

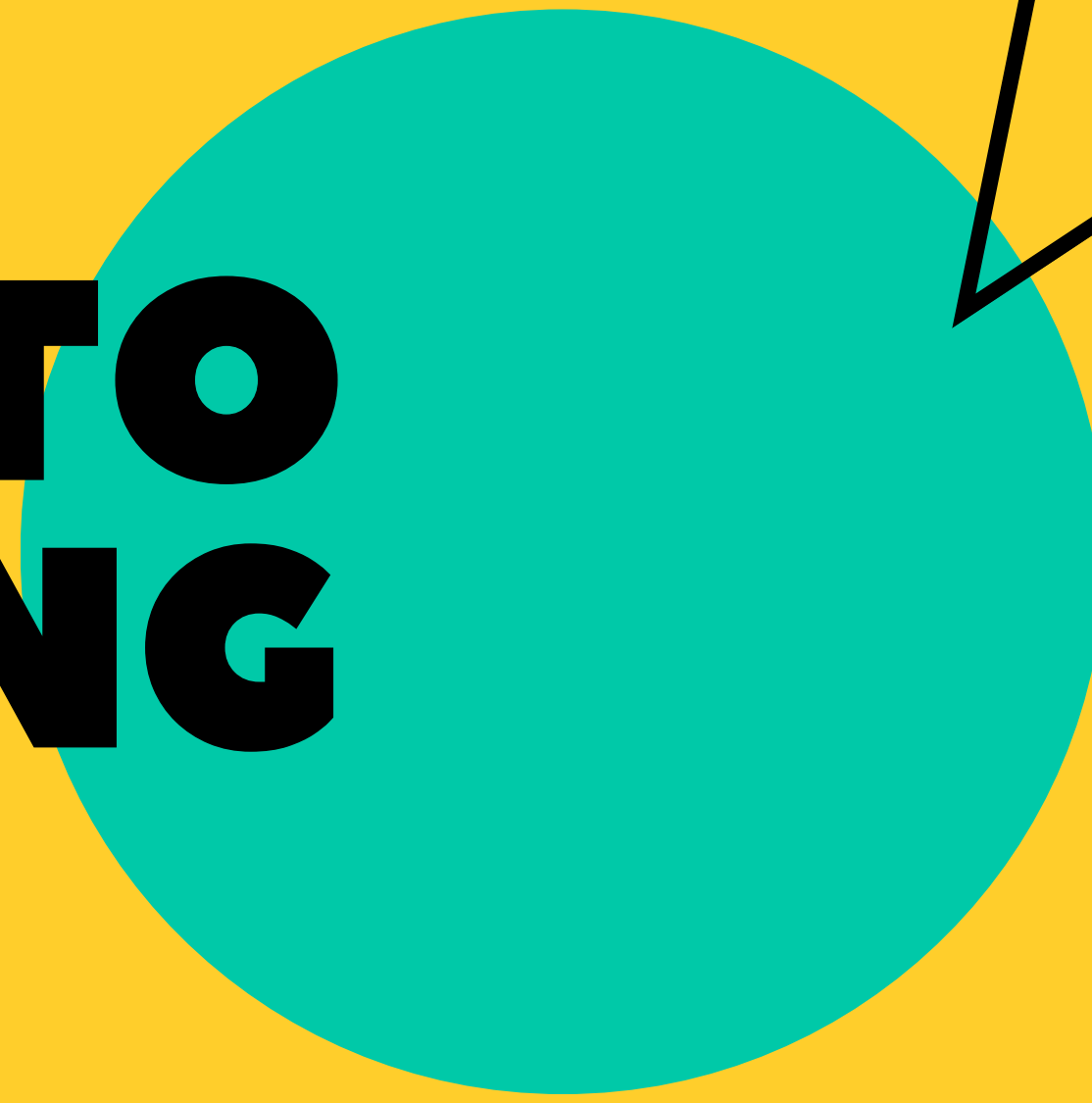
**CREATIVE ENTREPRENEURSHIP
IN A MODERN AGE**

Rawmaterial

WEEK 1 : HOW TO BEGIN

FROM NOTHING TO SOMETHING

BY STONE JETS





HOW CAN I BE A BUSINESS ?

When you see yourself as a business within the music industry you will take yourself more seriously and start planting the seeds for success



....ONE STEP AT A TIME....





WHY A BUSINESS ?

You will be a legal entity that
is in business for profit



Your creative ideas can make
dreams become reality



ITS A JOURNEY OF GROWTH



WHEN SHOULD I TAKE THE LEAP ?

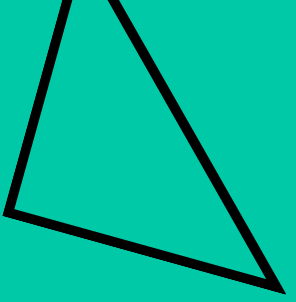


When you start making
money from music



In the music industry the small wins
start with paperwork



THE SOONER YOU START, THE BETTER



WHAT DO I NEED ?

You need to register as a business entity or sole trader

Open a business bank account



Visit www.gov.co.uk to find out more



SMALL WINS TURN INTO BIG WINS

MUSIC INCOME STREAMS



LIVE PERFORMANCE

- Performing on stage
- Busking
- Live stream
- Session Muso: Live/Studio



The best place to start
earning money from music



MUSIC INCOME STREAMS

MUSIC SALES

- Physical media like CDs and Vinyls
- Music streaming revenue
- Digital music sales

When you have a song or body work ready, its time to share it with the world.

MUSIC INCOME STREAMS



MERCHANDISE

- T-Shirts
- Hats / Beanies
- CD's / Vinyl / Cassettes
- Tote Bags

The possibilities are endless.....

Have merch that is unique to you, that your fans can relate with.

MUSIC INCOME STREAMS



MUSIC ROYALTIES

- Generated from your music being used through Radio, Streaming, TV, Live performance and any other platform that pays a license fee to play music



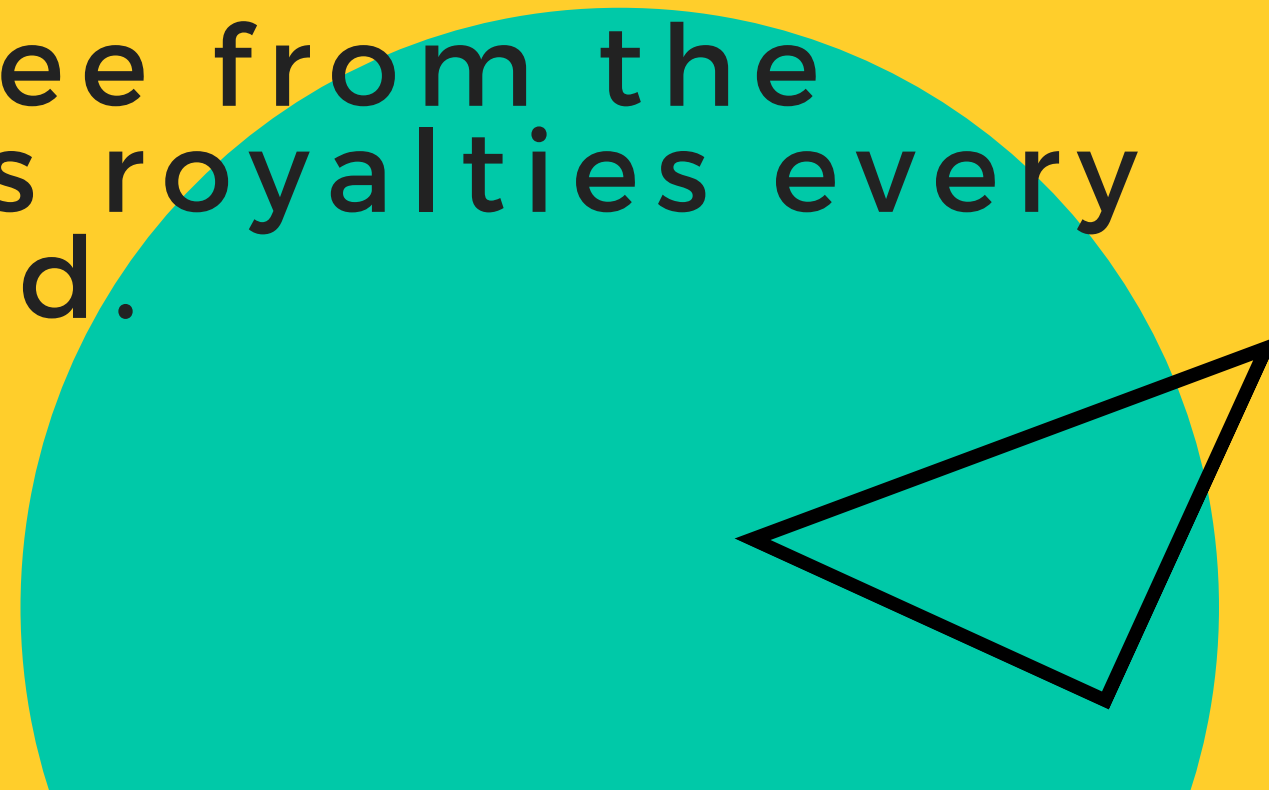
To earn royalties from music, it needs to be registered with music rights organisations



MUSIC INCOME STREAMS



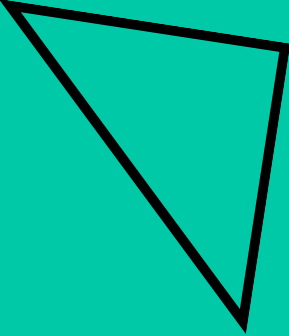
MUSIC PUBLISHING

- a Music publisher can pitch your music for Movies, Series, Ads, Jingles.
 - You will receive a fee from the publisher as well as royalties every time it is being used.
- 



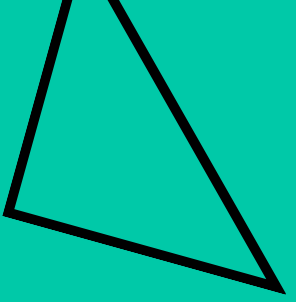
WHAT IS COPYRIGHT ?

The exclusive and assignable legal right, given to the originator(s) of a work for a fixed number of years, to copy, distribute, perform, display, rework and transmit literary, artistic, or musical material.



YOU WIN AT DOING YOUR PAPERWORK!





WHAT IS COPYRIGHT ?

Music licensing is to ensure the copyright owner gets compensated for usage of their creations/songs by means of royalties.



This is done by registering your music with music rights organisations





MUSIC RIGHTS ORGANISATIONS

PRS

Copyright owner royalty.



Royalty for owning a master recording.

This can be the Songwriter(s), Record
Label or Publisher.

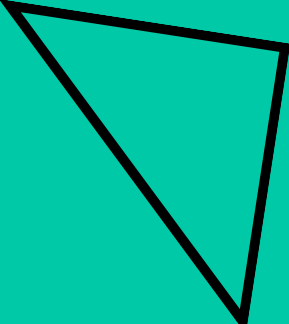





MUSIC RIGHTS ORGANISATIONS

PRS

Live Performance Royalty.



Every time your song is performed live and notified to a music rights organisation, you get paid a royalty from the venue music license to host live music.

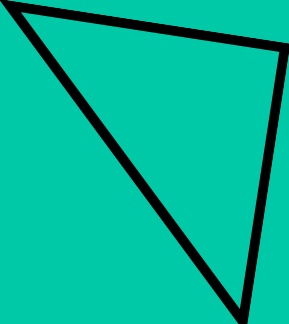





MUSIC RIGHTS ORGANISATIONS

PPL

Neighbouring Right/Needle-time Royalty.



Royalty for being a performing musician on a recording. This is paid out to the Record Label/Publisher and Performing Musicians.



OTHER ROYALTIES

Sync Licence Royalties

Royalty for your music being synced to Film/TV. Most cases the royalties are offset against any fees offered during the negotiations.

OTHER ROYALTIES

Streaming Sales

Sales from online downloads like streaming services and youtube

(Mechanical Royalty is subtracted from this and paid out as a mechanical royalty to your registered society)

OTHER ROYALTIES

Lyric Royalty.

Royalty for your lyrics being used online on platforms like Instagram/TikTok

See: www.musixmatch.com

MusixMatch also provides lyrics and credits to Spotify and Apple Music

OTHER ROYALTIES

ISRC Codes

ISRC = International Standard Recording Code.

This is a unique code that is embedded to recorded music and music videos to help identify the owner.

You can obtain this code by using an online aggregator (CD Baby, Tunecore, Distro Kid) or you can register online to generate your own codes.

ISRC Code Example: **US-S1Z-99-00001**



METADATA

Music identifying data that is embedded to an audio or video file.



This can be information like Artists, Song Titles, ISRC Codes, Song Credits, Date of Release, Copyright Owner etc....





WEEK 1: HOW TO BEGIN

Recap

- **How to be a business**
- **Music Income Streams**
- **What is copyright**
- **Music Rights Organisations**