



SUPPORTING ARTIST ENTREPRENEURS

IN THE EVOLVING MUSIC ECONOMY

ARTIST ENTREPRENEURS ARE A FOUNDATIONAL PART OF TODAY'S MUSIC ECOSYSTEM.

TO HELP ENABLE SUSTAINABLE CAREERS FOR ARTIST ENTREPRENEURS, MUSIC CANADA AND CONNECT MUSIC LICENSING HAVE CONDUCTED RESEARCH INTO ARTISTS' BUSINESS NEEDS, AND DEVELOPED STRATEGIES TO ADDRESS KEY BARRIERS AND ENABLE ARTIST BUSINESS SUCCESS.

MUSIC CANADA IS A PASSIONATE ADVOCATE FOR MUSIC AND THOSE WHO CREATE IT. OUR MEMBERS - SONY MUSIC ENTERTAINMENT CANADA INC., UNIVERSAL MUSIC CANADA INC., AND WARNER MUSIC CANADA CO. - COMBINE CREATIVITY, ENTREPRENEURSHIP AND CUTTING EDGE DIGITAL INNOVATION TO BRING GREAT MUSIC TO FANS ACROSS THE COUNTRY.

AIDED BY INSIGHTS PROVIDED BY OUR INDUSTRY LEADERSHIP ADVISORY COUNCIL, MUSIC CANADA WORKS WITH LIKE-MINDED ORGANIZATIONS TO DELIVER INNOVATIVE PROJECTS AND PROGRAMS THAT STRENGTHEN THE MUSIC ECONOMY.

CONNECT MUSIC LICENSING ADMINISTERS LICENCES IN CANADA FOR THE REPRODUCTION OF SOUND RECORDINGS, AND THE REPRODUCTION AND BROADCAST OF MUSIC VIDEOS, ON BEHALF OF THE COPYRIGHT OWNERS.

CONNECT'S MEMBERS, WHICH INCLUDE ALL OF THE MAJOR RECORD LABELS, INDEPENDENT LABELS, AND THOUSANDS OF INDEPENDENT ARTISTS AND PRODUCERS, OWN OR CONTROL THE COPYRIGHT IN THE VAST MAJORITY OF ALL THE SOUND RECORDINGS AND MUSIC VIDEOS PRODUCED OR DISTRIBUTED IN CANADA. MORE THAN 90% OF CONNECT'S MEMBERS ARE ARTIST ENTREPRENEURS.

CONNECT MUSIC LICENSING REPRESENTS ITS MEMBERS AT RE:SOUND FOR THE COMMUNICATION, PUBLIC PERFORMANCE AND PRIVATE COPYING OF THEIR ELIGIBLE SOUND RECORDINGS.



FOREWORD

Miranda Mulholland

**Artist, Record Label Owner, Music Festival Founder,
and Chair of the Music Canada Advisory Council**



“Artists are entrepreneurs. We are small businesses. We don’t just create art - we create jobs, intellectual property, and a product that is enjoyed, consumed, and monetized in a multitude of ways.

We are the original “gig economy.”

Artists today have to wear many hats and be involved in all aspects of the business to be successful. While most artists would prefer to spend their time and effort creating art, it is imperative for them to understand the music industry ecosystem and how to monetize their creations. Like all entrepreneurs, they need business skills - such as marketing, business planning, and financial management. They also need to develop entrepreneurial skills, such as time management, risk-taking, and confidence.

This report summarizes research from a national study to understand artists’ business needs. It shows that a lack of business and entrepreneurial training, as well as gaps in understanding of music sector structures, are key barriers to success for artists. By building artists’ capacity, developing their skills and giving them access to resources and best practices, we can address these barriers and enable artists to succeed in the business world.

The recommendations in this report will help create the conditions for artists to thrive, which is a vital step in developing a healthy music ecosystem that is supportive of creators.”

**MUSIC CANADA WORKS TO
SUPPORT THE MUSIC ECOSYSTEM
AT EVERY STAGE, WITH INITIATIVES
CLASSIFIED INTO 4 KEY PILLARS:**

CELEBRATE DEVELOP CREATE



Our Artist Entrepreneur initiative is intended to support sustainable careers for artist entrepreneurs living and working in the gig economy through the development of tools and resources that support their development at various stages of their career. It includes elements within each of these 4 pillars.

In 2019, Music Canada commissioned a national study to understand artists' business needs. Conducted in partnership with CONNECT Music Licensing, the study included a series of focus groups and a national survey, which received a robust response from artists representative of Canada's music community both geographically as well as in stages of careers.

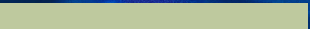


Who are artist entrepreneurs?

They are in control of their career, and hold and control the majority of their copyright and intellectual property.



They manage their day-to-day business, including but not limited to contract negotiations, managing or organizing financial affairs, and arranging and financing the production of original master recordings.



They derive revenue from their recordings, live performance, licensing, royalties, merchandise or other product sales and other fees paid to them.



KEY FINDINGS:

OUR RESEARCH SHOWED THREE KEY BARRIERS TO ARTISTS' SUCCESS AS ENTREPRENEURS:

1

Lack of business training,

such as business planning, marketing, sales and financial management.

2

Lack of entrepreneurial skills,

such as leadership, time management, risk-taking and confidence.

3

Gaps in technical understanding of music sector structures,

such as licensing, royalties and the role of collective management organizations.

"Like entrepreneurs in any industry, artist entrepreneurs need business skills and training to market themselves and monetize their creativity. Entrepreneurial skills like leadership and risk-taking are crucial for artists as they build their career. By fully understanding the music sector's structures, such as royalties and collective management organizations, artists can ensure they collect all revenue streams they are eligible for."

- DOMANIQUE GRANT

SINGER/SONGWRITER, CREATOR & AWARD
WINNING ENTREPRENEUR



STRATEGIES TO SUCCEED

The findings of the survey stress the importance of a healthy music ecosystem that is supportive of creators. We can address these barriers and enable artists' business success through the implementation of the following strategies:

Developing Artists' Capacity

through business training and entrepreneurial skill development.

Building a Community

of experts and peers to enable artists to build strong professional networks.

Promoting Synergies and Collaborations

amongst government agencies, music industry organizations and entrepreneurial services to better support artists' success.

"One of the biggest obstacles to the success of many independent artists is a lack of access to information about the business of music. Having been in this industry for a number of years, I've been confronted with many situations where I gained entrepreneurship skills through experience and experimentation. But if there was a resource base like the one offered by the Artist Entrepreneurship Program available to my bandmates and I, we might have been able to focus our efforts in the right places avoiding some of the many missteps we made and saving us valuable time and energy."

EON SINCLAIR

**BASSIST, BEDOUIN SOUNDCLASH
DJ, THE SOUL PROPRIETOR**



1. Greater recognition of artist entrepreneurs by government, training and educational institutions, as well as funding bodies serving them.

Example: Embedding entrepreneurship in all training programs and supporting business development activities in addition to creative activities.



2. Consolidation of information on existing programs available to artists entrepreneurs based on the stage of their career development.

Example: An online resource page listing programs and services delivered through recognized non-profit organizations and government agencies.



3. Adaptation of entrepreneurship, business planning and business training to meet artist entrepreneurs specific needs via accessible languages and platforms.

Example: Business planning tools adapted for the music industry.



4. Development of curated content, resources and tools addressing artist entrepreneurs unique business challenges.

Example: Comprehensive and artist-friendly information regarding the collection of royalties.



5. Greater collaboration between government agencies serving artists, the artist community and leading music industry organizations to allow for best outcomes in a constantly changing music economy.

Example: Public-private partnerships serving artists.



Supporting our artist entrepreneurs is an important part of the future of the Canadian music industry. With business training, entrepreneurship programs, and community building, we can create the conditions for them to grow and succeed.

To address the needs identified in the artist entrepreneur survey, Music Canada and CONNECT Music Licensing will develop tools and programs and provide industry insight to support all Canadian artist entrepreneurs.

“Music Canada’s Strategic Initiatives portfolio is designed to strengthen the 4 fundamental pillars of a thriving music ecosystem in Canada: Create, Develop, Elevate and Celebrate. Our Develop pillar includes dedicated initiatives for artist entrepreneurs, which will enable artists’ business success,” says Sarah Hashem, Vice President, Strategic Initiatives, Music Canada. “In partnership with CONNECT Music Licensing, we have conducted research on what artists need to be successful from a business perspective, and are developing targeted supports and resources to address these needs.”

“Artist entrepreneurs represent more than 90% of CONNECT’s members, and the great majority of the creative middle class,” says Catherine Jones, Executive Director, CONNECT Music Licensing. “Like entrepreneurs in other fields, artists are creative, they are risk-takers, and they are job-creators. By supporting them with training and resources, we can help empower more artists to achieve their goals and earn a sustainable career.”

Together, Music Canada and CONNECT Music Licensing are uniquely positioned to serve Canadian artist entrepreneurs.

