

Music Industry Organisations Knowledge organiser

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.

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



- 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.



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

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

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)



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:

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.

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)



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,

