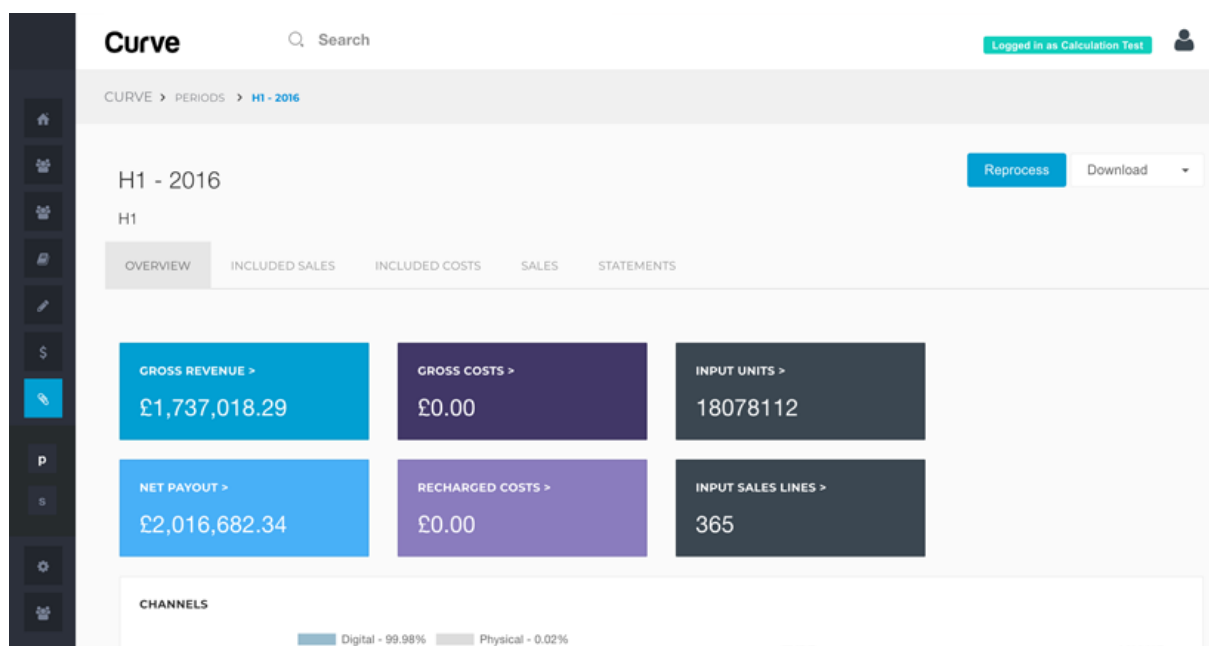


If you have spent any time finding out about **Music Publishing Management Software** in the last few months, you have arguably seen how hard to understand it can be.

Music has been shown to have a positive effect on brain development in young people by increasing neuroplasticity and enhancing creative and analytical thinking skills. Many artists are choosing not to chase record deals since there are many more ways than ever to market on their own. A producer should keep the music sessions running smoothly, anticipate any problems beforehand, and get the best out of everyone from the artist to the engineer. The other management skills discussed are an indication of the breadth of the practical understanding of people and the music business required by an artist manager. Nowadays the lines are blurred between the big bad record company and the pure and innocent artist. With major labels up against the ropes, more success is coming to smaller, independent labels who are more artist-oriented. Publicists ensure that their musicians' concerts, releases, and announcements are covered by the media in a way that feeds positively into their public perception while increasing awareness of the artist. The good news is that you'll see your hard work pay off in a very tangible way-whether that's a sold-out show or a spot on the radio.



YouTube's terms are certainly harsher than those of other streaming services, but the truth is that streaming services on the whole are a bad bet for successful independent artists - if you want to earn a living selling your music. Still, streaming services grow in double-digits year after year. There is nothing that replaces building meaningful relationships within the music industry like eye contact and conversation do. The objective is to generally keep up with contacts and let them know about what you're doing, but they are no substitute for meetings and phone calls that build a business bond based on personal music chemistry. When you have a new release, let all your fans across Facebook, Instagram, Twitter, YouTube, TikTok, etc. know about it and nudge them over to Spotify to check it out. Any performance royalties from around the world will eventually pass from the foreign collection societies to the PRS, however a publisher can often get these more quickly as they have affiliates, branches or

agents in all relevant territories who can monitor and collect performance and mechanical royalties directly from the collection societies in that country. Market leading [Music Publishing Software](#) allows for full traceability of your world-wide music sales.

## **Take This With A Grain Of Salt**

Many bands point to publicity as the best tool for fueling an artist's career. Whether it's in print or online, getting your name out helps to brand you or your artist's name. One of the biggest issues of all when it comes to the streaming is not only what counts as a sale, but the payout of each stream. Due to streams being so easily accessible, the payout for each stream is less than a penny per stream. To make matters worse, each streaming service has a different payout per stream as well. Music as a career is almost terrifyingly expensive. Releasing music is inexpensive, but the marketing can add up to a hefty sum, especially if you're releasing professionally. For decades, deals with record companies have been very disadvantageous to the artist and that's still the same in streaming. The vast majority of the money goes to the record companies and is then farmed out to the acts. The reality is that CDs will slowly be faded out. Kids have replaced the record sleeve with the website. They see what they used to look for on a record sleeve on the website—photos, videos, and whatever else is posted, and let their imaginations run wild. The secondary content to the music used to be in the packaging, and now it's online. Music royalties are easy to track using [Music Royalty Software](#) that really know their stuff.

The easiest way to become really successful is to excel in areas other musicians lack. Fortunately, this is not very hard to do. The music industry requires highly skilled and trained creative people to fill the many roles available. We often hear the maxim do what you love. Do what you are good at, and there is a need for. When your song is played on a streaming service, master recording and publishing royalties are both generated. A royalty payment is money owed to the rights holder of music when it is performed publicly, sold, or streamed. Streaming platforms like Spotify / Amazon Music / Apple Music don't actually have a specific royalty rate per stream. Don't even think about licensing a record without using a lawyer. While what you earn from licensing may seem like found money, don't sell your label short by not getting all you should. Using an expert for [Royalty Accounting Software](#) is much better than trying to do it yourself.

## **Collecting Payments**

In many cases, royalty payments happen once a month, but exactly when and how much artists get paid depends on their agreements with their record label or distributor. Just because someone has a great studio does not mean he or she is proficient as an engineer or music producer. Anyone can buy equipment, but it takes an experienced professional to do the best recording possible. Music libraries have a large repertoire of tracks and songs and typically charge a 50% rate of the revenue earned from sales of licenses on their platform. Music libraries main clients are the licensees and not the artist. Artists who educate themselves about the industry are often more realistic about money expectations and what it takes to succeed. That includes a greater understanding of how much they should do to

*promote their records. Do they have a press kit and local radio play? Have they been working it hard on their own? Mechanical royalties are paid when a song is reproduced via a CD or downloadable track. Yes, mechanical royalties will be paid to a songwriter when their music is reproduced however, if the song was recorded by a band, a songwriter may wish to divide royalties between the bandmates. As record labels make a fixed percentage of streaming royalties, an industry has sprung up around [Music Royalty Accounting Software](#) and the management of these.*

*Radio play is much more effective at selling music than print reviews. Reviews are only part of the picture. You can use them to generate interest from labels and to book shows and so on. Many would have you think that the music industry is impossible to break into, impossible to succeed in. Trust me—it is not. When a musician is setting their fees, there are a number of things they have to remember. In the music business, you need a team. Once you have music you believe in, your team should be as hungry as you are. When building your team, look for people who share your passion for your music, because you are asking them to care about your art and craft as much as you do. From an artist point of view in most styles of music, a producer's role is to understand the artist's vision and have the technical and musical ability to not only make it a reality but also to make it shine. Something like [Royalties Management Software](#) allow the users to easily manage their contracts and revenues.*