

Unit 1

The Music Industry

Revision

Guide

THE MUSIC INDUSTRY REVISION

ORGANISATIONS

Venues & live performance:

- Small & medium local venues:

3 examples:

Pub, school stage, small theatre

3 advantages:

Intimate atmosphere, close to audience, more accessible for local bands, caters for the community

3 disadvantages:

Poor sound quality & technical facility, limited audience, less publicity/ promotion

- Large multi-use spaces:

3 examples:

Sports' Arena, West End Theatre, Outdoor festival (Glastonbury)

3 advantages:

Excellent sound & technical facilities, huge publicity & promotion, higher fee from tickets sold

3 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 8 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*

Production & promotion:

Recording companies:

- Major: Big Three (since 2012): Universal Music Group, Sony Music Entertainment, Warner Music Group

3 advantages:

Money (huge financial advantage), promotion & connections, large size so best deals on manufacturing, advertising & links to media

3 disadvantages:

Difficult to stand out in such a big pool of artists, artist unfriendly deals, more mass media driven than interested in your style of music

- Independent 'indie':

Find 3 examples & their type of music:

Southern Fried Records (created by Fatboy Slim for House Music), Pickled Egg Records (Leicester, 'quirky, retro-futurism), Fat Cat Records (Brighton, Post Rock)

3 advantages:

Cater to the artist more, more artist-friendly contracts, close personal relationships

3 disadvantages:

Lack of funds, less publicity & promotion, less organised because more informal, less contacts with media.

Music Publishing:

Give 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:

3 advantages:

Distribution (increases sales), quality of design, marketing and promotion, payment

3 disadvantages:

Usually need to go through an agent, harder to have music published when the company is large, more editing to your original work

- Self-publishing (online):

3 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.

3 disadvantages:

Less marketing & promotion, less pay, not the same possibilities of distribution of your work.

Promoters:

Give 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:

Give 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*

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...*

Service companies & agencies

- Agency:

Give 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, 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:

3 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:

3 examples:

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

Management & promotion jobs

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*

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:**

3 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:

3 examples of what they do:

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)

3 examples of what they do:

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

Software programmer/ app developer:

3 examples of what they do:

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:

3 examples of what retail does:

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

3 examples of what distributor 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

Define:

- 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. 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 Abby Road 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 the south east of England. 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)*