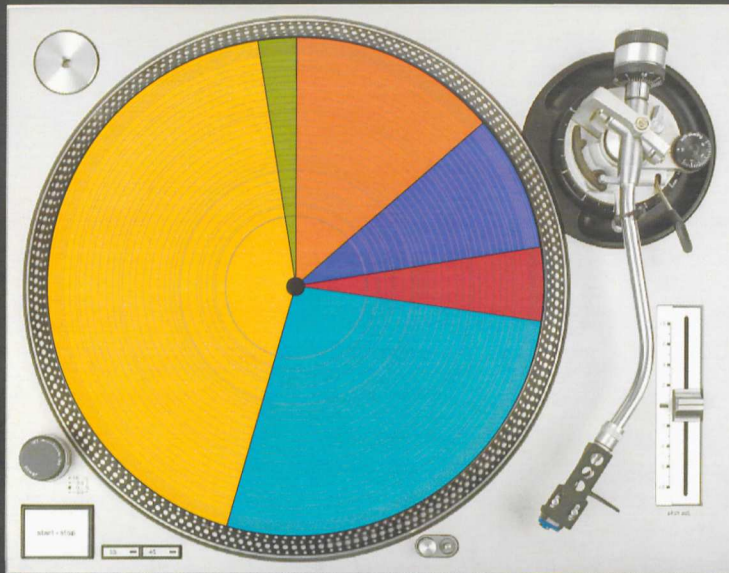




- performance royalties
- advances
- live shows
- licensing
- retail sales
- merchandise
- commissions
- fan support
- synch licensing
- grants

Artist Revenue Streams

a multi-method research project examining changes in musicians' sources of income

Meet
with us
at SXSW

Contact us for a meeting:
kristin@futureofmusic.org
or 267-971-3088

Future of Music Coalition has launched a multi-method research project to assess how musicians' revenue streams are changing in this new music landscape.

Meteoric transformations in the creation and distribution of music over the past ten years have drastically changed the landscape for musicians. New technologies have greatly reduced the cost barriers for the distribution and sale of music, and a vast array of new platforms and services — from Bandcamp to blogs to Twitter feeds — now help musicians connect with fans.

Many observers are quick to categorize these structural changes as positive improvements for musicians, particularly when compared with the music industry of the past. It's true that musicians' access to the marketplace has greatly improved, but how have these changes impacted musicians' ability to *generate revenue* based on their creative work? Almost all analyses of the effects of these changes rest purely on assumptions that they have improved musicians' bottom lines.

The Artist Revenue Streams project is collecting information from a diverse set of US-based musicians about the ways that they are currently generating income from their recordings, compositions or performances, and whether this has changed over the past ten years.

The project employs three methodologies: in-depth interviews with more than 25 different types of musicians — from jazz performers, to classical players, TV and film composers, Nashville songwriters, rockers and hip hop artists; financial snapshots that will show individual artists' revenue pies in any given year; and a wide ranging online survey in which we hope thousands of musicians will participate in fall 2011.

We hope that you can participate, and urge other musicians to do so as well. Learn more about the project or sign up to receive research updates at <http://bit.ly/FMCRevenue>



Future of Music Coalition
Education, Research and Advocacy for Musicians

This project is funded in part by a grant from the Doris Duke Charitable Foundation, with additional support from YouTube.

Core Concerns for Musicians

a policy update from Future of Music Coalition

For more than a decade, Future of Music Coalition has assisted policymakers in understanding the impact of their decisions on musicians, fans and creative entrepreneurs.

Currently, Congress and the Obama Administration are debating two crucial issues that directly impact the modern music ecosystem, from artist to manager to label to fan.

ACCESS AND INOVATION

FMC is concerned with preserving musicians' ability to reach their fans while supporting the next generation of legal, licensed services and applications. Whether it's called "net neutrality" or "the open internet," we believe that a legitimate digital music marketplace must be free from undue interference from Internet Service Providers. Over the past decade, the Federal Communications Commission has explored this issue, resulting in a December 2010 rulemaking meant to provide basic assurances for internet users. Some in Congress are challenging this rule, and may in fact attempt to completely remove the FCC's authority to protect consumers and promote innovation online. This would alter the underlying architecture of the internet and hamper musicians' ability to compete in a crucial marketplace.

NON-COMMERCIAL RADIO

FMC has consistently fought to expand and protect the non-commercial radio space. We've had some major successes, including the recent passage of legislation to create hundreds of non-commercial Low Power FM radio stations in urban markets. We feel strongly that the entire non-commercial radio infrastructure—from NPR to community broadcasters — is critical to the health of the American music and cultural sectors. Some in Congress, however, are seeking to eliminate public support for both the Corporation for Public Broadcasting and National Public Radio. We believe that cutting funding would have a dramatically negative impact on both artists and the industry as a whole.

HOW YOU CAN PLUG IN

There is a significant amount of organizing taking place on both of these issues. FMC feels our most important role is to facilitate communication between real-world stakeholders and Washington policymakers. It is always important for those in Congress and at the federal agencies to support an open, competitive internet and non-commercial radio. It is doubly important that they hear "why" these issues are so important to working musicians and creative entrepreneurs around the country.

To that end, we have two ongoing resource centers that provide updates and information on how to effectively engage on these issues:

Rock the Net: <http://futureofmusic.org/issues/campaigns/rock-net>

I Support Community Radio: <http://futureofmusic.org/issues/campaigns/i-support-community-radio>

Contact Policy Director **Michael Bracy** at mbracy@btbv.com or 202-331-2598 to learn more or get engaged.



Future of Music Coalition
Education, Research and Advocacy for Musicians

www.futureofmusic.org