

Муниципальное бюджетное общеобразовательное учреждение
средняя общеобразовательная школа №45

Проектная работа «Музыкальный
бизнес в США»
по английскому языку

Выполнил ученик 10 Г класса Ментурович Даниил Романович
Руководитель Медвежева Оксана Петровна

2022 год

TABLE OF CONTENTS

INTRODUCTION.....	3
CHAPTER 1. Work process of the music producer.....	3
1.1 Music producer's job.....	4
1.2 How can you make money as a producer.....	5
1.2.1 Beat leasing.....	5
1.2.2 Royalties.....	7
1.2.3 Your own streaming revenue.....	8
1.2.4 Products for other producers.....	8
CHAPTER 2. Building a career as a music producer.....	9
2.1 Making a plan for building a music career.....	9
CONCLUSION.....	12
USED SOURCES OF INFORMATION.....	13
APPENDIX.....	14

Introduction

The relevance of the project lies in a fact that a lot of people of my age, including myself, are interested in music production and building a career in the music industry, particularly in the US music industry, because of the high interest to American culture and the US being the biggest and the most lucrative market in the industry because of following factors:

- 1) there are more than 300 million people living in the US;
- 2) English is an international language and there are approximately 1.5 billion people in the world who speak English;
- 3) modern American culture is one of the most popular cultures in the world.

The goal of the project is to find out how to build a career in the music business in the United States as a music producer.

The objectives are to learn about the workflow of the music producer, ways of making money as a producer and make a plan for building a career in the US music industry.

The hypothesis is that everyone around the world can build a successful career in the US music industry as a music producer.

For the methods of research, I will use search for information in Internet sources, structuring, planning, experience.

Duration of the project is one year.

CHAPTER 1. Work process of the music producer

1.1 Music producer's job

Music producer's job, despite the stereotypes in our country, is not to make complete songs for the artists to perform them, or put money in the artists' promotion, but to just make music itself – the instrumentals (also called “beats”), the musical accompaniment of the song. Producers make money mostly by selling rights to use their work for making a profit to artists who make songs with their instrumentals but there are also other sources of income for producers that we will talk about later.

To make such instrumentals producers use a software called DAW – Digital Audio Workstation, there are lots of options, the most popular ones are FL Studio, Ableton and Logic Pro. I work in FL Studio and would recommend it to the beginners because of the beginner friendly, easy to use and understandable interface. DAW is not the only thing the producer needs to work, he needs sounds to make his music out of. For getting sounds for melodies producers use VSTs – a programs that install into the DAW. VSTs break down to two categories: virtual instruments – programs that simulate sounds from different instruments, there are also a lot of different options, and the choice is depends on a type of sound that you are looking for at the moment; and the second type of VSTs is mixer effects, and they are basically different types of effects that you can put on particular instruments or the whole track. Sometimes melodic sounds can come in a form of a sound file that isn't attached to any software and you can just drag it in to your DAW and use it, but these sounds have a limited usage because they can be really distorted when you try to play them on high or low notes. Drums also come in the form of a sound file, you can find a lot of so called drum kits on the Internet, there a lots of free kits as well as paid ones. The choice of the drums depends on the style/genre of the beat you're making but also drums should fit the melody and don't overload the whole composition. Another important part of the instrumental is so called mixing, basically what it means is that you need to level the volume of each instrument in the track so they complement each other, don't distort the sound and don't get in the

way of each other. You also need to think about the artist when making a beat, because artists will be your main customers and you will need to leave some room in the composition for the artists to perform their song on your beat.

Bringing your sound to an industry-ready level might take a lot of time, even a couple of years, it depends only on you and how fast can you learn how to make a quality sounding instrumentals. Don't be afraid to post your work on social media and try to reach out to small artists so they can give you some feedback on your work and maybe advise you on what you need to change or improve in your beats.

1.2 How can you make money as a music producer?

1.2.1 Beat Leasing.

The most popular one, especially for smaller producers, is beat leasing. Basically what it means is that you are allowing small artists to “rent out” your instrumental for a commercial use, so they can make profit on their song with your beat. There are different types of leases, usually producers offer 3-5 leases to choose from. Here are the most popular types of leases that producers sell:

License name	Price range	Buyer receives	Limitations
MP3 Lease	\$15-\$50	MP3 file (average quality file) of the beat without any watermarks and rights to use it to make a profit for a song	1) Distribution limit 2 000 copies 2) Streaming limit 30 000 video & audio streams 3) 1 Music video 4) 1 commercial use (iTunes, Spotify, etc) 5) Producer retains full rights
WAV Lease	\$25-\$70	WAV file (high quality file) of the beat without any watermarks and rights to use it to make a profit for a song	1) Distribution limit 4 000 copies 2) Streaming limit 500 000 video & audio streams 3) 1 Music video 4) 2 commercial use (iTunes, Spotify, etc)

			5) Producer retains full rights
Unlimited Lease	\$80-\$200	WAV file (high quality file) of the beat without any watermarks and rights to use it to make a profit for a song (sometimes can come with track stems ¹)	1) Unlimited Distribution 2) No streaming limit 3) Unlimited music videos 4) Unlimited commercial use 5) Producer retains full rights
Track Out Lease	\$80-\$200	WAV file (high quality file) of the beat without any watermarks and rights to use it to make a profit for a song, plus track stems ¹	1) Distribution limit 7 000 copies 2) Streaming limit 1 000 000 video & audio streams 3) 2 Music videos 4) 3-5 commercial use (iTunes, Spotify, etc) 5) Producer retains full rights (sometimes can come with same limitations as “Unlimited Lease”)
Exclusive License	Always negotiated (usually depends on how well know the producer is, can come up to a six figure sums)	WAV file (high quality file) of the beat without any watermarks and rights to use it to make a profit for a song, plus track stems ¹	1) Unlimited Distribution 2) No streaming limit 3) Unlimited music videos 4) Unlimited commercial use 5) Buyer receives full rights to the instrumental

These are the main leases that producers sell. Leases are usually sold through special marketplaces for producers or social media. Prices may vary from producer to producer, especially the exclusive license which price can go up to multiple

thousands of dollars. The difference comes from the fact that the same beat can be rented out unlimited amount of times, but exclusive transfers the rights to the instrumental from the producer to the buyer and this particular beat can't be sold to anyone else anymore. Usually, with purchase of an exclusive license the artist and the producer sign a contract, so producer can get royalties from the song, which is another serious source of income for the producers.

¹Track Stems – separate audio tracks of each instrument playing in the beat. Usually used for mixing and mastering on the artists side

1.2.2 Royalties.

Royalties in simple language are the percentage of the revenue that artist's song makes in its lifetime. This revenue comes from streaming platforms such as Spotify, Apple Music etc, which make money from paid subscriptions and advertisements. Usually streaming platforms pay out around \$0.003 per stream, what means that you will get around \$3 per 1 000 streams on your song.

The percentage that you will get as a producer is also negotiated. If you work with a small artist, you easily can get a 50/50 split, but when you work with a big artist that is signed to a record label, expect something around 3-5% of the revenue, because most of the profit comes to the label itself to cover all of the expenses that they make to promote their artist. Artist themselves only get around 10-20% of their streaming revenue. However, royalties can also come from artist performances, TV shows, music video views etc.

To collect royalties you need to sign up an agreement with one of the performance rights organizations, also known as a performing rights society, which provides intermediary functions, particularly collection of royalties, between copyright holders and parties who wish to use copyrighted works. You won't be able to switch from one PRO to another whenever you want because you will sign a real

contract, usually for 1 or 2 years, so choose wisely. The most popular PROs are ASCAP and BMI.

1.2.3 *YouTube and Spotify revenue.*

Most of the producers upload their instrumentals on YouTube to reach their potential customers, but when you reach 1 000 subscribers and 4 000 watch hours on YouTube you are able to become a part of YouTube partner program and get paid for ads that your viewers watch before watching your video. The amount of money can be different from channel to channel. I personally get around \$0.8-\$1.2 per thousand views on my channel, so for bigger channels that can get around a 1 000 000 views in a month it can be an extra \$1 000 to their income.

Another stream of income that not that many producers utilize, but that has a place to be is Spotify. You can upload your instrumentals to Spotify through a distributor services such as DistroKid for example, that will get you an artist profile on Spotify and will put your music out the same way as artists release their songs. The thing is that Spotify has a lot of user made playlists with calm instrumentals that people listen to while studying for example. You can contact with owners of these playlists and submit your instrumental to their playlist, sometimes playlist curators can charge \$30-\$100 for putting you in a playlist, but it will pay off by streams that you will get on your instrumentals. To get back your hypothetical \$50 that you've spent on getting in to a playlist you will need around 16 000 streams on your instrumental, but these playlists can have hundreds of thousand everyday listeners, that will listen to your work and by this will generate you your streaming revenue that you can collect through aforementioned DistroKid.

1.2.4 *Products for other producers.*

Finally yet importantly, you can make products for other producers to buy. Producer always looking for new sounds and you can help them with it, by making a sound kit, which is the most popular product that producer can make for another fellow producer. There are X types of sound kits:

1) Drum kit – a kit containing drum sounds.

- 2) Loop kit – a kit containing premade melodies (also called loops) for other producers to make beats with
- 3) One shot kit – a kit containing sounds of melodic instruments
- 4) Preset kit/bank for VSTs – some of the VSTs allow people to make their own sounds, and a preset bank is a kit containing sound presets for a particular VST

The usual price range for these products are \$30-\$50, a lot of people release these kits for free to gain attention and following on their social media pages.

Free loop kits are usually involve splitting profits from the final instrumental that was made with the loop between the producer who made the melody and producer who added the drums to it.

CHAPTER 2. How to build a career as a music producer.

2.1 Making a plan for building a music career.

Now, when we know almost everything we need to know, let's make a plan for building a music career.

First of all you want to aim for the US market cause as I said earlier it's one of the most lucrative music markets in the world. Gladly, in the age of internet you can easily get access to customers from US, so it doesn't really matter where are you from although you should be aware of the limitations that certain countries can have, especially in terms of payment providers or other services.

When you've reached a decent level of production, you should start a YouTube channel uploading your instrumentals. There is a marketing strategy called "type beats". When making a beat think about a well-known artist, and since we are aiming for the US market, the artist should be well-known in the US particularly, who's style really matches the style of the beat you making, and put this artist in the title of your YouTube video like this: "*Artist's stage name* Type Beat". Another marketing technique is to make your beats "free", but only for non-profit use. This means that artist can only release their work with your beat only on free platforms such as SoundCloud or YouTube, where they won't be paid for their song. Producers usually put this disclaimer in the description of their YouTube video: Free for non profit only, must credit me in the title when you use it (prod. *Producer's name*). If

you want to release your song with this beat on streaming platforms (Spotify, Apple Music etc.), you have to purchase a lease; and put the word “free” in the title of the video like this: [FREE] *Artist’s stage name* Type Beat – “*name of the beat*”. This type beat method has built many successful careers in this industry.

You will also need a website to conveniently sell you beats to your customers. The most popular website for that purpose is BeatStars, which I use myself. With \$20/month subscription, you get access to a website builder where you can set up your own beat-selling website, which allows your customers to get instrumentals instantly after the purchase without the need to send it to them manually, so you can make money even in your sleep. To collect payments you will need PayPal or Stripe account, preferably both since PayPal can only collect payments from other PayPal accounts while Stripe collects payments from credit and debit cards.

Pick the direction of your YouTube channel – to build a successful channel you will need to choose 1-3 artists in whose style you will make beats for your channel. Put their names in the title as I showed before and upload this type of beats consistently, ideally every day, and at the same time of day. It really helps to grow your channel. This takes some time, as I didn’t get my first sale until six month into working on my first channel, and around 2-3 month with my second channel.

Don’t stop on your YouTube channel and utilize your Instagram page. What I would recommend is to find artists that would fit on your beats and offer them to work together, without selling to them anything at first, sales will come after. This way you can build strong long-term relationships with artists and increase your income with streaming revenue and more exclusive license sales. This is one of the most important steps of building your career, because this way you can build connections with bigger and bigger artists as well as producers that you can work with. You can get to work with a lot of well-known artists by working with different producers, because everyone has different connections in the industry.

The most important thing that you need to build a successful career is dedication and consistency in your actions. Constantly make beats for your channel, and constantly look for new artists and producers to work with.

When you've reached a high level of income and recognition in the industry you can try to start your own record label and make money off promoting artists music, or start a producer collective and help new upcoming artists to make their way in the industry.

Conclusion

We've found out that everyone can build a successful career in the US music business, and it doesn't matter where are you from. If you know what to do, what tools to use and how, you can reach a high level anywhere.

Our objectives and the main goal were completed as we have found out about the workflow of the music producer, the ways to make money as a music producer and made a plan on how to start your own music business and build a successful career out of it.

Used sources of information

1. The explanation of the term “VST”:

<https://www.pcmag.com/encyclopedia/term/vst>

2. The explanation of the term “PRO”: <https://soundcharts.com/blog/performance-rights-organizations>

3) Information about the most popular instrumental-selling website “BeatStars”

<https://www.beatstars.com/>

4) Information about one of the most used music distributors “DistroKid”

<https://distrokid.com/vip/seven/2500678>

5) Website of the “Recording Industry Association of America”

<https://www.riaa.com/about-riaa/>

6) Information about one of the most used PROs “BMI” <https://www.bmi.com/about>

ВВЕДЕНИЕ

Актуальность моего проекта заключается в том что много людей моего возраста, включая меня самого, заинтересованы в создании музыки и построении карьеры в музыкальной индустрии, а именно музыкальной индустрии США, из-за высокого интереса к американской культуре и статуса США как самого большого и прибыльного рынка в музыкальной индустрии из-за следующих факторов:

- 1) более 300 миллионов человек проживают в США,
- 2) английский язык это межнациональный язык и в мире около 1.5 миллиарда человек говорящих на английском,
- 3) современная американская культура одна из самых популярных культур в мире.

Цель проекта – выяснить как построить карьеру в музыкальной индустрии США в качестве музыкального продюсера.

Задачи проекта заключаются в изучении работы музыкального продюсера, способов заработка в качестве продюсера и создании плана по построению карьеры в музыкальной индустрии США.

Гипотеза заключается в том что любой человек может построить успешную карьеру в музыкальной индустрии США в качестве музыкального продюсера.

Методы исследования: поиск информации в Интернет источниках, структурирование информации, планирование, практика.

Срок работы над проектом 1 год.