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Reading Session and Q&A

October 19, 2019

Brooklyn Public Library/ Flatbush Branch

22 Linden Blvd, Brooklyn, NY 11226

Time 11AM - 1:30PM

Admission: Free

HYBRID
EXECUTIVE

Information You Should Know

Intellectual Property - Also abbreviated as I.P a work or invention that is the result of creativity, such as a manuscript or a design, to which one has rights and for which one may apply for a patent, copyright, trademark, etc. [Online Dictionary]

Pension Plan - A retirement plan

Key Positioning - the act of positioning is a co-authored experience with the customers. [The Cult Branding Company]

PRO - Performing Rights Organization [ASCAP, BMI, SESAC and others]

360 Deal - Back in the day, record labels used to make money by selling recorded music. However, in response to the decrease in sales, nowadays labels often employ a '360 deal' where they take a cut from all of the artist's income streams – including merchandising, touring, publishing, record sales and others. [Music Industry Inside Out]

AFTRA - The American Federation of Television and Radio Artists (AFTRA) was a performers' union that represented a wide variety of talent, including actors in radio and television, radio and television announcers and newsmen, singers and recording artists (both royalty artists and background singers), promo and voice-over announcers and other performers in commercials, stunt persons and specialty acts – as the organization itself publicly stated, "AFTRA's membership includes an array of talent". [Wikipedia]

Music Download - A music download is the digital transfer of music via the Internet into a device capable of decoding and playing it, such as a home computer, MP3 player or smartphone. This term encompasses both legal downloads and downloads of copyrighted material without permission or legal payment.

Fixed Medium - Under the Copyright Act, a work is fixed in a tangible medium of expression "when its embodiment in a copy or phonorecord, by or under the authority of the author, is sufficiently permanent or stable to permit it to be perceived, reproduced, or otherwise communicated for a period of more than transitory duration. [Examples Vinyl, Compact Disk, Cassette, Wave] [All Law]

Copyright - The dictionary defines copyright as "a person's exclusive right to reproduce, publish, or sell his or her original work of authorship (as a literary, musical, dramatic, artistic, or architectural work)."

Publishing - Publishing is the dissemination of literature, music, or information. It is the activity of making information available to the general public. In some cases, authors may be their own publishers, meaning originators and developers of content also provide media to deliver and display their content. [Wikipedia]

Dissemination - the action or fact of spreading something, especially information, widely.

Streaming - Streaming means listening to music or watching video in 'real time', instead of downloading a file to your computer and watching it later. With internet videos and webcasts of live events, there is no file to download, just a continuous stream of data.

Statutory Rate - The current statutory mechanical royalty rate for physical recordings (such as CDs) and permanent digital downloads is 9.1¢ for recordings of a song 5 minutes or less, and 1.75¢ per minute or fraction thereof for those over 5 minutes.

Cover - A song performed by an artist other than the original author.

Consignment - This is an agreement where the retailer takes possession of the artists' product and merchandise, including CDs and T-shirts, and only pays the artist for the inventory that is sold. When a sale occurs, the retailer purchases the product from the held inventory to meet the order. This system is very common with online retailers of independent music.

Mechanical License - This is an exception to the copyright holder's exclusive rights of reproduction and distribution that allows anyone to record and distribute commercially-released material as long as the mechanical license rates established by the copyright law are paid to the copyright owner of the original material.

ISRC - The International Standard Recording Code is designed to help track sales and radio station play. Every new recording and version of a recording must be assigned a unique 12 digit number code. These codes can be obtained through a number of online music service producers.

UPC - The Universal Product Code (UPC) is a specific type of barcode widely used for tracking products in stores. Its most common form, the UPC-A, consists of 12 numerical digits, which are uniquely assigned to each product.

SERPs - Search Engine Results Page

Aggregator - Aggregators are a conduit to help you distribute your music globally through digital stores and streaming platforms. They make their money by charging upfront fees and/or charging a percentage of revenue earned from the streaming and downloading of your music.

Target Audience - A specific group of people at which a product or the marketing message of a product is aimed at. It's important to understand who your most enthusiastic fans are so you can shape your marketing approach and strategies around them.

A&R - A&R used to mean The Artist and Repertoire (ARA) department in a record company, responsible for finding and developing upcoming artists, as well as acting as a point of contact for existing ones. But the term has expanded considerably in the "new" music industry era. These days A&R titles can be found attached to a wide range of music businesses – booking agencies, marketing businesses as well as small indie labels. A&R people seek out new talent, and help develop them – these people work closely with the artists throughout recording projects, in conjunction with managers, producers, songwriters and other musicians.

Sayings and phrases to avoid

- A) Starving Artist
- B) I can't Afford This
- C) I'm Not Good Enough
- D) That's Not My Job
- E) My Rates Are Flexible

Streaming Companies [Approx. Monthly Minimum Wage \$1,472]

Unsigned Artists

- A) Napster - [\$0.0190/stream or play | 90,000 plays to make monthly minimum wage]
- B) Tidal - [\$0.0110/stream or play | 130,000 plays to make monthly minimum wage]
- C) Apple Music - [\$0.0064/stream or play | 230,000 plays to make monthly minimum wage]
- D) Google Play - [\$0.0059/stream or play | 250,000 plays to make monthly minimum wage]
- E) Deezer - [\$0.0056/stream or play | 260,000 plays to make monthly minimum wage]
- F) Spotify - [\$0.0038/stream or play | 380,000 plays to make monthly minimum wage]

www.TheHybridExecutive.com

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