

WHEN IT COMES TO THE MUSIC ECOSYSTEM,
we all have a role to play.

AS AN

Artist

BE HONEST



Be as honest as you feel comfortable about your life and lifestyle. This will help us all be more honest and get the truth out.

CREATE & PROTECT INTELLECTUAL PROPERTY



Speak up for your contributions to projects, make your own pieces of art and do the paperwork to safeguard your work.

SUPPORT ROBUST COPYRIGHT LAWS



These are there to protect you. There is a misconception that this is only for the big fish, but that is absolutely wrong.

BE A TASTEMAKER

Create playlists for events, road trips, friends' birthdays. Add your favourite artists.

WRITE REVIEWS & RATE

Getting reviews and ratings helps shift algorithms in favour of artists, helps their work come up as "things you might like" and can give your favourite artists an edge in the very competitive grant and funding races.

ON SPOTIFY, PLAYING A SONG/ALBUM WHEN IT'S VERY NEW, ADDING SONGS TO YOUR PERSONAL PLAYLISTS, AND MOST IMPORTANTLY 'SHARING' SONGS USING THE SHARE TOOL - ALL HELP BUMP UP THAT SONG IN THEIR SYSTEM IN TERMS OF RECOMMENDATIONS.

ON YOUTUBE, USE THE 'SHARE' TOOL TO SHARE THE VIDEO RIGHT FROM THAT PAGE, AND ALSO GIVE IT A 'THUMBS-UP' AND COMMENT TOO - EACH OF THOSE ACTIONS HELPS BEYOND JUST THE VIEW. MOST IMPORTANTLY SUBSCRIBE TO THE CHANNEL - YOUTUBE PLACES A LOT OF WEIGHT ON THIS.

SUBSCRIBE NOW



Industry Members

RESPECT



Respect the time it has taken for your artists to get to the point where you can help with your skills.

ECOSYSTEM



Creators are the song, industry is the amplifier. It's a delicate balance and we all need each other.

COMPENSATION



Be upfront about payment. Be realistic about expectations and consider carefully what you are asking of artists.

BE AN INCUBATOR



If you can offer opportunities for younger artists or incentives for more established artists to support the ecosystem, do it.

PAY FOR YOUR TICKETS?



It is a common practice for label folk, managers, agents and lawyers to ask to be on the list for their artist's shows. Yet these same artists pay you for YOUR services - why on earth do expect to get their work for free.

TAKE BOLD STEPS



Make a company for ten years, twenty years from now, not for right now.

AS A

Lawyer

Stay updated on all the ways musicians can be compensated. This includes Royalty opportunities, the differences between streaming platforms and how fans consume music. Relay this information to your clients and direct them to places where they can find it easily.

HERE IS SOME INFORMATION FOR REFERENCE:

<https://informationbeautiful.net/visualizations/spotify-apple-music-tidal-music-streaming-services-royalty-rates-compared/>

BE A CONNECTOR



Lawyers have an incredible ability to be connectors. Introduce, start discussions, empower and activate your clients.

ADVOCATE



Use your platform to advocate for change for creators. Create opportunities for others to speak and speak up yourself.

AS A

Consumer

There are a number of best practices that every streaming service gives to artists and labels. These are ways that they want artists to reach out to their fanbase that they have built and to plug into the system.

THE EASIEST WAY FOR FANS TO HELP BOOST THEIR FAVOURITE ARTISTS IS BY FOLLOWING THEM ON SOCIAL MEDIA, AND SIGNING UP FOR THEIR NEWSLETTER.

THE FREEBIES



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THE CHEAPIES

1

BUY THE RECORD ON RELEASE DAY

This can accelerate an album onto the front page of whatever service you use to buy music.

2

BUY MERCHANDISE

Show off your band love with a sweet t-shirt, poster, tickets. Go to live shows!

3

GIVE TO A FRIEND

If you love an album or a book, buy it and buy one to give to a friend.

4

SUBSCRIBE TO A MUSIC SERVICE

For the price of 1 album a month, you not only get millions of songs at your fingertips with no ads, but you also are making a difference.

WHAT THE

Government

CAN DO

END TECH COMPANY SAFE HARBOURS

The social contract that ISPs put forward back in the 1990s was that they would provide connectivity to the world in exchange for immunity from liability when they are acting as a 'mere intermediary'. The bargain was struck, and the laws were drafted to create "safe harbours" for those early-days internet companies. But over the past 20 years, business models have changed. Online services like YouTube actively direct consumers to music on their site that they think consumers want to hear. They are, effectively, selling artists' music. They're just not paying creators appropriately for it, because they're pretending this isn't their business model.

END OTHER INDUSTRY CROSS-SUBSIDIES

Outdated cross-industry subsidies are undermining creators' ability to commercialize their work. In Canada, one example is the Radio Royalty Exemption given to every commercial radio station, exempting them from paying more than \$100 in royalties to artists and record labels on their first \$1.25 million in advertising revenue. Governments around the world should examine their own copyright laws for outdated exemptions like this which unfairly and unjustifiably subsidize other industries on the backs of creators.

LISTEN TO CREATORS

Creators around the world are speaking up. Thousands of artists added their names to a letter to the European Commission calling for a solution to the Value Gap. In Canada, more than 3,650 creators signed the Focus On Creators letter urging the government to put creators at the heart of future policy updates. Governments should be skeptical of any person or group claiming that the status quo is working well, and should pay attention to the people who rely on commercializing their music in the digital marketplace.

IT IS UNDENIABLE THAT THE LANDSCAPE HAS CHANGED SIGNIFICANTLY, BUT ARTISTS ARE STILL CREATING AND WE ARE ASKING FOR SOME ACCOUNTABILITY FROM THE GOVERNMENT. WE ARE ASKING FOR SOME REDEFINING OF WHO IT IS THEY ARE PROTECTING AND FOSTERING AND FOR THE AMENDMENT OF POLICIES THAT DATE BACK TO THE LATE 1990S - POLICIES THAT ARE NOW OUT OF DATE. IF WE NEED TO ADAPT, THEN SO DO THE POLICIES THAT AFFECT US.