

The Music Industry

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A Brief Review

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Introduction

Greetings to all those from 'Madadiyela', home of the Phuthi language, attending the Matatiele Talent Workshop. Today's presentation will review what people call the "Music Industry" and detail essentially who is involved in the various sectors and what they generally do.

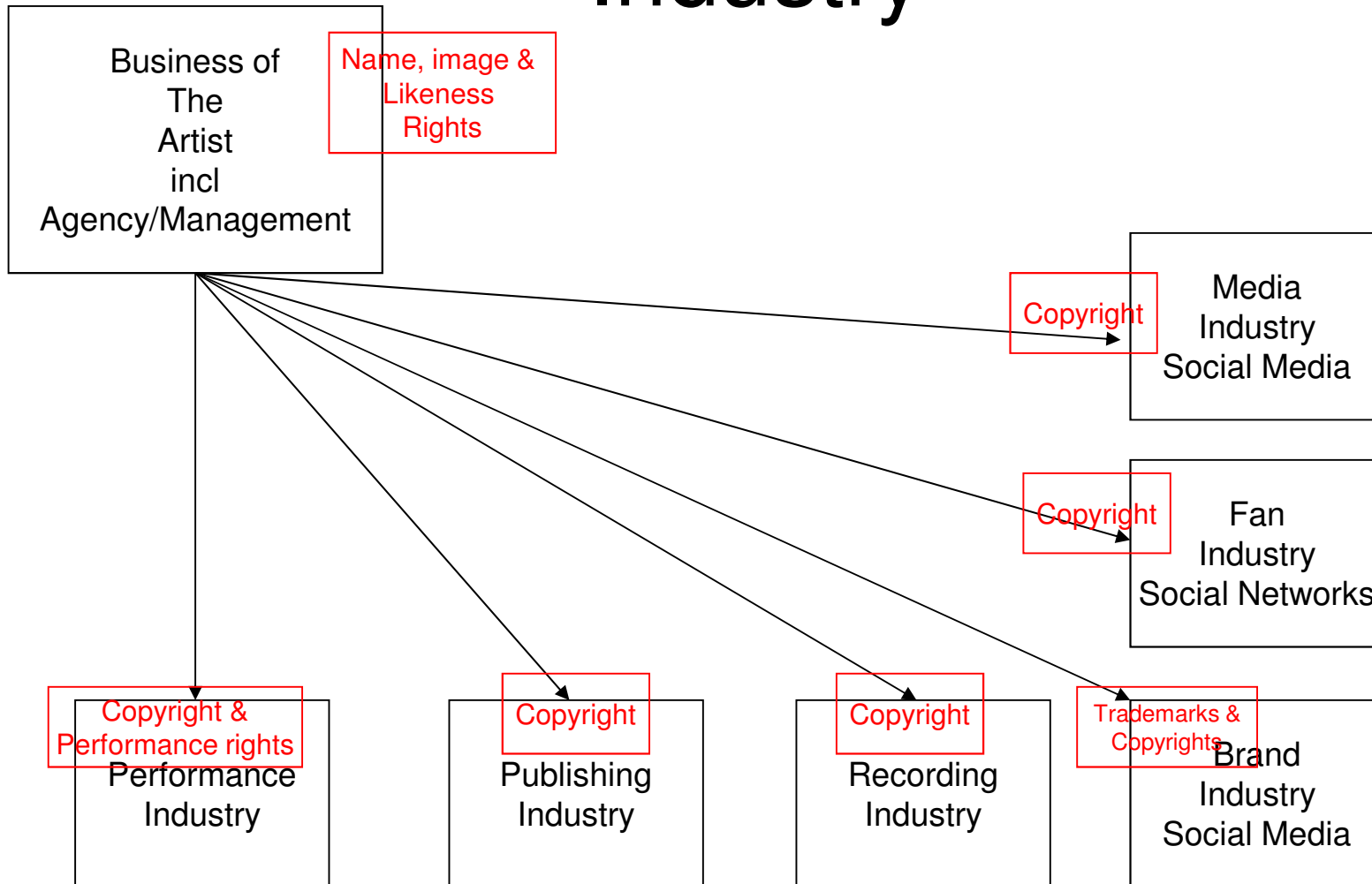
We will also touch on the fact that the music industry is a copyright industry. In other words it is an industry based mainly on copyright – the copyright in music, lyrics, recordings, films and photographs and other intellectual property rights such as performance rights and image rights. It is said that "rights equal revenue" so an understanding of the industries which operate rights, as well as the rights themselves is essential to a career in the music industry

This is a review of the Music Industry as not every detail can be covered in the time available – there is a lot more!!

Beware – Enter the Music Industry at your own risk!!!!

- The Music Industry has been said to be
 - Very hard
 - Cruel and brutal
 - Shallow and fake
 - Not for faint hearted
 - Extremely difficult
- Therefore when you set out remember:
 - Treat as you wish to be treated
 - Honesty is the best policy
 - Careful what you say
 - Friends are few and far between
 - You belong to the Public
 - It takes one song to change your life

The Seven Sectors of the Music Industry



The Business of the Artist

- Who is involved?
 - The Artist or Artists (if a group)
 - Management or Agent
 - Website for a booking form
 - Auditor
 - Business Affairs
 - Buyers, purchasers

- What do they do?
 - Build the business of the Artist
 - Together plan, strategize and make decisions concerning the Artist
 - Seek income
 - Keep the accounts and books in order as per SARS
 - Ensure that the paperwork in respect of rights is in order (in English)
 - Consider the well-being, education and growth the Artist as a professional
 - Follow-up on every enquiry

The Performance Industry

- Who is involved?
 - Artists, musicians, performers, dancers
 - Agents and management
 - Website for a booking form
 - Production and Technical skills
 - Venues and facilities
 - Buyers, purchasers
- What do they do?
 - Perform and appear at events, shows, gigs, launches etc
 - Perform musical works and literary works (together “songs”)
 - Stage, provide technical equipment and production skills to produce events where performances take place
 - Provide the ‘place’ and the ‘space’ for performances at events, shows, gigs, launches etc
 - Promote events, shows, gigs, launches etc*
 - Produce events, shows, gigs, launches etc

* The difference is how ‘risk’ is dealt with

The Publishing Industry

- Who is involved?
 - Authors – also called songwriters or interested parties
 - Composers - also called songwriters or interested parties
 - Arrangers - also called songwriters or interested parties
 - Publishers - also called interested parties
 - Collection Societies
 - Buyers, purchasers, users of works (songs) – e.g. broadcasters, record companies, filmmakers etc
- What do they do?
 - Create musical works (music) – instrumental (no words) and create literary works (lyrics) – words (no music). Combine musical works and literary works in the form of ‘songs’ or ‘tracks’ or ‘titles’
 - Arrange, adapt, remix existing works
 - Conclude Deeds of Assignment so as to own and publish the works (specifically the paperwork...in English....lots of paperwork)
 - License the use of the songs to users
 - Collect monies from users and distribute same to authors, composers, arrangers and publishers

The Recording Industry

- Who is involved?
 - Artists, musicians, session players, performers, producers, remixers
 - Studios (recording, mixing and mastering)
 - Record Companies
 - Aggregators of digital content
 - Distributors
 - Buyers and purchasers – chain stores and shops
 - Associations for labels
 - Collection Societies
 - Buyers and customers
- What do they do?
 - Perform as vocalists or instrumental musicians
 - Record, produce and own sound recordings (masters) and cinematographic films (music videos)
 - Manufacture records (CDs and DVD's) and distribute for sale to shops, stores, wholesalers etc
 - Digitise sound recordings and make available for caller-tunes and downloads
 - License the use of Sound Recordings and videos to users
 - Collect monies from sales and licenses and distribute to artists, producers
 - Sell records and DVD's not artists

The Brand industry

- Who is involved?
 - The name, image and likeness of the artist – the artists brand
 - Artist Management
 - Social networks e.g. Facebook
 - Other brands that the artist may work with
 - Advertising industry, buyers and purchasers
 - Customers of the artist and other brands
- What do they do?
 - Build their brands
 - Build their social network numbers – public relevance
 - Interact with customers
 - Use the artist brand to sell the products and services of other brands
 - Charities and fund raising
 - Increase the presence, power and strength of the artists brand

The Fan Industry

- Who is involved?
 - The fans – customers of the artist (s)
 - Social Networks (e.g. Facebook) and Social Media (Twitter)
 - The artist
 - Management
 - Advertisers and other buyers
- What do they do?
 - Start, manage and build the artists' fan base
 - Interact and communicate with fans on an on-going basis
 - Liaise with sponsors and advertisers
 - Keep things interesting
 - Get to know the artists customers

The Media Industry

- Who is involved?
 - The Artist
 - Social Networks (e.g. Facebook) and Social Media (Twitter)
 - Media (all kinds)
 - Management
 - Public relations
 - Journalists and reporters
- What do they do?
 - Communicate with and respond to the media
 - Interact and communicate with media on an on-going basis
 - Liaise with newspapers, blogs, TV broadcasters, Radio broadcasters and online media
 - Address the public image and public communication needs of the Artist
 - Maintain media relations

Five types of Copyright that concern the music industry

- Musical Works – Publishing Industry
- Literary Works – Publishing Industry
- Artistic Works – Brand, Fan, Recording, Performance, Media Industries
- Sound Recordings – Recording Industry
- Cinematographic films – Recording Industry (videos)

Thank you

Here's to hoping that what has been shared today with you will assist you in your lives, dreams, ambitions and careers ahead in the Music Industry.

Yes it is not easy however the music industry is one industry, if you have a dream, you can make it happen!!

All the best with your futures – Enkosi/Ke a Leboga