

Music Industry

Income Overview

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Who Gets What?

A brief summary of an artist's team

- Personal Manager (10% to 20% or salaried) - While often a helpful member of the team, many successful artists serve as their own personal managers and this role is not always filled.
- Business Manager (5% and/or fees, with a cap of \$150K to \$300K) - While not necessary at the beginning of an artist's career, business managers become instrumental in managing later success.
- Attorney (5%, value billing or hourly fees) - Attorneys play an integral role in the music industry, given they are one of the few individuals involved in all areas of business.
- Booking Agents (5% to 10% of bookings) - Booking agents play an important role in an artist's success, especially for artists who lack personal managers or record labels.

LIVE

Standard Live Performances

Level	Venue	Venue Capacity	Artist Fee/ Guarantee (Low)	Artist Fee/ Guarantee (High)	Artist Split Share	Guarantee/ Fee + Split Share?
New Artist	Clubs	100 to 1,500	\$250	\$10,000	20% to 60%	No
Midlevel Artist	Theaters	1,500 to 5,000	\$5,000	\$250,000	85%	Sometimes
Major Artist	Arenas	12,000 to 20,000	\$100,000	\$1,000,000	85% to 95%	Yes
Superstar	Stadiums	25,000 to 60,000	\$1,000,000	\$4,000,000	85% to 95%	Yes

How splits work? Splits are a percentage of the net profits or gross of a show minus the artist’s guarantee and promoter expenses.
TICKETING FEES: A little secret... artists, venues and promoters share in all of those pesky fees. That standard share is not publicly known nor featured in this chart.

Live Merchandise

Level	Venue	Venue Capacity	Merchandise Sales (Low)	Merchandise Sales (High)	Artist Net Profit Share	Artist Gross Royalty Option
New Artist	Clubs	100 to 1,500	\$500	\$15,000	75% to 100%	N/A
Midlevel Artist	Theaters	1,500 to 5,000	\$7,500	\$50,000	75% to 80%	N/A
Major Artist	Arenas	12,000 to 20,000	\$60,000	\$200,000	75% to 80%	30% to 40%
Superstar	Stadiums	25,000 to 60,000	\$125,000	\$600,000	75% to 80%	30% to 40%

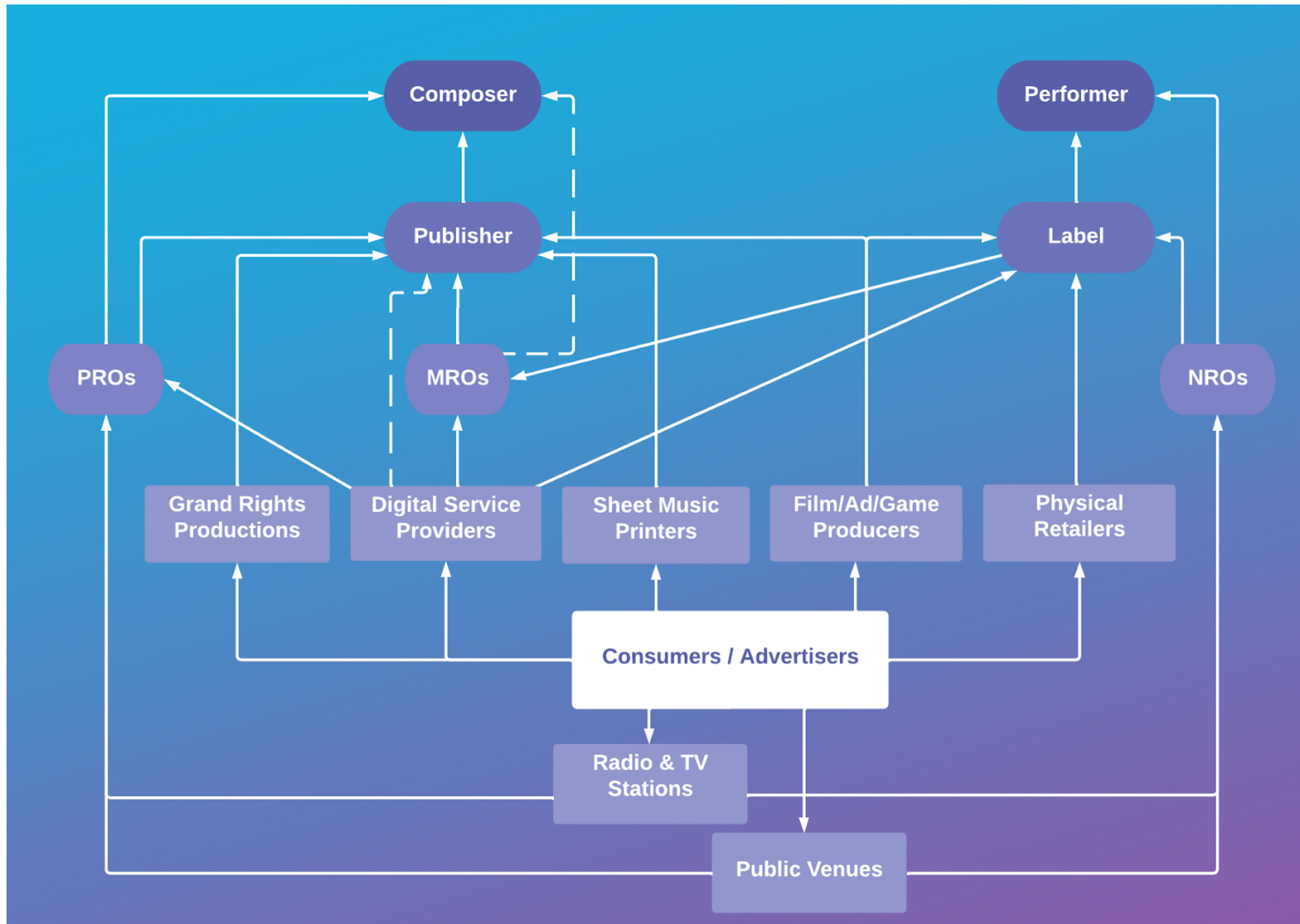
BONUSES: Artists often receive net profit share bonuses based on merchandise sales performance, not featured in this chart.

Other

Source	Range	Frequency	Artist Share
Meet & Greet	\$250 to \$100,000	Per Event	75% to 100% of Gross
VIP Soundcheck	\$250 to \$100,000	Per Event	75% to 100% of Gross
VIP Music Lessons	\$150 to \$1,000	Per Event	Varies
Tour Sponsorship	\$10,000 to \$10,000,000	Per Tour	Varies
Live Performance Royalty	\$2 to \$10	Per Song	50% to 100%
Private Event Fees	\$10,000 to \$25,000,000	Per Event	Varies
Large Festival Headline Fees (Major Artists/Superstars)	\$1,000,000 to \$8,000,000	Per Event	Varies

RECORDED MUSIC & PUBLISHING

Money Flow



Side Notes:

- An artist can now easily run their own publishing company with the help of publishing administrators.
- Independent and label distribution services are enabling artists to deliver their music to the world without the need for a record label.
- In rock & metal music, often times the composer and the performer are the same individual.
- Performance Rights Organizations (PROs), Mechanical Rights Organizations (MROs) and Neighboring Rights Organizations (NROs) are likely to be replaced by blockchain-enabled technology in the near future.

Music Streaming

Platform	Average Artist Royalty Per Stream	Streams to make \$1K
Amazon Music	\$0.00402	249K
Apple Music	\$0.00783	128K
Deezer	\$0.0064	156K
KKBox (Asia)	\$0.004	250K
Napster	\$0.019	53K
Pandora	\$0.00133	752K
SoundCloud	\$0.00325	308K
Spotify	\$0.00318	315K
Tencent QQ (China)	\$0.00040	2.5M
Tidal Music	\$0.01284	78K
Yandex Music (Russia)	\$0.00050	2M
YouTube Music	\$0.00735	136K

Video Streaming

Platform	Average Artist Royalty Per Stream	Streams to make \$1K
Facebook	\$0.00175	571K
Facebook/Instagram (3rd Party Content)	\$0.000003	33M
TikTok (3rd Party Content)	\$0.03 (per video)	33K
YouTube (VEVO - Official Music Videos)	\$0.00235	425K
YouTube (Original Content - Behind-The-Scenes or Live)	\$0.00164	610K
YouTube (Content ID - 3rd Party Content)	\$0.000087	1.15M

3rd Party Content is when an artist's music is used in another user's video.

Music Sales

Platform	Average Artist Payout Per Song/Album	Sales to make \$1K
Amazon (Song)	\$0.73	1.4K
iTunes Store (Album)	\$6.50	150
iTunes Store (Song)	\$0.65	1.5K
iTunes Store (Ringtone)	\$0.99	1K
Physical CD	\$11.30	88
Vinyl Record	\$17.55	57

Physical CD sales are net to artist assuming a minimum order of 5,000 CDs and a sale price of \$12.
Vinyl Record sales are net to artist assuming a minimum order of 200 and sale price of \$30.

Radio

Type	Average Artist Payout Per Play	Plays to make \$1K
College Radio	\$0.06	16.6K
Commercial FM Radio (Varies)	\$0.12 to \$330	Varies
Internet Radio (non-subscription)	\$0.0022	455K
Internet Radio (subscription)	\$0.0028	357K
Satellite Radio	\$18 to \$44	Varies

There are various forms of bonuses offered by PROs such as “The Standard Bonus”, “The Hit Song Bonus” and more that are not calculated into the above figures.

Synchronization Licenses

Type	Royalty/Fee (Low)	Royalty/Fee (High)
Major Studio Motion Picture/ Streaming Service	\$15,000	\$400,000
Festival Indie Film	\$500	\$2,500
Theatrical Release Indie Film	\$2,500	\$7,500
Television Shows	\$1,000	\$50,000
Commercials	\$50,000	\$10,000,000
Video Games	\$8,000	\$20,000
Podcast	\$100	\$10,000
Music Samples	10%	60%

Independent Films: Deals often include “kickers” that offer additional bonuses based on the film’s box office performance.

Printed Music

Type	Royalty/Fee (Low)	Royalty/Fee (High)
Physical Single-Song Sheet Music	20%	20%
Physical Folio Sheet Music	10%	12.5%
Physical Folio Lyrics	5%	7.5%
Lyrics in Book	\$200	\$100,000
Lyrics in Film	\$5,000	\$10,000
Lyrics in Greeting Cards	5%	8%
Lyrics on Clothing	8%	11%
Lyrics in Print Advertisements	\$500	\$25,000
Lyric Display	50%	50%

Rights Market

Type	Annual Income Sale Multiple (Low)	Annual Income Sale Multiple (High)
Publishing Rights	8x	30x
Master Rights	Unknown	Unknown

Master Rights Secrecy : The sale of master rights is a very secretive market inside the music industry. Record labels generally own these rights and it is not well-received to sell these rights to anyone but the recording artist or at a minimum to provide them with the first offer. Publicly known deals range from \$150M to \$300M.

Miscellaneous

Miscellaneous

Type	Royalty/Fee (Low)	Royalty/Fee (High)
Retail Merchandising Licensing	8%	30%
D2C E-Commerce Merchandise Sales	20%	100%
Fan Club	Free	\$60 Annually
Twitter Ad Revenue Share	TBA	TBA
Cameo Video	\$5	\$1,500
Cameo Live Video	\$35	\$2,000
Cameo Business Video	\$300	\$20,000
Cameo Messages	\$1	\$20
Signature Guitar Sales	10%	25%
Brand Partnership	Varies	\$50M+

Etc...