



performance royalties
advances
live shows
licensing
retail sales

merchandise
commissions
fan support
synch licensing
grants

Artist Revenue Streams



Below are 45 distinct ways that US-based musicians and songwriters can generate revenue from their compositions, performances, sound recordings, brand, and/or knowledge of the craft.

SONGWRITER AND COMPOSER REVENUE

- 1 **Publisher Advance** Bulk payment to songwriter/composer as part of a publishing deal. Paid to songwriter/composer by publishing company.

- 2 **Mechanical Royalties** Royalties generated through the reproduction of recordings of your songs – either physical or digital. Paid to songwriter/composer by publisher, label, Harry Fox, or digital aggregator like CD Baby/TuneCore.

- 3 **Commissions** Typically a request from an ensemble, presenter, orchestra or other entity for a composer to create an original work for them.

- 4 **Public Performance (PRO) Royalties** Royalties generated when your songs are played on radio, TV, in clubs and restaurants. Paid to songwriter/composer/publisher by ASCAP/BMI/SESAC.

- 5 **Streaming Mechanical Royalties** Royalties generated when your songs are streamed on on-demand services (Rhapsody, Spotify, Rdio). Paid to publisher by Harry Fox or other mechanical licensing agent. Publisher then pays songwriter/composer.

- 6 **Composing Original Works for Broadcast** Typically a commercial request to compose an *original* jingle, soundtrack, score, or other musical work for a film, TV or cable show, or an ad agency. Paid to songwriter/composer by agency requesting the work.

- 7 **Synch Licenses** Typically involves licensing an *existing* work for use in a movie, documentary, TV, video games, internet, or a commercial. Paid to songwriters/composers either via publisher or record label, or via a direct licensing deal with the licensee (movie studio, ad agency, etc) if you are self-published.

- 8 **Sheet Music Sales** Revenue generated by the sale or licensed reproduction of songs/compositions as sheet music. Paid to songwriter/composer by publisher, or directly from purchasers if you are selling it on your website or at performances.

- 9 **Lyric Display** Revenue generated by the licensed display of song lyrics. Online lyric sites pay publishers, which then pay songwriter/composer.

- 10 **Ringtones** Revenue generated from licensing your songs/compositions for use as ringtones. Paid to songwriter/composer via your publisher, your label or Harry Fox.

- 11 **Songwriter Awards Programs** Awards given by ASCAP and BMI Foundations to writer members of any genre whose performances are primarily in venues outside of broadcast media.

- 12 **Publisher Settlement** Payment from publishers to writers for litigation settlements.



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RECORDING ARTIST REVENUE

- 13 **Record Label Advance** Paid to recording artist as part of signing a deal.
- 14 **Record Label Support** Money from label for recording or tour support.
- 15 **Retail Sales** Revenue generated from selling physical recordings in retail stores or via mailorder. Paid to recording artist/performer by your label, or services like CD Baby or Bandcamp that help musicians sell physical product.
- 16 **Digital Sales** Revenue generated from selling recordings digitally/online as permanent downloads. Paid to recording artist/performer by your label, or digital aggregator like CD Baby or TuneCore, or directly from fans via services like Bandcamp.
- 17 **Sales at Shows** Revenue generated from selling recordings at shows/live performances. Paid to recording artist/performer directly by fans.
- 18 **Interactive Service Payments** Revenue generated when your recordings are streamed on on-demand services (Rhapsody, Spotify, Rdio). Paid to recording artist/performer by your label, or digital aggregator like CD Baby or TuneCore.
- 19 **Digital Performance Royalties** Revenue generated when your sound recordings are played on internet radio, Sirius XM, Pandora. Paid to performers by SoundExchange.
- 20 **Master Use Synch Licenses** Typically involves licensing an *existing* sound recording for use in a movie, documentary, TV, video games, internet, or a commercial. License fee paid to record label and/or recording artist via a direct licensing deal with the licensee (movie studio, ad agency, etc).
- 21 **AARC Royalties** Collected for digital recording of your songs, foreign private copying levies, and foreign record rental royalties, distributed to US artists by AARC.
- 22 **Neighboring Rights Royalties** Collected for the foreign performance of your recordings.
- 23 **Film Musicians Secondary Markets Fund** Paid to performers on recordings used in film, TV and other secondary uses by the Film Musicians' Secondary Markets Fund.
- 24 **Sound Recording Special Payments Fund** Paid to performers for the sales of music recorded under AFM collective bargaining agreement by the Sound Recordings Special Payments Fund.
- 25 **SAG-AFTRA Contingent Scale Payments** Paid to non-royalty artists when a recording hits certain sales plateaus.
- 26 **Label Settlements** Payments from labels to recording artists for litigation settlements (MP3.com, Limewire).

PERFORMER AND SESSION MUSICIAN REVENUE

- 27 **Salary as Member of Orchestra or Ensemble** Income earned as a salaried member of an orchestra band, or ensemble.
- 28 **Shows/Performance Fees** Revenue generated from playing in a live setting (for non-salaried players). Paid by concert promoter, presenter or venue to performer.
- 29 **Session Musician/Sideman Fees for Studio Work** Payments to studio musicians/freelancers/

This list was generated as part of **Future of Music Coalition's Artist Revenue Streams research project**, a cross-genre multi-method examination of musicians' revenue streams. Access this list and other reports at <http://money.futureofmusic.org>.

sideman for work in recording studio. Paid by label, producer or artist, depending on situation.

30 **Session Musician/Sideman Fees for Live Work** Payments to studio musicians/freelancers/sideman for work in a live setting/on tour. Paid by label, producer or artist, depending on situation.

31 **Non-Featured Artist Payments** Payments from the AFM & SAG-AFTRA Intellectual Property Rights Distribution Fund, which distributes recording and performance royalties to non-featured artists.

KNOWLEDGE OF CRAFT: TEACHING AND PRODUCING

32 **Music Teacher** Revenue generated from teaching your musical craft.

33 **Producer** Payment for producing another artists' work in the studio or in a live setting. Paid by labels, featured artists, studios, presenters, or foundations, depending on situation.

34 **Honoraria or Speakers' Fees** Payment for conducting a lecture, workshop or master class. Usually paid by school, conservatory, or presenting organization.

BRAND-RELATED REVENUE

35 **Merchandise Sales** Revenue generated from selling branded merchandise (t-shirts, hoodies, posters, etc.). Paid to artist/performer by fans.

36 **Fan Club** Money directly from fans who are subscribing to your fan club.

37 **YouTube Partner Program** Shared advertising revenue, paid to partners by YouTube.

38 **Ad Revenue** Miscellaneous income generated by your website properties (click-thrus, commissions on Amazon sales, etc.)

39 **Persona Licensing** Payments from a brand that is licensing your name or likeness (video games, comic books).

40 **Product Endorsements** Payments or free goods from a brand for you endorsing or using their product.

41 **Acting** Payments for appearances in TV, commercials, movies.

FAN, CORPORATE AND FOUNDATION FUNDING and OTHER SOURCES OF REVENUE

42 **Fan Funding** Money directly from fans to support or pre-sell an upcoming recording project or tour (Kickstarter, Pledge Music, IndieGogo).

43 **Sponsorship** Corporate support for a tour, or for your band/ensemble.

44 **Grants** Foundation or public arts grants to support your work/project from foundations, state or federal agencies.

45 **Arts Administrator** Money paid to you specifically for managing the administrative aspects of a group that you are a member of.
