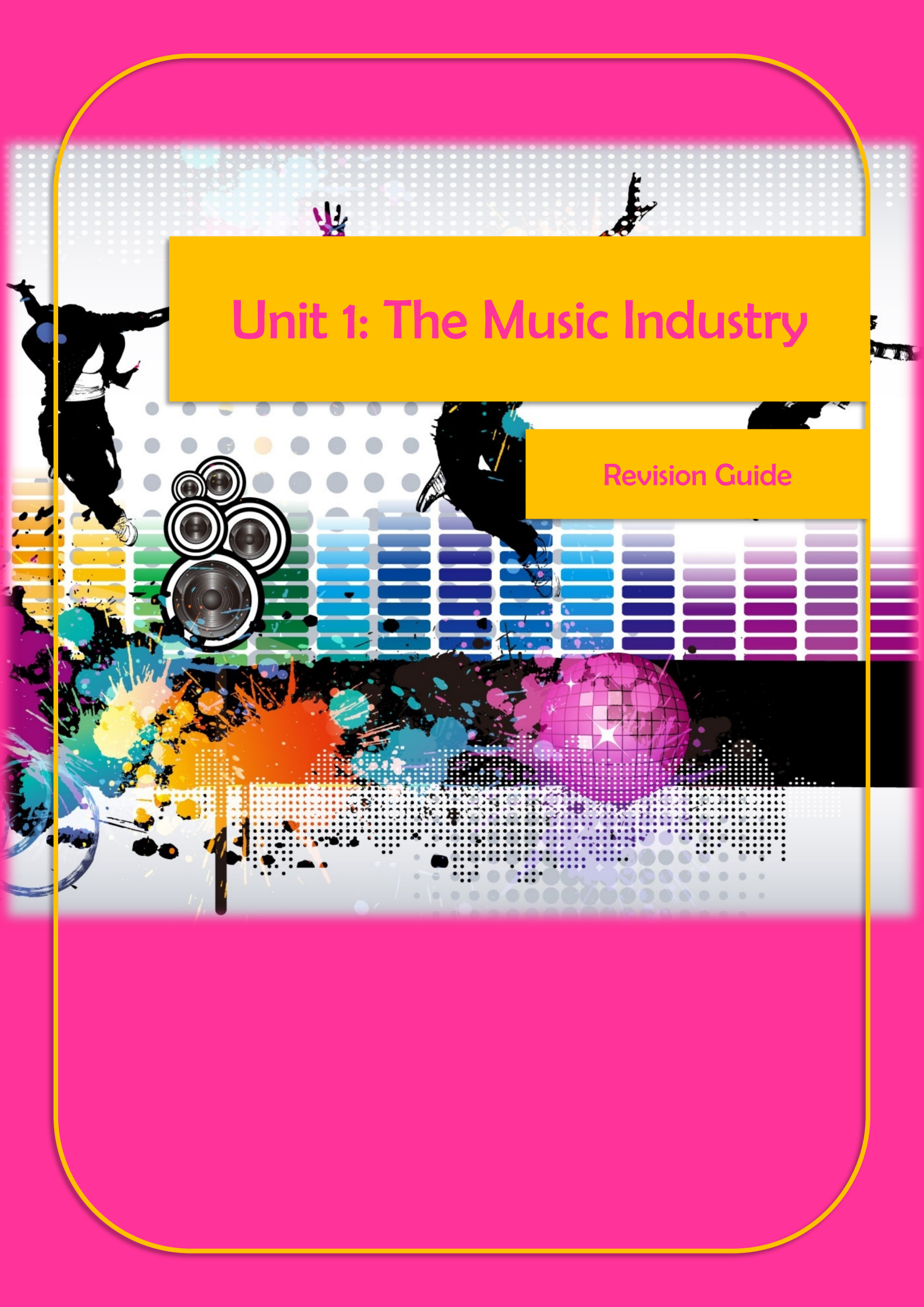




Unit 1: The Music Industry

Revision Guide

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Job Roles

Musician

A musician is someone who performs music through the playing of an instrument or singing. Musicians play many different styles of genre's, from Jazz to Pop, from Classical to Folk.

Musicians main responsibilities are:

Why is it difficult to be a professional musician?

- Train and practise regularly to keep skills to a high standard
- Turn up to rehearsals on time and ready to play
- Look after their instrument or their voice
- Learn new music for a show.



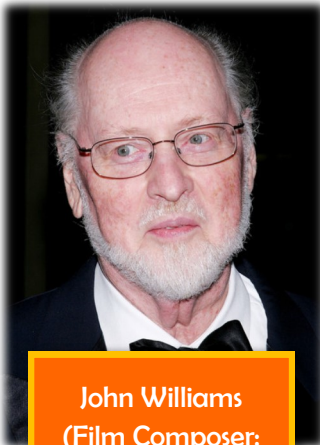
Ed Sheeran
(Guitarist and Vocalist)

How do Musicians relate to other job roles?

Record Producer	Oversee and manage the recording of the Musician. Coach the artist in the studio.
Conductor	Direct the Musician in rehearsal, helping them to develop. Help the Musicians play
A&R	May scout the Musician. Help the Musician develop and grow as an artist. Help
Broadcaster	Interview the Musician about upcoming releases and shows.

Composer/Song Writer

A Composer is someone who writes music. This can be in the form of music written for an orchestra or brass band, music written for film or television, electronic music written on computers or through song writing.



John Williams
(Film Composer:
Star Wars)

Composers main responsibilities are:

- Compose music for a TV programme (quiz show, soap, commercial)
- Compose songs for singers
- Compose music for a special event (coronation, Olympics)
- Keep to a deadline
- Work with the performer so that the song/composition is at their ability level of singing/performance (correct range)

What ways can a composer/song writer earn money?

How do Composers/Song Writers relate to other job roles?

Musician	Play the composers music and follow performance and expression markings.
Conductor	Study the composers music and try to direct performers to achieve the composers intention.
A&R	Work with song writers to select the right songs for the musicians.
Software Programmer/ App Developer	Develop software to help the composer write and record their music.

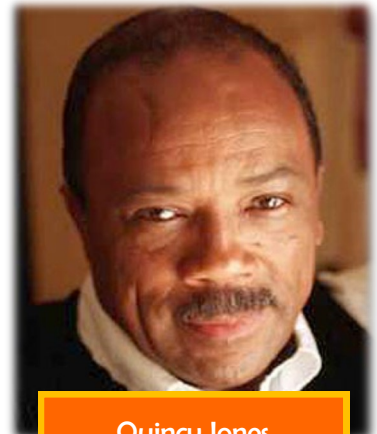
Record Producer

A Record Producer (or Music Producer) has a very broad role in overseeing and managing the recording (i.e. "production") of a band or performer's music. They have a lot of responsibility over the final recording made and are often likened to the director of a film in terms of their importance and overall creative input.

Record Producers main responsibilities are:

What coaching would they give the artist? And why?

- Oversee and manage the recording of an artist's music
- Gather ideas for the project and select songs
- Hire session musicians for the project
- Coach the artist in the studio
- Control the recording session
- Supervise the entire process through mixing to mastering



Quincy Jones
(Record Producer:
Thriller)

How do Record Producers relate to other roles?

Session Musician	Play on the record and fulfil the record producers creative vision.
Sound Engineer	Work with the record producer to record the artist and the session musicians. Operate recording equipment.
Mastering Engineer	Work with the record producer to complete the mastering process and make sure the sound quality of the album has an appealing sound.
A&R	To suggest and select songs for the record producer to develop. Work with the record producer to help develop the artists sound.

Conductor

A Conductor directs a musical performance, such as an orchestral or choral concert, by way of visible gestures with the hands, arms, face and head. They are also responsible for rehearsing the band and understanding what all the performers are supposed to be playing.

Conductors main responsibilities are:



Simon Rattle
(Conductor: *London Symphony Orchestra*)

- Bring all performers together, so they play as one group
- Set the tempo and give clear indications by conducting
- Shape the sound of the ensemble by directing them to play in a certain way.
- Guide the orchestra/choir so they stay together as they perform
- Choose the music and study the scores
- Communicate ideas of how the music is to played to the performers
- Schedule rehearsals

Why will studying the score help a conductor?

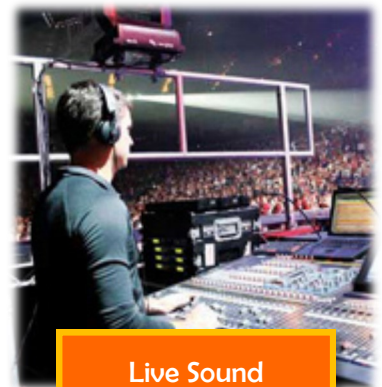
How do conductors relate to other roles?

Musician	Listen to the conductors feedback and play with the correct expression. Watch the conductor for timing and structure
Composer	Work with the conductor to help them understand the message of the music and to make sure that the music is suitable for the ensemble, if it is an original composition.

Live Sound Technician

A Live Sound Technician controls the sound at live events such as theatre performances and music concerts. They operate microphones, amplifiers and control desks to balance the sound levels, as well as providing background music and sound effects.

Live Sound Technicians main responsibilities are:



Live Sound Technician at a Concert

Why are sound checks important?

- Choose suitable microphones and equipment and make sure these are looked after.
- Position and rig-up microphones
- Do sound-checks
- Operate the sound desk during shows/recording

How do Live Sound Technicians relate to other job roles?

Musician	Make sure that they use the right equipment and they follow live sound technicians directions during tech rehearsal and live show.
Roadie	Make sure that all the equipment the live sound technician will use is transported safely.
Venue Manager	Hire and oversee the live sound technician to make sure that they are doing a good job.

Roadie

The road crew (or roadies) are the technicians or support personnel who travel with a band on tour and handle every part of the concert productions except actually performing the music with the musicians



Roadies Moving Equipment

Roadies main responsibilities are:

- Carry equipment
- Set up equipment before event
- Look after the equipment
- Pack away the equipment at the end of the event

Why would health and safety be important to a Roadie?

How do Roadies relate to other roles?

Musician	Transport the equipment needed by the musician
Live Sound Technician	Work with live sound technician to transport and set up all the equipment needed for the live show.
Venue Manager	Work with the venue manager to make sure that the venue is set up and ready for audiences.

Instrument Technician

Instrument Technicians are those that have specialist knowledge of specific instruments and can therefore support with the use of them. They also have knowledge of how they should be used or the best configuration to get the best sound.

Instrument Technicians main responsibilities are:

- Look after the instrument
- Fix the instrument when broken (e.g. broken strings)
- Give advice regarding best use of equipment

What expertise would you need to have and know?



Instrument Technician
Repairing a Guitar

How do Instrument Technicians relate to other roles?

Musician	Check the musicians instruments and give advice about the best way to use them.
Studio Manager	Check and repair any instruments owned by the studio and give advice on the best possible use of them.
Roadie	Work with instrument technician to make sure that all instrumental equipment they are transporting is repaired if damaged in transit.

Artistic Manager/Talent Manager

A artistic manager, also known as a talent manager, band manager or music manager, is an individual who guides the professional career of artists in the music industry.

Artistic Managers main responsibilities are:

- Organise and confirm show dates and tours
- Liaise with record companies
- Assist with studio planning
- Support artist on a personal level, with advice on lifestyle choices
- To maintain the high standard needed of the artist
- Exploit marketing opportunities.

Why can't artists manage themselves?



Scooter Braun
(Talent Manager:
Justin Bieber)

How do Artistic Managers relate to other job roles?

Musician	To uphold the professional standards expected of them by the artistic manager and to listen to the guidance given.
Promotor	To work with the artistic manager to gain shows for the artist and help plan these.
Marketer	To develop the branding of the artist and develop opportunities to raise their artists profile.
A&R	To ensure development of the artist and the smooth running of studio recording.

Venue Manager

The venue manager must ensure the smooth running of their venue and make sure that the venue is a profitable business. This involves working closely with artists, ensuring the quality of the music performed and negotiating fees for the use of the venue.

Venue Managers main responsibilities are:

What financial aspects does the Venue Manager need to consider?

- Ensure that all services are opened and fully functional during scheduled times
- Check Health and Safety is in place to safeguard clients and employees



O2 Academy Shepherds Bush (London)

- Give consistent and excellent level of service to clients
- Book artists for the venue.
- Assist with preparations of shows and supervise the whole process

How do Venue Managers relate to other roles?

Promoter	Liaise with promoter to book artists to their venues.
Live Sound Technician	Make sure that the venue has all the equipment needed for live shows and take advice from live sound technician as to the quality of equipment needed.
Music Journalist/Blogger	Contact music journalist to come and see artists at their venue for positive reviews/exposure of venue.

Studio Manager

A Studio Manager makes sure that the studio is organised, in terms of bookings, equipment and administration. They are involved in the business side of the operations and making sure that they keep existing clients satisfied and attract new business to the recording studio.



Abbey Road Studios
(London)

Studio Managers main responsibilities are:

- Ensure that the studio is run effectively and that it is financially profitable
- Schedule times and liaise with clients
- Employ session musicians and engineers
- Promotion and marketing of studio
- Check Health and Safety is in place to safeguard clients and employees

What health and safety concerns are there at a studio?

How do Studio Managers relate to other roles?

Record Producer	To liaise with record producer to record an artist at their studio. To make sure that the record producer is working in a safe environment.
Sound Engineer	To hire and oversee sound engineers at their studio. To make sure that the engineer is working in a safe environment.
Instrument Technician	To liaise with the instrument technician about equipment at the studio to make sure that it is maintained properly.

Promoter

A Promoter is typically hired as an independent contractor by music venues, earning an agreed-to fee or royalties. They work with agents, or in some cases, directly with the bands, and with clubs and concert venues to arrange for a show to take place. Promoters then are in charge of making sure the word gets out about that show.

How would a promoter go about arranging a show?

Promoters main responsibilities are:

- Work with venues to arrange for a show
- In charge of 'putting on' the show
- Work with artists' management
- Promote the show through advertisement and publicity



Local Flyering to
Promote a Concert

How do Promotors relate to other job roles?

Venue Manager	Contact the venue manager about the possibility of their clients performing at the venue and negotiating costs.
Artistic Manager	Liaise with the artistic manager about the artists schedule and when they are available to do shows and promotional events.
Marketer	Contact marketer about branding used for the artist to tie this into promotion for shows.
Music Journalist/Blogger	Contact music journalist to advertise shows and to invite them to see the shows, to promote to a wider audience.

Marketer

A Music marketer is someone who is in charge of raising awareness of an artist and creating a brand that can be easily recognisable to the public. In order for the artist to be popular, a marketer must help create a fan base through various types of media and publicity campaigns.



Social Media used to Market an Artist

Marketers main responsibilities are:

- Design and implement marketing (i.e selling) plans: album sales, streams
- Gather prices for advertisements and promotions
- Devise promotional events, giveaways, sponsorships
- Have a radio/ online campaign for an artist
- Create the artist's image/brand

Why is a brand/image important?

How do Marketers relate to other roles?

Musician	To work with the marketer to fulfil commitments to branding and image and take part in publicity campaigns.
Artistic Manager	To work with the marketer to develop ideas of branding and to schedule the artist for publicity campaigns.
Broadcaster	To work with the marketer on promotions and competitions, as well as interviews.
Venue Manager	To work with marketers to advertise and publicise concerts at their venues.

Artists and Repertoire (A&R)

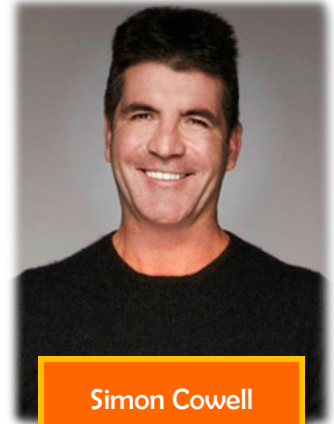
Artists and repertoire (A&R) is the division of a record label or music publishing company that is responsible for talent scouting and overseeing the artistic development of recording artists and songwriters.

A&R main responsibilities are:

What would they look for in new talent?

- Scouting for new talent and sign to a record label
- Oversee all the aspect of the process from delivery to finished recordings

- Development of artist as they grow and mature
- Manage the recording process
- Help find songs appropriate for the artist



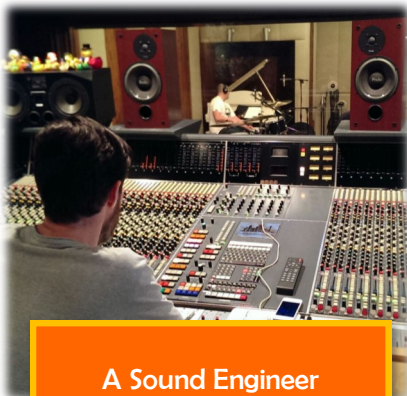
Simon Cowell
(A&R Exec: *One Direction*)

How do A&R relate to other roles?

Record Producer	Work with the record producer during the recording process to make sure that the songs produced are of the highest quality.
Artistic Management	Work with the artistic manager to finalise contracts and work as a team to develop the artist.
Musicians	Work with musicians to develop own practice and to try out different songs to check appropriateness

Sound Engineer

A Sound Engineer is required to assemble, operate and maintain the technical equipment used to record, amplify, enhance, mix or reproduce sound.



A Sound Engineer
Recording a Drum Track

Sound Engineers main responsibilities are:

- Planning recording sessions with producers and artists
- Setting up microphones and equipment in the studio
- Making sure the volume and recording levels are set correctly
- Operating recording equipment and adding effects
- Recording each instrument or item onto a separate track
- Mixing tracks to produce a final 'master' track

How does this compare to a Live Sound Technician?

How do Sound Engineers relate to other job roles?

Studio Manager	To ensure that all equipment is set up correctly and operated successfully so the client has a positive image of the studio and may want to return again.
Record Producer	Work with the record producer to record all parts of the track that he wants and to mix them in a way that fulfils his creative vision.
Session Musician	To set up recording equipment quickly for the specific equipment and record the session musicians part so that they can begin the mixing process.
Mastering Engineer	Work with the mastering engineer to create the final master of the track so it is ready for distribution.

Session Musician

A session musician is a musician that is called in to play on recordings or in bands at short notice. They must learn and play parts almost immediately and should therefore be musicians of a high ability and have very good performance skills.

Venue Managers main responsibilities are:

Why would anyone want to be a session musician?

- Turn up on time to recording sessions or performances
- Rehearse music and keep instrumental level high
- Follow instructions given by producer/conductor
- Bring instrument and keep it in good condition for regular playing
- Contribute partly, at times, to the writing of an arrangement



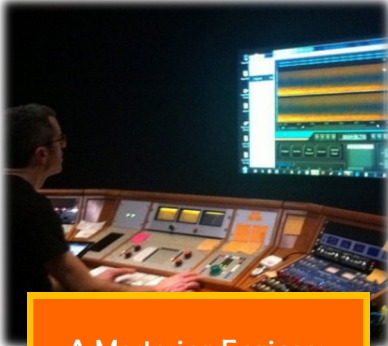
Session Musicians
Recording Their Part

How do Session Musicians relate to other roles?

Record Producer	Work with the record producer to record the parts the producer wants in order to fulfil the creative vision of the track.
Conductor	Work with the conductor to understand the cues of pieces and understand the interpretation of the music.
Sound Engineer	Work with the sound engineer to record their parts and to set up where they asked to set up.
Roadie	Work with the roadie so that they know what equipment needs to be transported and set up for live shows

Mastering Engineer

A mastering engineer is a person skilled in the practice of taking audio (typically musical content) that has been previously mixed and preparing it for use in distribution, whether by physical media such as a CD, vinyl record, or as some method of streaming audio.



A Mastering Engineer
Making Subtle Changes
to the Audio

Mastering Engineers responsibilities are:

- Complete the audio mastering process for an album
- Prepare and transfer audio from one format to a desired master format
- Refine the sound quality and make subtle changes to create an appealing sound

Why is a Mastering Engineer important?

How do Mastering Engineer relate to other roles?

Distributor	Work with the distributor to make sure that final product created is ready to be distributed to the correct outlets.
Sound Engineer	Work with sound engineer to make sure that the music recorded is ready for the final mastering process.
CD/Vinyl Manufacturer	Work with manufacturers to make sure that the master copy has been sent to them, ready to be pressed.

CD/Vinyl Manufacturer

A Manufacturer is someone who takes the final master copy of a record and presses it onto CD or Vinyl to be distributed to retail stores for consumers to purchase.

Manufacturers main responsibilities are:

- Master CD's/Vinyl's of high quality
- Transport to distribution outlets (stores or online)
- Duplicate CD's/Vinyl's



CD Manufacturing

What dangers does a Manufacturer face?

How do Manufacturers relate to other job roles?

Mastering Engineer	Liaise with the mastering engineer to find out when they will be finished so that the manufacturer can get the products to distributor on time for release.
Distributor	Work with the distributor to distribute the product into retail outlets.
Marketing	To work with the marketer to make sure that they have the correct branding and designs for the sleeve, cover and CD for consistent design.

Music Journalist/Blogger



Taylor Swift on the Cover of Rolling Stone

Music journalism is reviewing and reporting about popular music topics, including pop music, rock music, and related styles. Music journalism is an aspect of entertainment journalism, covering popular music and including profiles of singers and bands, live concert, and album reviews.

Music Journalists main responsibilities are:

- Write reviews about an artist's concert and album
- Attend shows, concerts, events and interview people
- Listen to CDs, online music, new talent to stay up to date with the latest music scene

Why should artists do interviews?

How do Music Journalists relate to other roles?

Marketers	Work with marketer to make sure that the right image and branding of the artist is being conveyed through their outlet.
Artistic Manager	Work with artistic manager to set up interviews and to agree on the conditions of these interviews, including payment and topics.
Promoters	Work with promoters to promote a show or tour, including any competitions or give away that will create interest in magazine or article.
Venue Managers	Liaise with venues to write pieces about artists in their venues so that readers can make decisions about artists they want to see and in which

Broadcaster (TV and Radio)

A Broadcaster is a person who presents or hosts a radio program or a television program. They usually put together their program and do a lot of research into the kind of music they are talking about, as well as the artists they are interviewing.

Broadcasters responsibilities are:

- Interview artists about upcoming events
- Select music for a show
- Present music show and discuss trends



Nick Grimshaw
(Radio Broadcaster:
BBC Radio 1)

How can broadcasters help an artists career?

How do Broadcasters relate to other roles?

Artistic Managers	Work with artistic managers to set up interviews and to agree on the conditions of these interviews, including payment and topics.
Promotors	Work with promoters to promote a show or tour as part of a programme. Promotional competitions to increase audience.
Musicians	Work with musicians to give listeners a chance to hear from their favourite artist.

Software Programmer/App Developer



Computer Sequencing
Software

A programmer, computer programmer, developer, coder, or software engineer is a person who writes computer software. Software is extremely beneficial to the music industry and it has made it easier than ever to set up home studios and produce music in a more accessible way.

Programmers main responsibilities are:

- Create apps, musical programmes: sequencing (Logic), notation software (Sibelius), music games
- Up date the programme regularly
- Create computer programmes that assist musicians with their training (aural tests, music theory)

How has software benefitted the industry?

How do Software Programmers/App Developers relate to other job roles?

Composer/Song Writer	To create programs and apps that will allow composers/song writers to create original music without having to pay for studio time.
Sound Engineer	To create programs to record parts of a track and then apply effects and mixing.
Studio Manager	To create programs for studio managers to use within their studios.

DJ

DJs play music for audiences at live venues. DJ's use various formats including vinyl, CD or MP3, and a range of equipment such as turntables, mixers, microphones and amplifiers. DJ's develop the skill to seamlessly transition from one recording of a song to another by using turntable skills that involve the simultaneous use of two record turntables and a DJ mixer

DJ's responsibilities are:

- Play and mix records in clubs or bars, to create atmosphere or keep people dancing
- Choose music to suit the audience's taste and the venue's music policy
- Create their own sounds by manipulating beats, using samples, adding extra music and sound effects
- Work with an artist who raps or sings over the music.

What other job roles could a DJ become involved in?



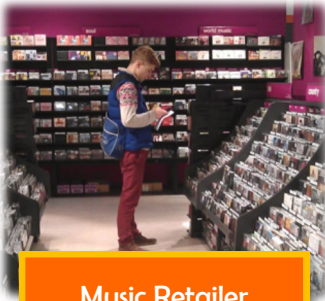
David Guetta
(DJ)

How do DJ's relate to other roles?

Venue Manager	Liaise with venue managers about bookings at their venues.
Musicians	Work with musicians to perform live with as part of a show or to create samples with.
Live Sound Technician	Work with live sound technicians to make sure that all the their equipment is set up correct and interfaced with the venues audio system.
Roadie	Work with roadies to make sure all equipment is transported to and from a show.

Retailer

A Retailer is someone who works in a business that sells music to consumers. This could be in the form of physical copies sold through high street shops or through online stores where music can be downloaded or streamed.



Music Retailer
(HMV)

Examples of Retailers:

- Online: iTunes, Amazon, Spotify.
- Shops: HMV, Fopp, specialist record shops.

Why are high street retailers under threat?

How do Retailers relate to other roles?

Musicians	Work with musicians to increase sales of albums through signings and exclusives to certain albums or songs.
Marketers	Work with Marketers to make sure that the retailer has materials that will increase public awareness of album through consistent branding.
Distributors	Work with distributors to make sure that an artists album is available in their stores for customers to purchase.

Distributor

A music distributor links a record label or independent musical group to consumers. Their job is to sell recordings and to increase the group's visibility and popularity by convincing stores to stock and promote its recordings. Much of that comes through the distributor's sales reps, who build relationships with the chains and independent stores.

Distributors main responsibilities are:

- Convince stores to sell their clients album.
- Work with stores to promote their clients album
- Build good relationships with stores for future sells.



Distributing to
Online Retailers

What skills do you need to have to build relationships with people?

How do Distributers relate to other job roles?

Retailers	Work with retailers to convince and organise for an artists music to be sold at their stores.
Marketers	Work with marketers to make sure that ideals of the brand is being expressed to the retailers
CD/Vinyl Manufacturer	Work with manufacturers to have music ready for the distributors to sell to stores.

How do they the roles fit together? The roles generally fit into the three different areas.

Artist	Studio	Venue
Artistic Manager	Studio Manager	Venue Manager
A&R	Record Producer	Roadie
Promoter	Sound Engineer	Live Sound Technician
Marketer	Instrument Technician	Instrument Technician
Musician	Session Musician	Session Musician
Composer/Song Writer	Mastering Engineer	
DJ	Manufacturer	
Journalist/Blogger	Distributor	
Broadcaster	Software Programmer	

What similar skills do all of these different job roles need?

Who do you think is earning the most money and why?

Job Employment

Within the industry there are several different types of contracts and it is important to understand the differences and which type of contract is most suitable for the job role.

Full Time Employment

- For this kind of contract you would be expected to work a standard 37 - 40 hour week.
- Payment is paid on a regular basis, either weekly, fortnightly or monthly.
- Full time contracts often have an annual salary.
- It is often on a long term/permanent basis.
- Tax and national insurance automatically comes out with pay and is dealt with by the employer based on income.
- You may pay a workplace pension as part of your contract.
- You will have a certain amount of paid holiday a year.

Why can't all music jobs be full time?

Part Time Employment

- For this kind of contract you would work between 1 - 4 days depending on how part time you are.
- Payment is paid on a regular basis, either weekly, fortnightly or monthly.
- Part time contracts often have an annual salary.
- It is often on a long term/permanent basis.
- Tax and national insurance automatically comes out with pay and is dealt with by the employer based on income.
- You may pay a workplace pension as part of your contract.
- You will have a certain amount of paid holiday a year.
- You will often have paid sick leave.

Why would part time be beneficial?

Full time and part time contracts are very similar so make sure you are clear on the differences.

Freelance/Self Employment

- You work for the period of time you are contracted with a company.
 - Payment is negotiated with the employer and it is paid at agreed upon intervals
 - Employment is often paid by the hour or by the project.
 - It is usually a short term contract, although contracts can be renewed.
- You must register yourself with HMRC (Her Majesty's Revenue and Customs) who deals with all of the tax.
 - You will need to let HMRC about how much money you have made within the financial year and then pay the tax on that.
 - You will need to organise your own pension fund.
 - You will not be paid for holidays but having holidays is more flexible than fulltime/part time contracts
 - If you are sick then you will not get paid for a day off.

What industry jobs would suit self employment?

Freelance and self employment are very similar in lots of ways but have one clear difference.

Freelance workers, although working for themselves, will be attached to certain companies for a period of time and will have to follow the rules of that business.

Self employed workers are their own business and are subject to their own policies.

Permanent vs Casual Working

- Permanent offers guaranteed work for a certain length of time and job security. However, it can often be rigid in hours you work and the time you can take off.
- Casual is not secure, as it varies according to the work on offer, but it does give flexibility and choice as to organising your time. Rather than having a steady income it will be more sporadic and you will have to manage your money better to maintain your lifestyle.

Which type of employment is best overall?

Large Venues

A large venue can encompass a wide variety of different types of venues. For music events this can mean arenas, stadiums, large outdoor festivals and large west end theatres. There are many advantages and disadvantages

What overheads would a large venue have?

associated with this type of venue.

Advantages could be:

- They have excellent sound and technical facilities
- You would have a much larger amount of publicity and promotion available
- You can charge higher fees for tickets.



O2 Arena (London)



Glastonbury Festival
(Somerset)

- More seats available for purchase

Disadvantages could be:

- There are large costs in hiring a venue of that size
 - You would have to have a certain level of fame in order to attract the amount of people needed to make a profit
 - Less intimate interaction with the audience which may conflict with style of music e.g. acoustic guitar gig played in an arena.
- More people needed to facilitate event so money will be divided amongst larger group.

Small and Medium Venues

When you are starting out a musician you will be playing at venues of this size. These can be venues such as pubs and bars, school stages, small theatres or community centres. There are many advantages and disadvantages associated with this type of venue.

Advantages could be:

- Intimate atmosphere as you are closer to the audience so you can convey expression and personality more easily
- More accessible to local bands, especially if they need to transport equipment

Why is playing in local venues good for building a career?



Live Music in a Pub



Turner Sims Concert Hall
(Southampton)

- Caters more to the community as the locals know the venues and will go to certain venues because of the style of the live music
- Can be cheaper to hire venue or can be free e.g. open mic nights.

Disadvantages could be:

- Poor sound quality and technical facility
- Limited audience due to venue size
- Less opportunity to publicise and promote event
- Less opportunity to make significant amounts of money.

Health, Safety and Security at Venues

When managing or hiring a venue there are certain health and safety aspects you need to be aware of.

You need to think about:

- Heating, lighting and ventilation
- Electrical equipment safe
- Hygienic toilets and clean drinking water
- First Aid qualified staff
- Emergency exits in case of fire and an effective fire safety evacuation policy
- Obstacles appropriately highlighted/indicated (e.g. stairs)
- Adequate parking and parking arrangements
- Flow of people in and out of venue
- Secure ramps/stage scaffolding
- Disability access and mobility of venue
- The venue adheres to the maximum number of people it can have in the venue
- All security staff are SIA approved
- All members of staff undergo training and have identification
- No smoking policy

Why is important to be aware of these risks?

The HSE (Health and Safety Executive) require all venues to have effective health and safety policies by law.

Organisations

There are many organisations that work within the music industry and provide a range of services. You will need to understand what each of these organisations do and how they relate to the job roles.

Recording Companies/Record Labels

A record label manages such brands and trademarks, coordinates the production, manufacture, distribution, marketing, promotion, and enforcement of copyright for sound recordings and music videos; conducts talent scouting and development of new artists ("artists and repertoire" or "A&R"); and maintains contracts with recording artists and their managers.

However, there are degrees of scale when it comes to record labels. There are some that are known as "major labels", some that are known as "sub labels" and some that are known as "independent labels". It is important to know the main differences and the advantages and disadvantages of these.

Major Record Labels

There have been a number of major record labels over the years but, as of 2012, there are three. These are Universal Music Group, Sony Music Entertainment and Warner Music Group. There are many advantages and disadvantages associated with a major record label.



The Big Three Major Record Labels

Advantages of a major record label are:

- They have a great deal of money at their disposal.
- They have many connections with other labels and artists
- They have great links when it comes to promotion of an artist
- Because of their large size, they can get the best deals on manufacturing, advertising and links to media outlets.

Disadvantages of a major record label are:

- Difficult to stand out in such a big pool of artists
- Deals that are balanced in the favour of the record label making money as opposed to the artist.

- More mass media driven than interested in your style of music
- Artist loses a lot of the creative control over the music and may be told what songs they must sing.

Do the advantages outweigh the disadvantages?

Sub Labels

The big three record labels own and manage many other labels that are called “sub labels”. These are also big companies with the same advantages and disadvantages. Artists are signed to major record labels through these sub labels. Below are a few examples of some of these sub labels and the artists that are signed to them.



Ariana Grande
(Island Records)

Island Records is a sub label owned by Universal Music Group. On their record label they currently have artists such as The Vamps, Demi Lovato, Shawn Mendes, Florence and the Machine and Ariana Grande.

Columbia Records is a sub label owned by Sony Music Entertainment. On their label they currently have artists such as Beyoncé, Bring Me the Horizon, Calvin Harris, Céline Dion, Ella Henderson and Little Mix.



Beyoncé
(Columbia Records)



Jess Glynne (Atlantic Records)

Atlantic Records is a sub label owned by Warner Music Group. On their record label they currently have artists such as Bruno Mars, Coldplay, Jason Derulo, Ed Sheeran, Jess Glynne and Wiz Khalifa.

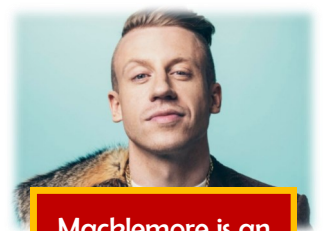
Independent Labels

An independent record label or indie record label is a record label that operates without the funding of major record labels. Many bands and musical acts begin their careers on independent labels.

Those that have started on independent records include Momford and Sons, Arctic Monkeys, Arcade Fire and Aloe Blacc. Macklemore founded his own independent record label (Mackmore LCC) and releases all his music through this.

What are risks of signing to an independent label?

Many bigger artists, having been financially successful with a major label, have moved to an independent label. Taylor Swift and Adele are examples of this.



Macklemore is an
Independent
Artist

There are many advantages and disadvantages associated with an independent record label.

Advantages of an independent record label are:

How does this compare to major record labels

- There are usually less artists so there is more time that can be spent with the artist
- The contracts are more fair to the artist, giving them a more even split of the money made
- Due to more time spent with the artist, a closer personal relationship can exist
- The artist can have more creative freedom with the songs chosen and the sound of the music.

Disadvantages of an independent record label are:

- Less funds available to make records
- Less funds to publicise and promote a record
- Organisation of record label can be difficult due to less employees and more informal nature
- Can have less contacts with the media for advertising and promotion.

Which label would you choose?

Job Roles associated with a Record Label are:

A&R

Record Producer

Promoter

Marketer

Distributor

Musician

Song Writer

Music Publishing

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.

With the advancement of technology and the internet making it easier than ever to reach people all across the world, self publishing has become much more possible and, in some cases, the preferred method of publishing for some composers. Therefore, composers have two methods of publishing; either through major publishing houses or through self publishing.

However, there are distinct advantages and disadvantages associated with both.

Advantages of a major publishing house are:

- Major publishing houses are better equipped to distribute music, through funds they have available and already establish connections.
- The music published is associated with a certain quality and can be packaged and printed to reflect this.
- There are lot more opportunities for marketing and promotion as the publishing house will do this for you and have greater funds to do this more extensively.
- More opportunity to make significant amounts of money



Published Sheet Music

Disadvantages of a major publishing house are:

- Usually need to go through an agent who will take a percentage of the money you earn.
- It is harder to have music published when the company is large
- They may insist on further editing to your music and certain changes made.

Which way of publishing would you pick and why?

Self Publishing (Online)

Advantages of self publishing are:

- Don't need to go through an agent as you can send your work directly to them
- You are more in control with the editing process
- It can be a stepping stone to a larger company
- May cater to a specific genre that is different from the style required of the major publishing houses.

Disadvantages of self publishing are:

- Less marketing and promotion through online publishing. This will need to be carried out by the composer
- You are likely to make less money from online publishing, especially in the short term.
- Not the same possibilities of distribution of your work.

Job roles associated with Publishing are:

Distributor

Conductor

Composer

Marketer

Promotion Companies

Promotion companies support the marketing and promotion of an artist and encourages publicity of an artists product for public awareness. This can include live shows, record signings, public appearances etc. Many of the big record labels will have a promotions company within their label rather than outsourcing to other companies.

A promotions company must:

- Secure a venue for a show
- Promote the show through the use of media
- Work with the artist to make sure all needs are covered for the shows/appearances
- Cover the venue costs and costs of promotion
- Negotiate contract with the record label and the type of payment received i.e. a set fee, a certain percentage of money made, etc.

What difficulties can a promotions company have? And why?

Job roles associated with Promotions are:

Promoters

Artistic Manager

Musician

Marketer

Venue Manager

Broadcaster

Music Journalist/
Blogger

DJ

PR and Marketing Companies

PR and Marketing companies are involved in the selling and marketing of a product so that it is appealing to consumers. This may be in the form of records or concerts but can also mean the artist as well. They will need to develop the brand of the artist, make sure that the artist is representing the brand properly and work to resolve any issues that an artist has created following unprofessional incidents.

A PR and Marketing company must:

- Advertise the artist and introduce new music to fans
- Connect with fans through video streams and other social media
- Promote the product through traditional media outlets
- Grow the sales of the artist
- Target the appropriate audience without alienating an artists previous audience

How can marketing companies use social media effectively?

Job roles associated with Marketing are:



Hire and Transport Companies

At several points during an artist career, starting out or established, they will need to hire equipment and think about the transportation of said equipment or themselves. There are numerous companies that exist to fulfil these needs. There are several reasons why it would be more beneficial to hire rather than to buy equipment yourself.

Lighting and Sound Equipment	Transport
• Company will have technical expertise with the equipment and can also give advice about best set up or needed specifications. • The equipment will be higher quality and looked after properly. • Engineer to take care of sound/lights so that the artist can focus on the music	• They will transport equipment when on tour so equipment is always at the venue when needed. • Transport company may provide Roadies to carry and install equipment. • Hire a bigger live in coaches for tours around the country or abroad.

Job roles associated with Hire and Transport are:

What circumstances would it be better to buy your own equipment? And why?



Agencies, Unions and Trade Bodies

Agencies

An agency is an organisation that provides a particular service on behalf of a business or an artist. There are many agencies within the music industry that are concerned with protecting the rights of work produced by the music industry, including the revenue generated by these works. It is important that you remember these and their acronyms.

PRS

Performing Rights Society represents their members' performing rights, whenever a piece of music is performed or played in any public space or place outside of the home. They then collect royalties for this in the form of licenses.

Phonographic Performance Limited licenses the right to play recorded music and music videos in public. They then collect royalties for this.

PPL

MCPS

The Mechanical Copyright Protection Society represents their members' mechanical rights, whenever a piece of music is reproduced as a physical product. They then collect royalties for this.

Why is it important to pay for these licenses?

Unions

A Union is an independent organisation that represents their members and stands up for rights of their members. This can be in legal situations, disputes over pay and contract, work place safety conditions and the fair treatment of all. Each union represents a certain collection of industry job roles. It is important that you remember these and their acronyms.

Agencies, Unions and Trade Bodies

MU

The Musicians' Union is an organisation which represents over 30,000 musicians working in all sectors of the British music business.

Musician

Composer/
Songwriter

Record Producer

Session Musician

Conductor

Equity

Equity is the UK trade union for professional performers and creative practitioners. It represents artists from across the entire spectrum of arts and entertainment.

Musician

Session Musician

Broadcaster

Why would a musician join Equity instead of MU?

BECTU

The Broadcasting Entertainment Cinematograph and Theatre union is the UK's media and entertainment trade union. It represents 26,000 members who work in broadcasting, film, theatre, entertainment, leisure and interactive media.

Music Journalist

Broadcaster

DJ

Roadie

Live Sound
Technician

Why would you want to join a union?

Agencies, Unions and Trade Bodies

Trade Bodies

A trade body is an organisation founded and funded by businesses that operate in a specific industry. An industry trade body participates in public relations activities such as advertising their trade, providing training for members and lobbying politicians about issues that affect their trade. However, its main focus is collaboration between companies and businesses. It is important that you remember these and their acronyms.

MPG

The Music Producers Guild represents the interests of all involved in the production of recorded music in the UK

Record Producer

Sound Engineer

Mastering
Engineer

Software
Programmer

APRS

Association of Professional Recording Services represents those who work in the audio industry in the UK.

Record Producer

Sound Engineer

Mastering
Engineer

Manufacturer

Live Sound
Technician

PLASA

Professional Lighting and Sound Association represents those who supply technologies and services to events in entertainment in the UK

Live Sound
Technician

Roadie

What is the difference between a union and a trade body?