Trinkets	Virtual Goods	Sponsorship
Lyrics	Synch Licensing	Licensing	Licensing	
Sheet Music	Streaming Master Royalties	etc.	etc.	

Artistic management: *Also known as Talent Manager*

List 5 responsibilities:

1. Organise & confirm show dates & tours
2. Liaise with record companies
3. Assist with studio planning
4. Can function as a lifestyle coach for the artist (support)
5. Take care of high quality standard
6. Exploit marketing opportunities

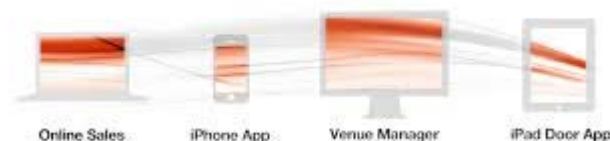


Venue management:

List 5 responsibilities:

1. Ensure that all services are opened and fully functional during scheduled times
2. Check Health & Safety is up-to-date
3. Give consistent and excellent level of service to clients
4. Book artists
5. Assist with preparations of shows & supervise the whole process

Integrated Ticketing & Venue Management



Studio management:

List 5 responsibilities:

1. Administrative control of the studio's operation
2. Schedule times & liaise with clients
3. Engage engineers, session musicians, technical engineers
4. Promotion & marketing of studio
5. Ensure all equipment is H&S and up-to-date



Promoter:

List 5 responsibilities:

1. Publicise a concert
2. In charge of 'putting on' the show
3. Work with artists' agents
4. Work with venues to arrange for a show
5. Promote the even through advertisement & publicity



Marketing:

List 5 responsibilities:

1. Design and implement marketing (i.e. selling) plans: album sales, streams
2. Gather prices for advertisements and promotions
3. Devise promotional events, giveaways, sponsorships
4. Have a radio/ online campaign for an artist
5. Create the artist's image/brand



A&R (Artists and Repertoire):

List 5 responsibilities:

1. Scouting for new talent & sign to a record label
2. Oversee all the aspect of the process from delivery to finished recordings
3. Development of artist as they grow & mature
4. Manage the recording process
5. Help find songs appropriate for the artist



Recording jobs

Recording studio personnel:

Examples

1. Sound engineer
2. Producer
3. Instrument technician

List 5 responsibilities:

1. Hire engineers & set-up workers & other technical staff
2. Select & purchase equipment, ordering repairs
3. Establish a schedule
4. Oversee mixing & mastering of recording
5. Coordinate with client schedules & use of studio space & equipment



Producer:

List 5 responsibilities:

1. Work closely with sound engineers & audio technicians
2. Work closely with recording artist
3. Enhance recordings (add instruments to existing tracks)
4. Schedule recording times with artists
5. Oversee overall production quality of a song



Session musician:

List 5 responsibilities:

1. Turn up on time
2. Rehearse music & keep instrumental level high
3. Follow instructions given by producer/conductor
4. Bring instrument & take care of it
5. Contribute partly (at times, to the writing of an arrangement)



Mastering:

List 3 things a mastering engineer does:

1. Complete the audio mastering process for an album
2. Prepare & transfer audio from one raw format to a desired mater format
3. Refine the sound quality & make subtle nuances to create an appealing sound



List 3 things a CD manufacturer does:

1. Master CDs of high quality
2. Transport to distribution outlets (stores or online)
3. Duplicate CDs



Media & other jobs

Music journalist/blogger:

Examples:

1. Write reviews about an artist's concert/album
2. Attend shows, concerts, events
3. Listen to CDs, online music, new talent



Broadcaster (TV & radio)

Examples:

1. Interview artists
2. Select music for a show
3. Present music show & discuss trends



Software programmer/ app developer:

Examples:

1. Create apps, musical programmes: sequencing (Logic), notation software (Sibelius), music games
2. Up-date the programme regularly
3. Create computer programmes that assist musicians with their training (aural tests, music theory)



Retail & distribution:

Examples of what **retail** does:

1. Record shop/store/online that sells recorded music
2. Online: iTunes, Spotify, Amazon
3. Shops: HMV, specialist shops



Examples of what **distributors** do:

1. How albums get into shops
2. Sign deals with record label that gives them the right to sell that label's products
3. Takes a cut of the income from each album sold



EMPLOYMENT PATTERNS

Full-time:

Standard is 37-40 hours/week.

Contract may include pension, paid holidays, sick time.

Will usually be long-term.

Part-time:

A contract as above, but not full-time.

Can vary from one day – four days per week or hourly.

Will usually be long-term.

Freelance:

Self-employed & is not committed to a particular employer long-term.

No long-term contract!



Self-employed:

Working for yourself rather than for a business or someone else.

Permanent v casual:

Permanent offers guaranteed work for a certain length of time & job security.

Casual is not secure as it varies according to the work on offer, but it does give flexibility and choice as to organising your time.

GETTING A BREAK & STARTING OUT

What would be your 10 point plan to break in the music industry with your band?

1. Be passionate, hard-working, resilient, patient, and don't give-up
2. Have an instrumental/vocal coach to guide your technique & musical skills
3. Do voluntary concerts in local venues (bars, theatres) to gain experience & put on your CV
4. Send examples of your work (demo) to music agents, record labels & publishers (if composing)
5. Use social media to promote yourself (YouTube, Sound Cloud, blog)
6. Create your own personal style (music and clothes)
7. Sign contracts with caution and read the small-print (have a lawyer/solicitor for advice) or join a union
8. Find an agent/manager who will cater to your musical needs & requirements
9. Take care of yourself (healthy lifestyle)
10. Network as much as possible (social media, playing as a preceding act for more famous artists)

You are recording your single at HCC Recording Studios.

List 10 of your responsibilities:

1. Arrive on time to rehearsals
2. Practice my part thoroughly
3. Make sure my instrument (including voice) is in good condition
4. Bring any music or other equipment needed (capo, pick, score)
5. Be ready to work hard and go over a section several times until it is perfect
6. Work as a team with the recording personnel and other members of the band
7. Listen to recording and perfect it until it is of the best quality
8. Promote the recording on social media
9. Go on tour in the area to promote single
10. Keep developing musical style and learning from the experience: always grow and improve (practise)

You are on a tour with your band in East Sussex. List 10 different roles that are involved & their responsibilities:

1. Ensure there is all the equipment needed (instruments, stands, music, amps, picks, etc.)
2. Carry the instruments & transport from one venue to another (roadie)
3. Install equipment on stage (roadie)
4. Check quality of sound (sound engineer) & instruments are not damaged (instrument technician)
5. Liaise with venues to promote the tour and make sure it is advertised (on blog, in newspaper) (promoter)
6. Rehearse on stage & check the venue is safe & appropriate for band (venue manager, agent)
7. Think of style & presence (stylist)
8. Do interviews on radio/TV to make the band known & promote tour (agent)
9. Check contracts, fees, expenses (agent, Musicians' Union)
10. Book hotels, transport, venues (agent/ promoter)