

# The Music Industry

## Types of Venue:

- *Small and medium local venues*
  - Pub
  - School stage
  - Small theatre
- *Large multi-use spaces*
  - Sports' arena
  - West end theatre
  - Outdoor festival

## Unions and Trade Bodies:

- MU (Musicians' Union)
- Equity
- BECTU (Broadcast Entertainment Cinematograph Theatre Union)
- MPG (Music Producers Guild)
- APRS (Association of Professional Recording Services)
- PLASA (Professional Lighting and Sound)

## Service companies and agencies:

- PRS (Performing Rights Society)
  - Licenses the composer's copyright 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 and collects royalties for record companies and performers on recordings.

## Music Publishing:

- Usually linked with printed music.
- The business of music publishing is concerned with developing, protecting and valuing music.
- They look after the royalties to a composer's work.
- Major publishing companies
- Self-publishing

## Promoters:

- Activity that supports (marketing and promotion) and encourages (publicity) a product for public awareness (i.e. live events).
- Secure a venue for a show
- Promote the show (media, posters)
- Work with the artist to make sure all needs are covered (PA, effects)
- Cover the venue costs and costs of promotion (taking a percentage)
- Earn an agreed-to fee or royalties

## Marketing and distribution:

- 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

## Health, safety and security at venues:

- Heating, lighting and ventilation
- Electrical equipment
- Toilets and drinking water clean
- First aid and emergency exits
- Obstacles appropriately lit/indicated
- Adequate parking and parking arrangements
- Flow of people in and out of venue
- Secure ramps/stage scaffolding

## Types of microphone:

### *Condenser*

- Very sensitive – breaks easily
- Used for acoustic instruments and recording vocals



### *Dynamic*

- Very robust – hard to break
- Use mainly for stage and live performances



## Types of effects:

- *Compression* – regulates the loudness of the track
- *Reverb* – recreates sound echo of different room sizes
- *EQ* – filtering the frequency range of the track

## Copyright law:

The **law** gives the creators of literary, dramatic, musical, artistic works, sound recordings, broadcasts, films and typographical arrangement of published editions, rights to control the ways in which their material may be used.

In order for musicians to legally cover songs for their own benefit, they first need to obtain a license.

## Promoting practice:

Promotion is a part of marketing. Music is promoted using a variety of techniques and tools that constantly change and develop into newer and fresher ideas.

Musicians have to consider what strategies are used in the music industry at the moment and why some promotional strategies work whilst others fail.

## Types of lead:

### *XLR*

- Used primarily for microphones

### *Jack lead*

- Used primarily for instruments

