



RCM
Right Chord Music

THE BIG SURVEY

IN ASSOCIATION WITH

Farida

**UNDERSTANDING THE CHALLENGES
FACING MUSICIANS IN 2013**

Background

Right Chord Music launched The Big Survey in association with Farida Guitars to better understand the challenges and realities facing musicians in 2013.

The online survey, was completed by 200 musicians, of which three-quarters were unsigned or independent. Two-thirds of the respondents reported they had released at least one single. The vast majority of respondents came from three countries: UK, Australia, and the USA.

And The Winner Is.

In return for sharing their views, all respondents were invited to submit one original track for the chance to win a free Farida Guitar and feature on the Right Chord Music blog and Lost On Radio podcast.

Congratulations to our winner Sam And The Sidechains for their track 'Fade To Black'.



<https://www.facebook.com/Samandthesidechains>

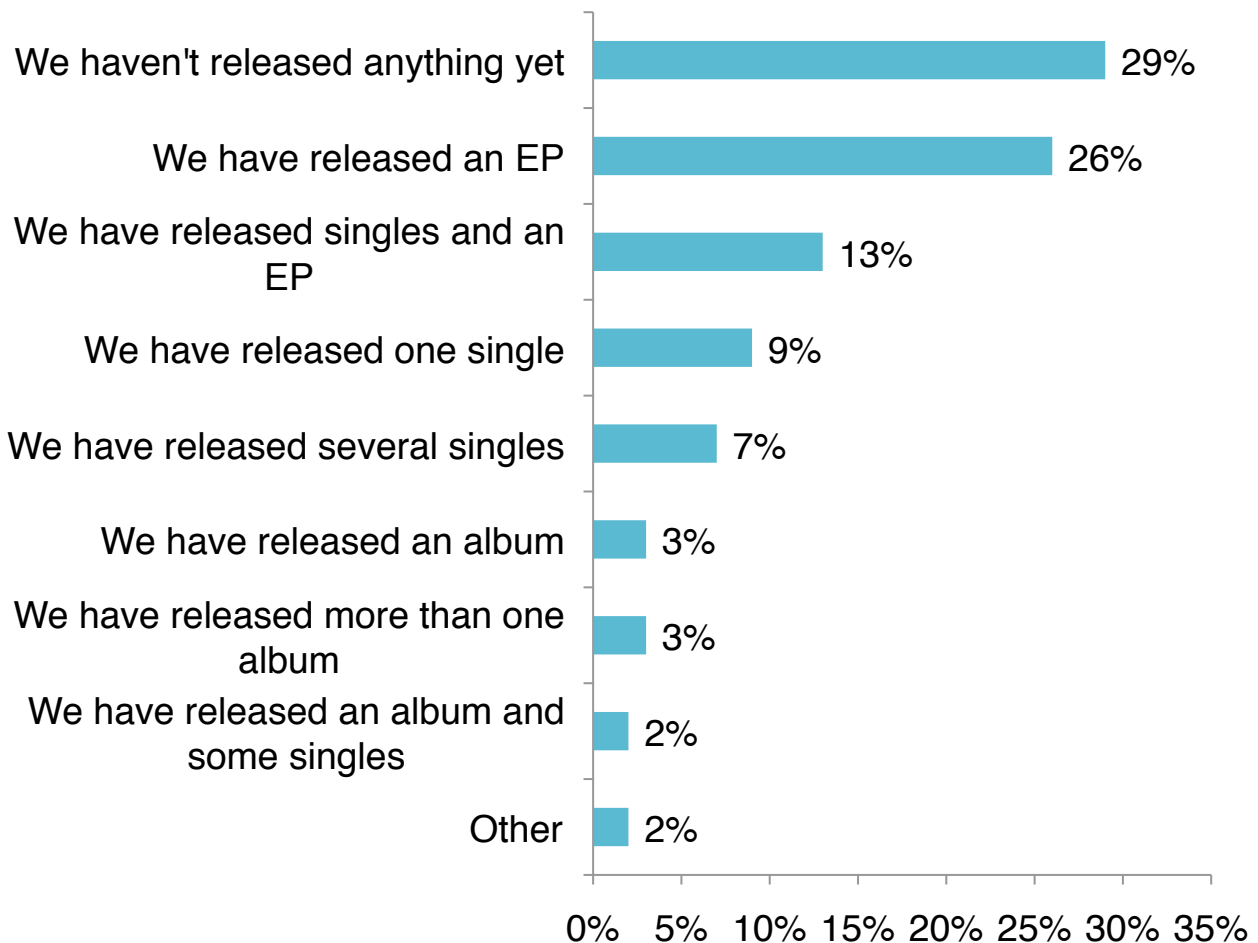
About Farida.

At Farida we are very proud to work with some of the UK's most successful and original artists, making brand new guitar designs like no other. We are always on the lookout for new artists to support and promote, and know how hard it is for new acts to be heard and make an impact when the goalposts never seem to stop moving. We are very pleased to be involved in this survey, and think it is a great way to take stock of the challenges facing new artists in this rapidly changing industry.

About Right Chord Music.

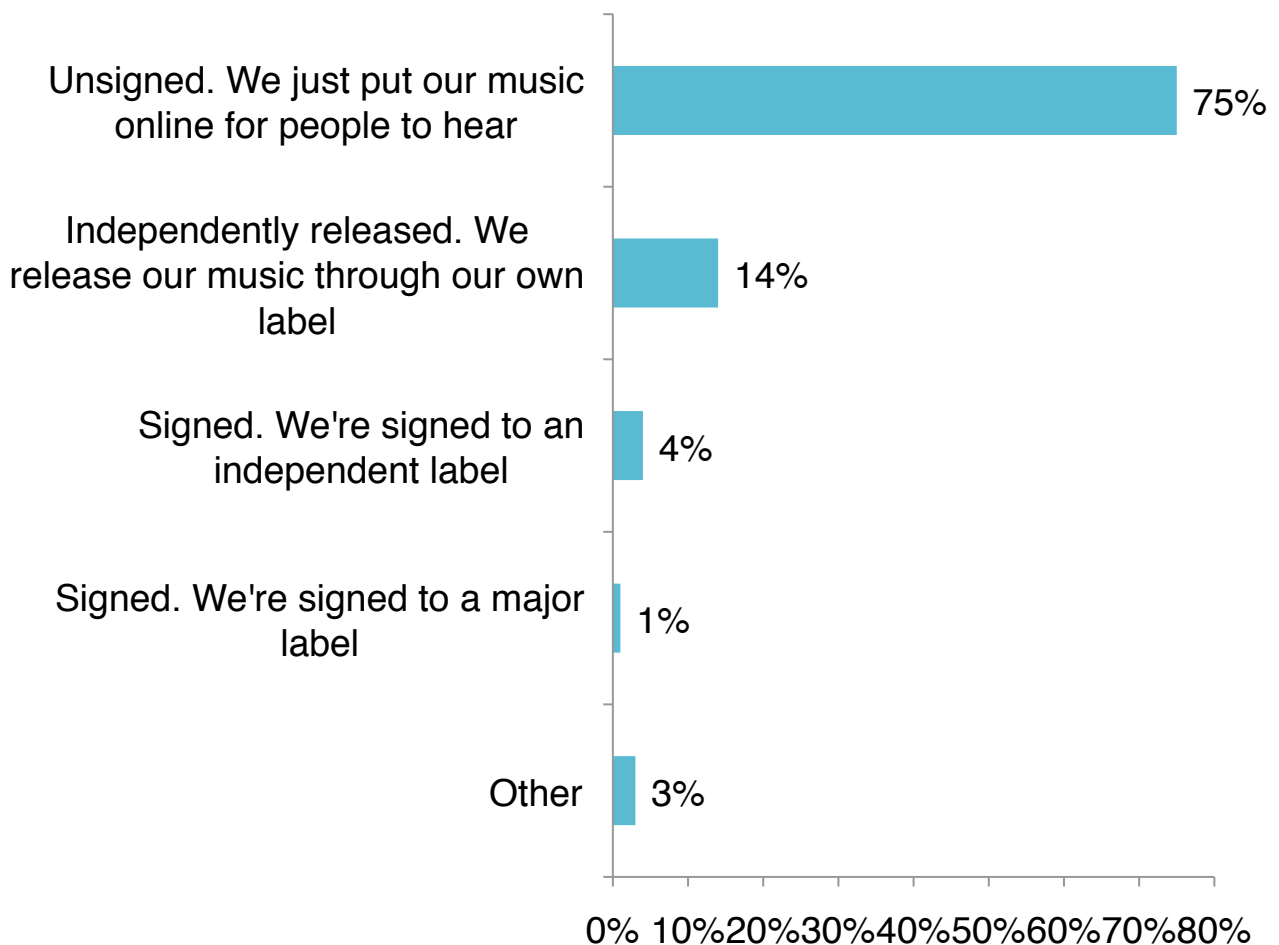
Right Chord Music was founded with a simple aim. To bring the discipline of brand marketing to band and artist marketing. We provide music production, marketing, distribution & Pay As You Go management services. We also produce the RCM blog, weekly Lost On Radio podcast and RCM Hangout Sessions to champion incredible new and undiscovered music.

What have you released so far?



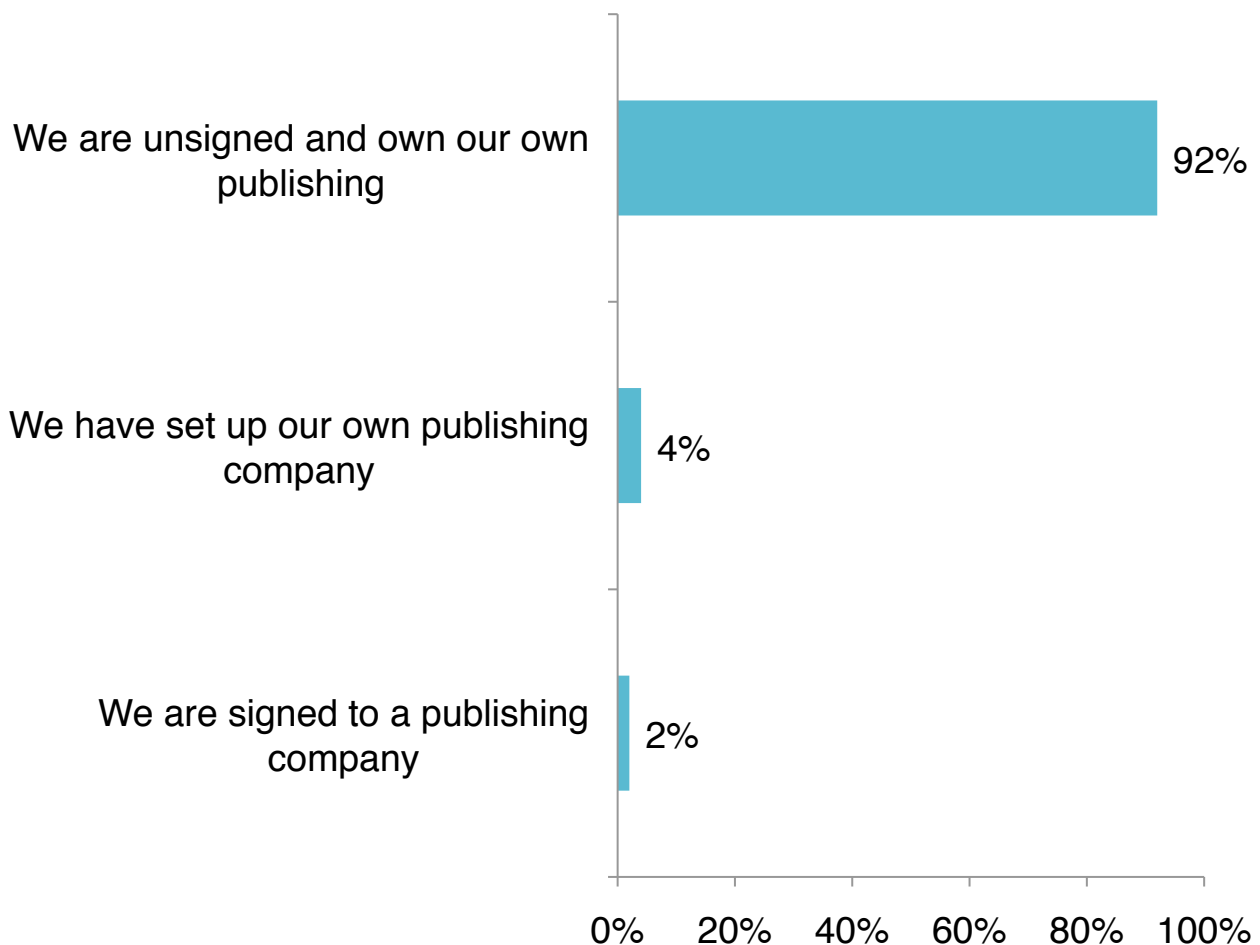
Two-thirds of respondents had released at least one single. Twenty nine percent (29%) hadn't released anything, while the most popular career stage reported was releasing one EP.

Which of the following best describes your current label situation?



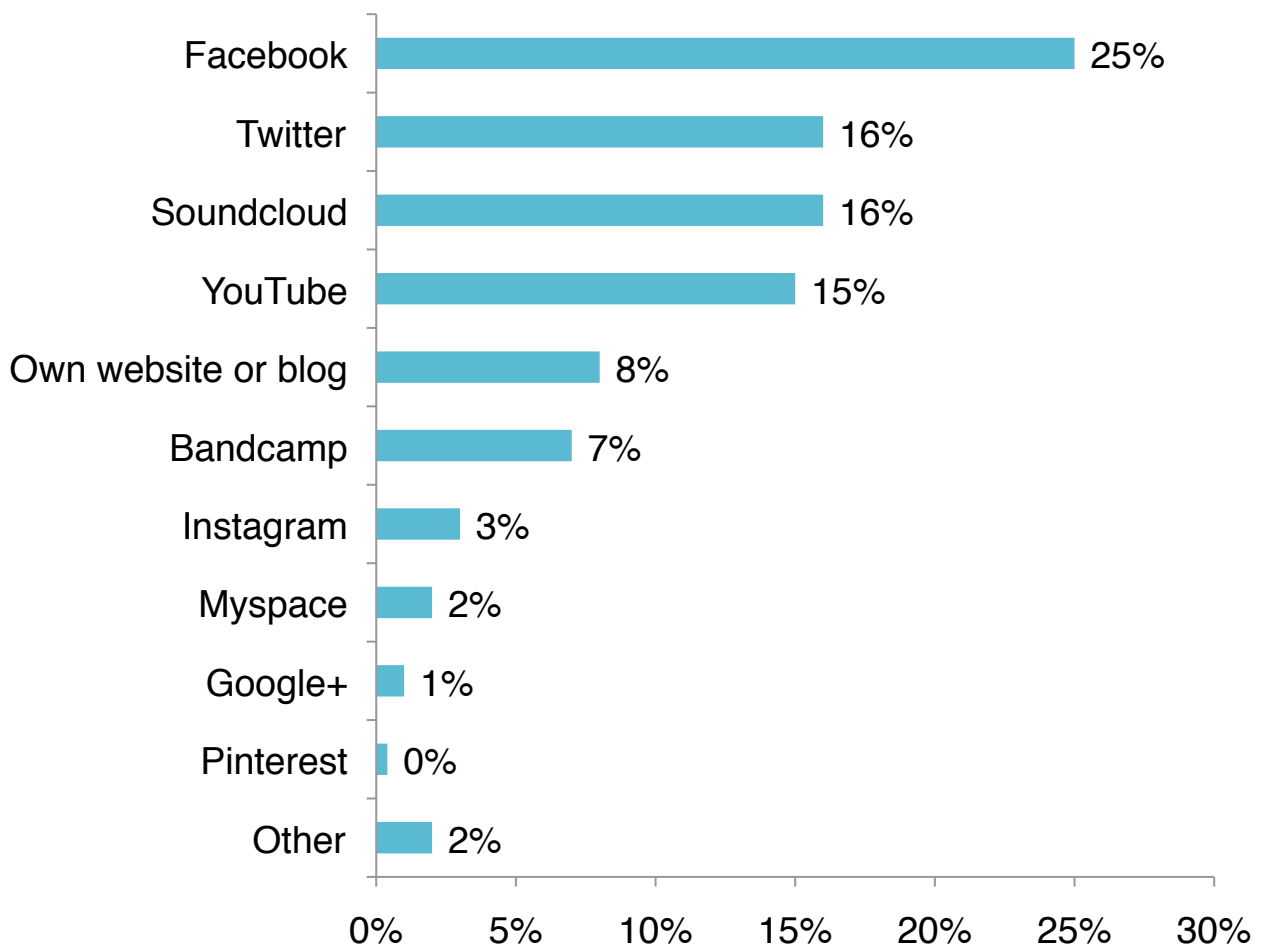
Despite the rise of 'independent' artist culture, three-quarters (75%) of respondents chose to describe themselves as 'Unsigned.' Fourteen percent (14%) described themselves as Independent, and five percent (5%) said they were signed to either an indie or major record label.

Which of the following best describes your current publishing situation?



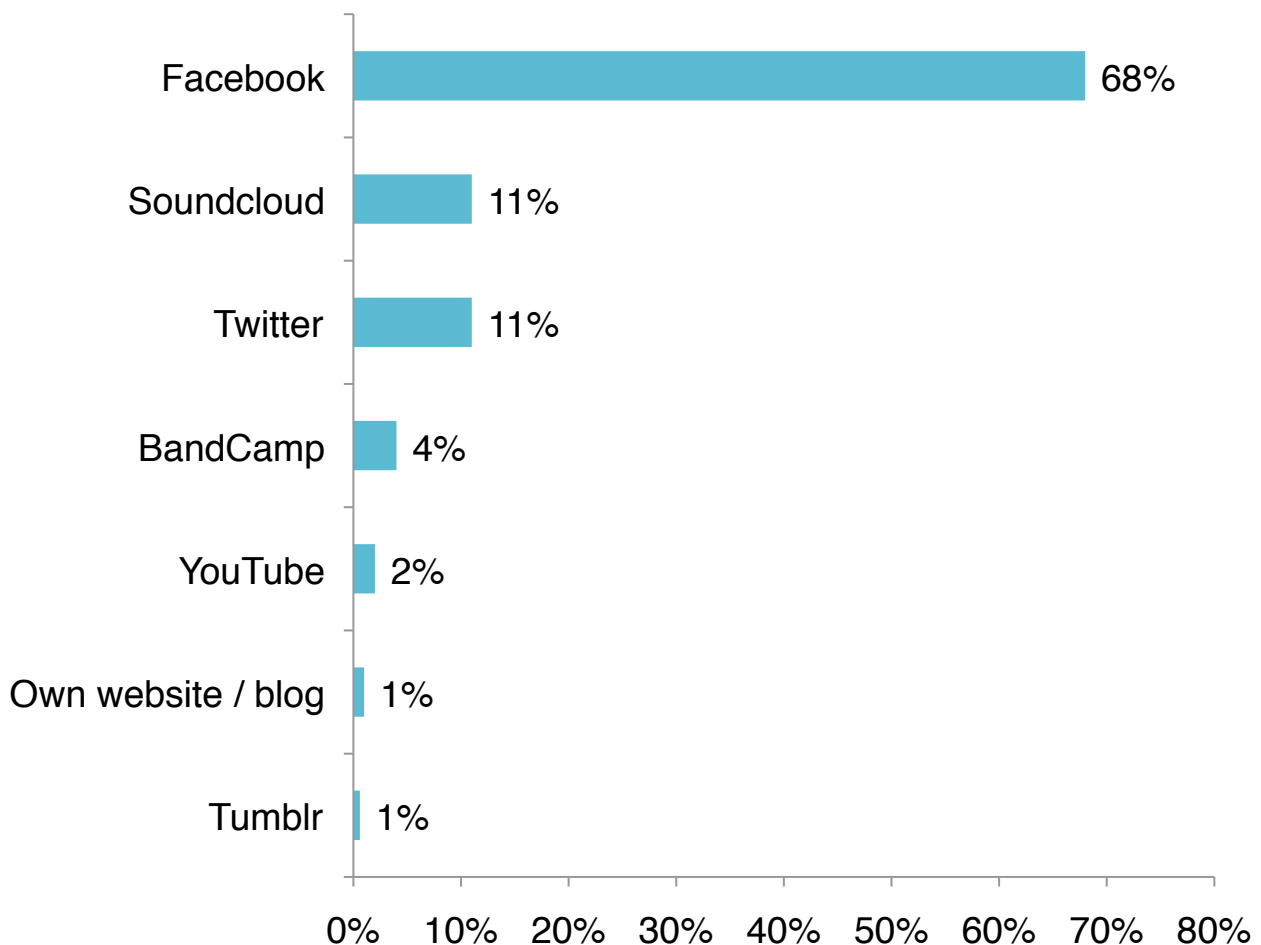
The vast majority (92%) of respondents reported they were unsigned and owned their own publishing. While four percent (4%) reported setting up their own publishing company. Only two-percent of respondents reported they were signed to a publishing company.

During the course of a week, which of the following sites do you use to promote your music? (Click all that apply)



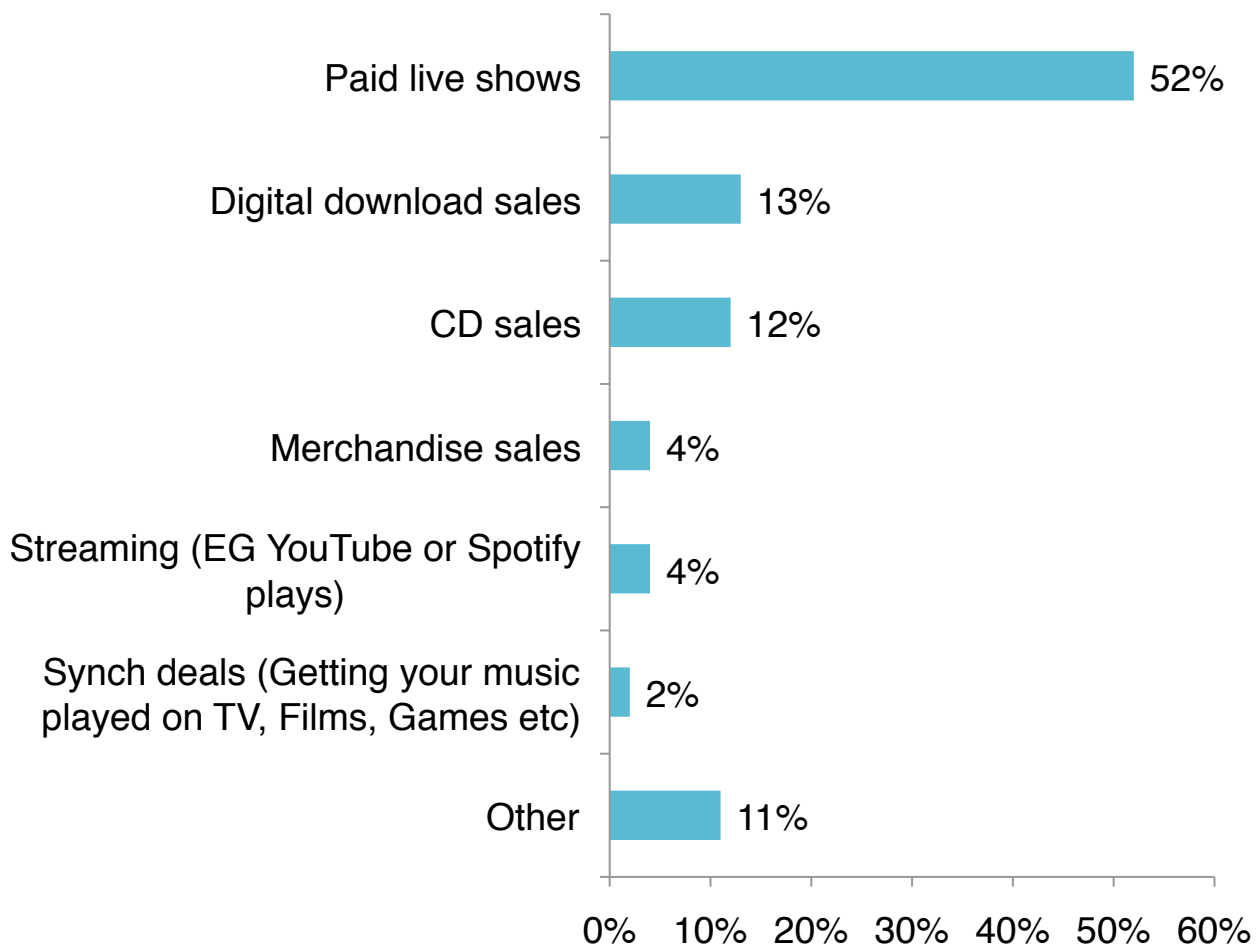
Results highlight the increasing number of sites and services used by artists to promote their music. It's no surprise that Facebook dominates, but it's interesting to see the growing importance of Soundcloud and Bandcamp and the much heralded fall from grace of Myspace.

Which of these would you say you most frequently login to on a weekly basis, specifically to promote your music?



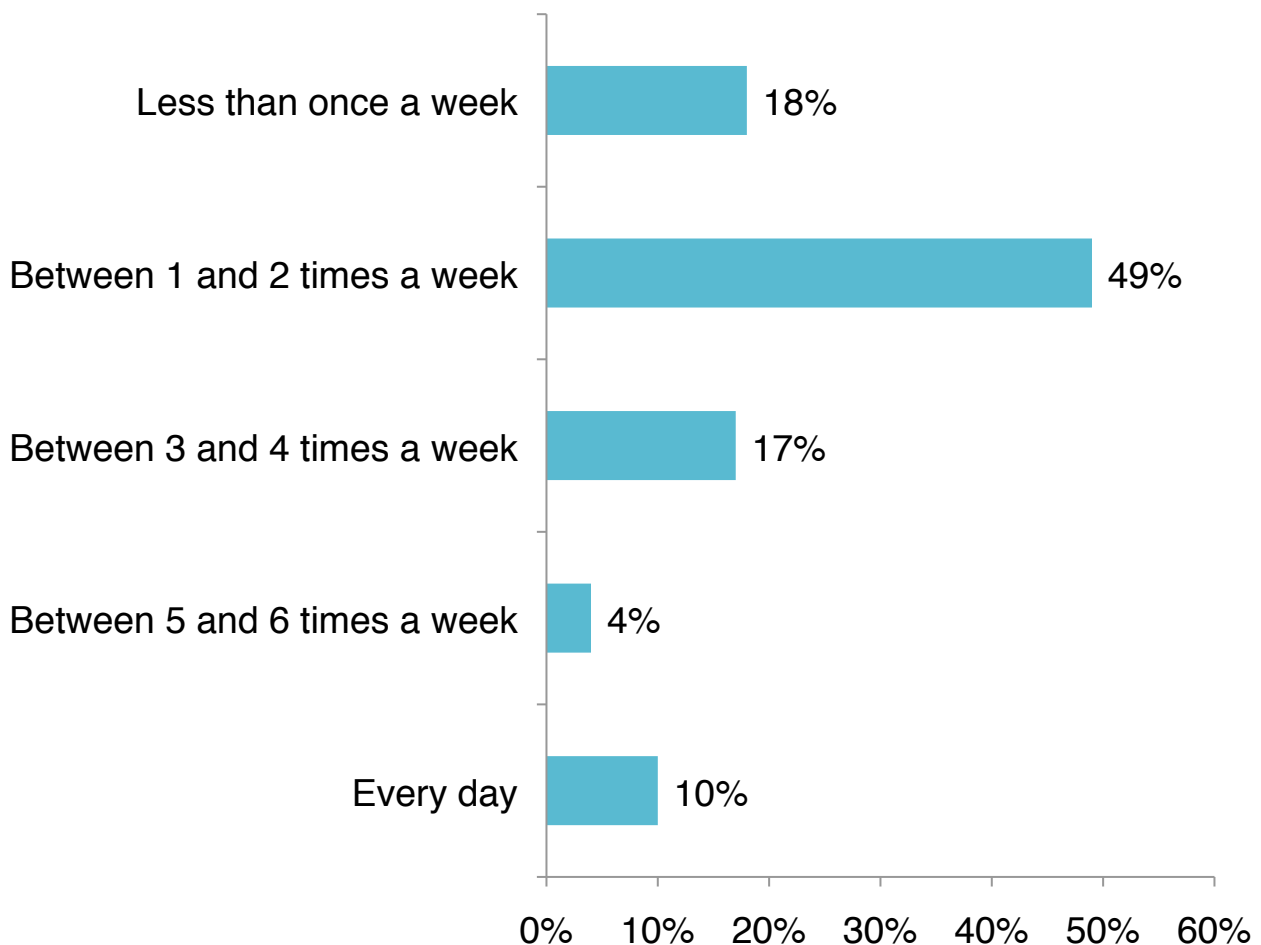
Over two-thirds of respondents reported that Facebook was the website they used most each week to promote their music. Soundcloud was reported to be as frequently used as Twitter.

Which of the following revenue sources currently makes you the most money during a typical month?



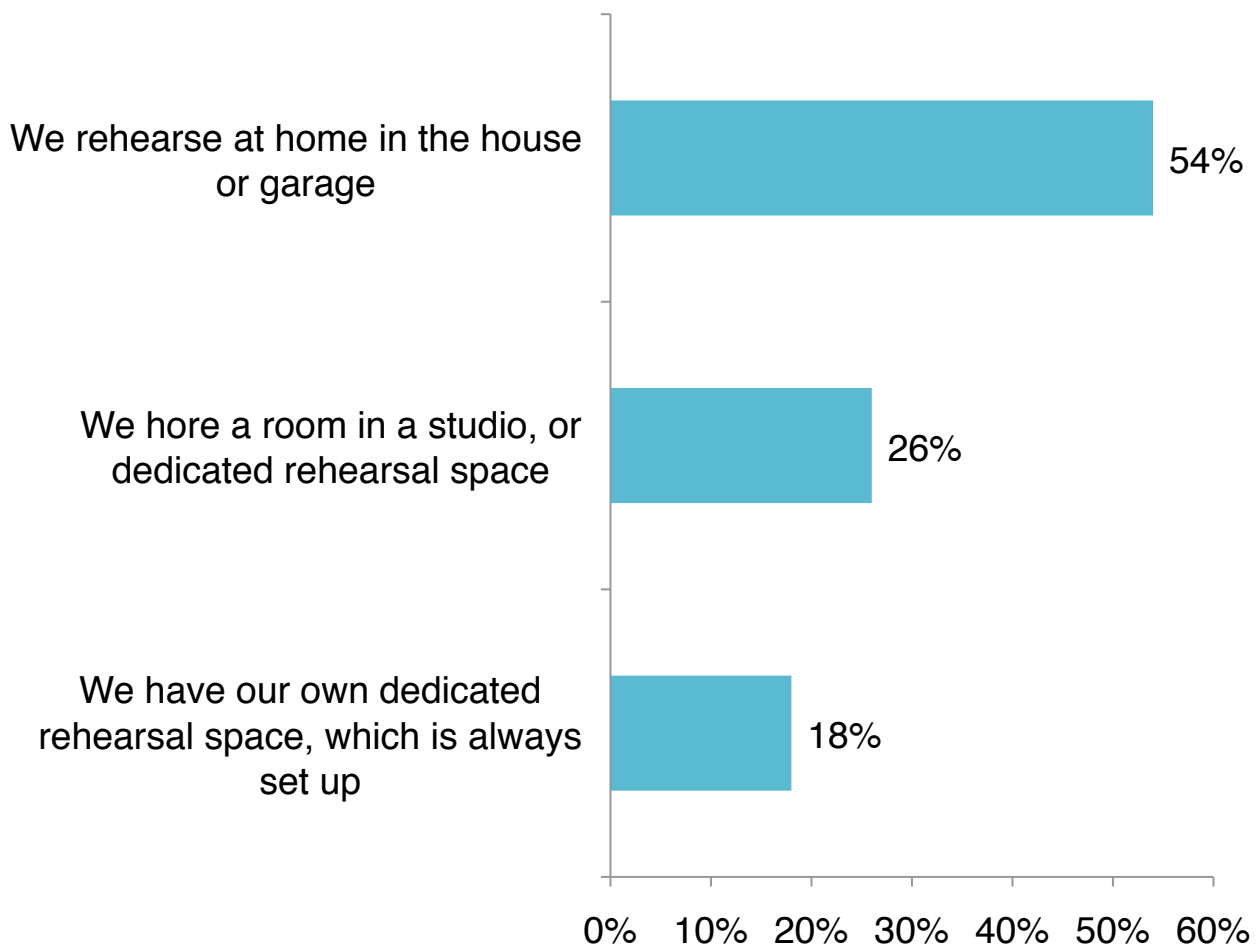
Just over one-half of the respondents reported paid live shows were the primary source of their monthly income. Digital download sales (13%) and CD sales (12%) were second and third respectively. Over six different incomes streams were reported. Although average incomes from live shows were not captured in this survey Right Chord Music would expect income from live shows at this level to be between £20-£50 per London show, and a band to be playing a maximum of three paid shows within an average month. It's clear once income is divided up between 3-4 band members and petrol, parking, hire, and rehearsal costs are factored in, income does not necessarily mean profit.

On average how often do you rehearse each week?



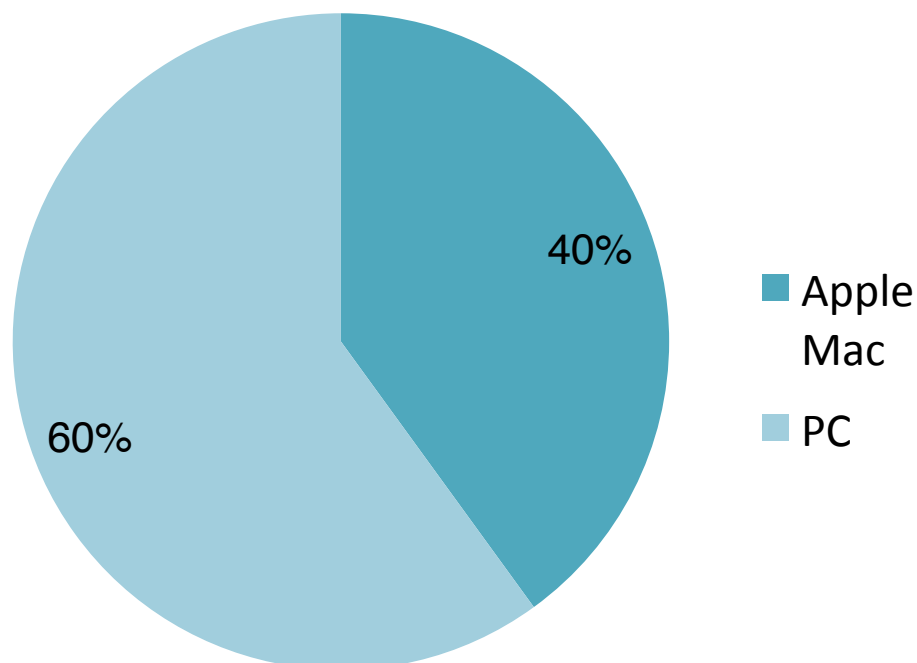
Just under one-half (49%) of respondents reported rehearsing between one and two times a week. With just under one-third of respondents rehearsing more than three times each week.

Which of the following best describes where you rehearse?



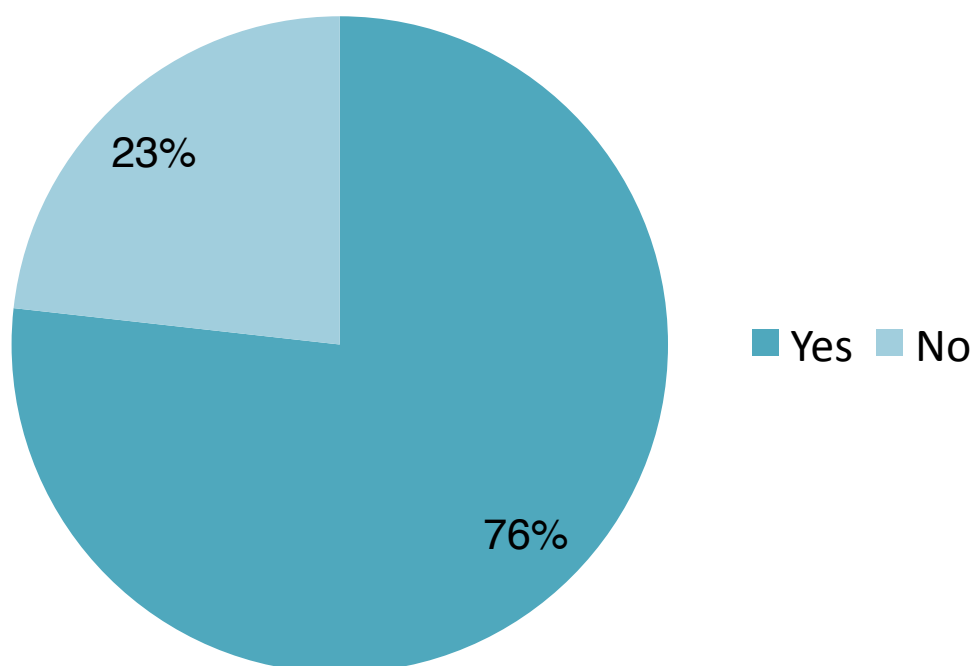
Right Chord Music calculates that hiring a dedicated rehearsal space in London will cost between £25-£45 per session, based on the likely income from live shows it's easy to see why just over one-half (54%) of respondents report they rehearse at home in the house or garage.

If you currently own a laptop, which type is it?



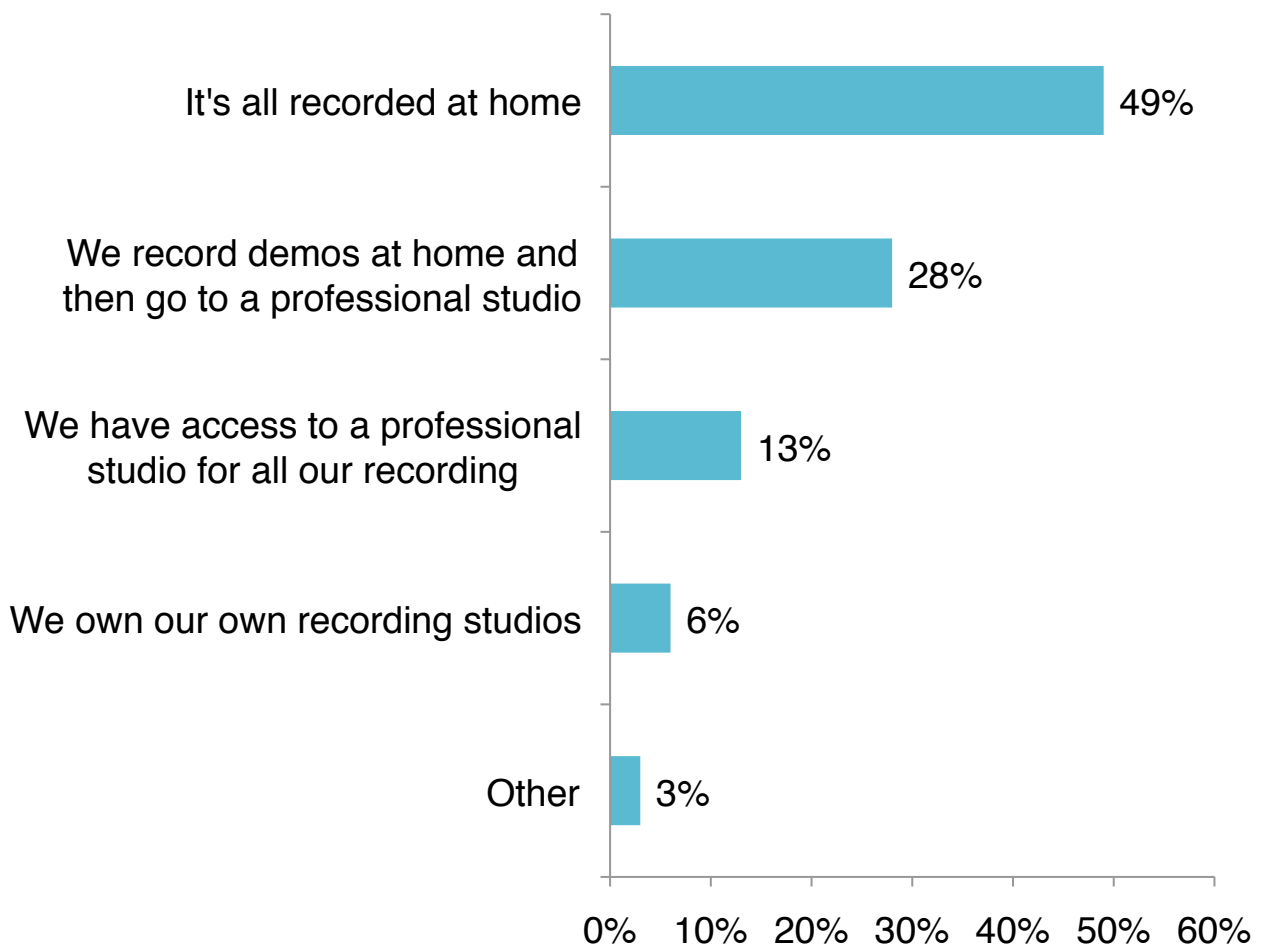
Since Apple burst on to the musical scene with the iPod and iTunes in 2001, it has been widely assumed that Apple is the musicians brand of choice. That may be the case among signed musicians, with the ubiquitous Mac Laptop an established part of their live set up. However, among these largely unsigned respondents a very different picture emerges with sixty percent (60%) reporting they own a PC.

Do you use your laptop or computer to record at home?



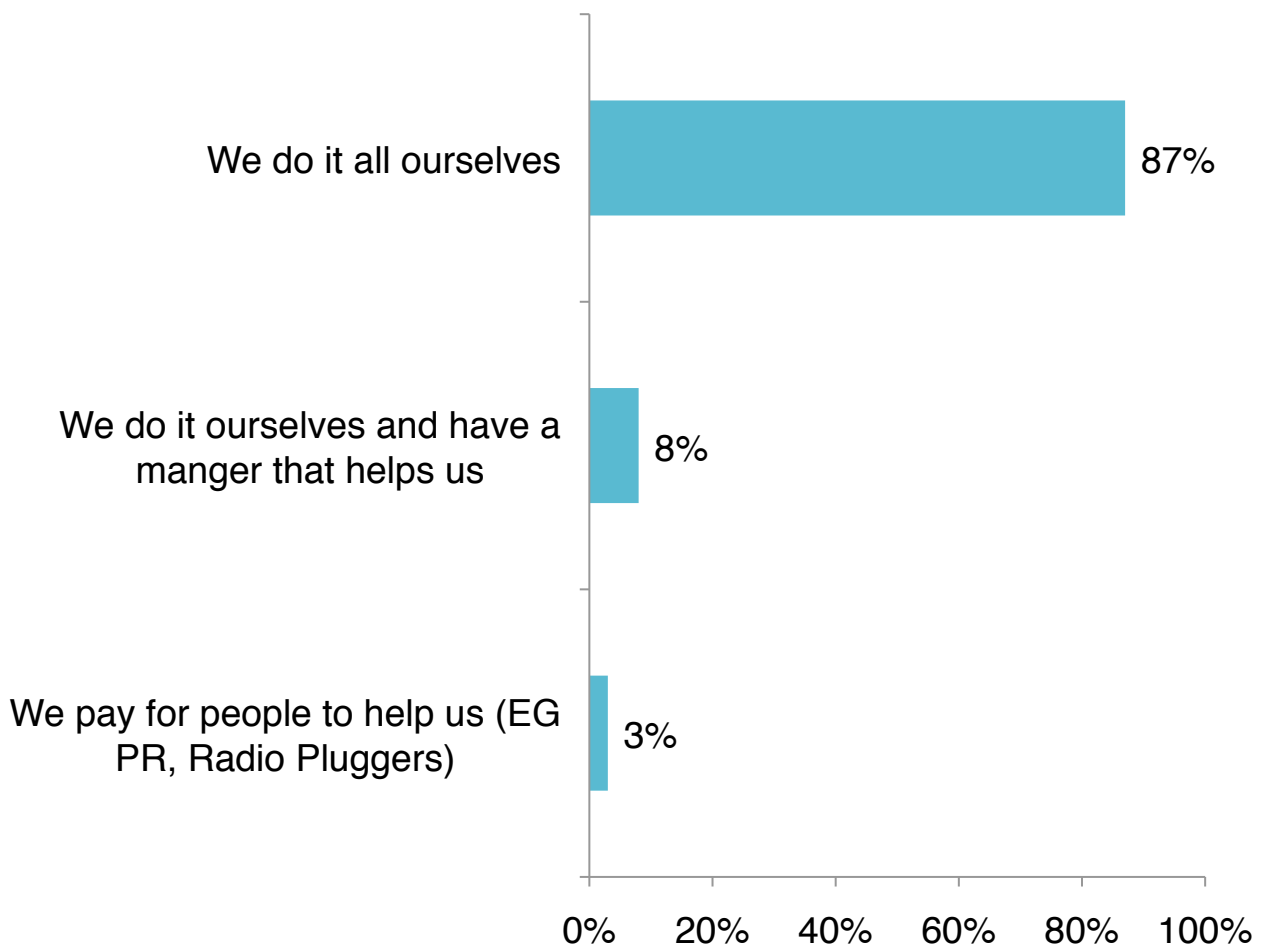
Technology has certainly helped the democratization of music, just over three-quarters of respondents reported they use their computer or laptop to record their music at home.

Which of the following best describes how you record the music you release?



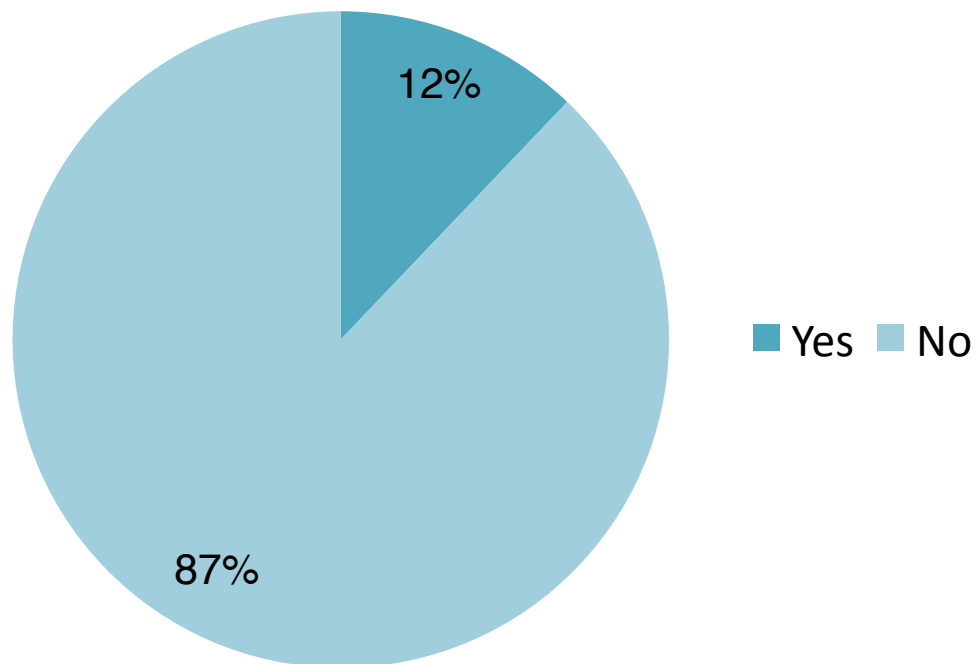
Bedroom and DIY culture is very much alive and kicking, with just under one-half (49%) of respondents reporting they record all of their music at home. Twenty-eight percent (28%) reported they record demos at home before heading to a professional studio to add a professional touch to their work.

Which of the following best describes how you promote your music?



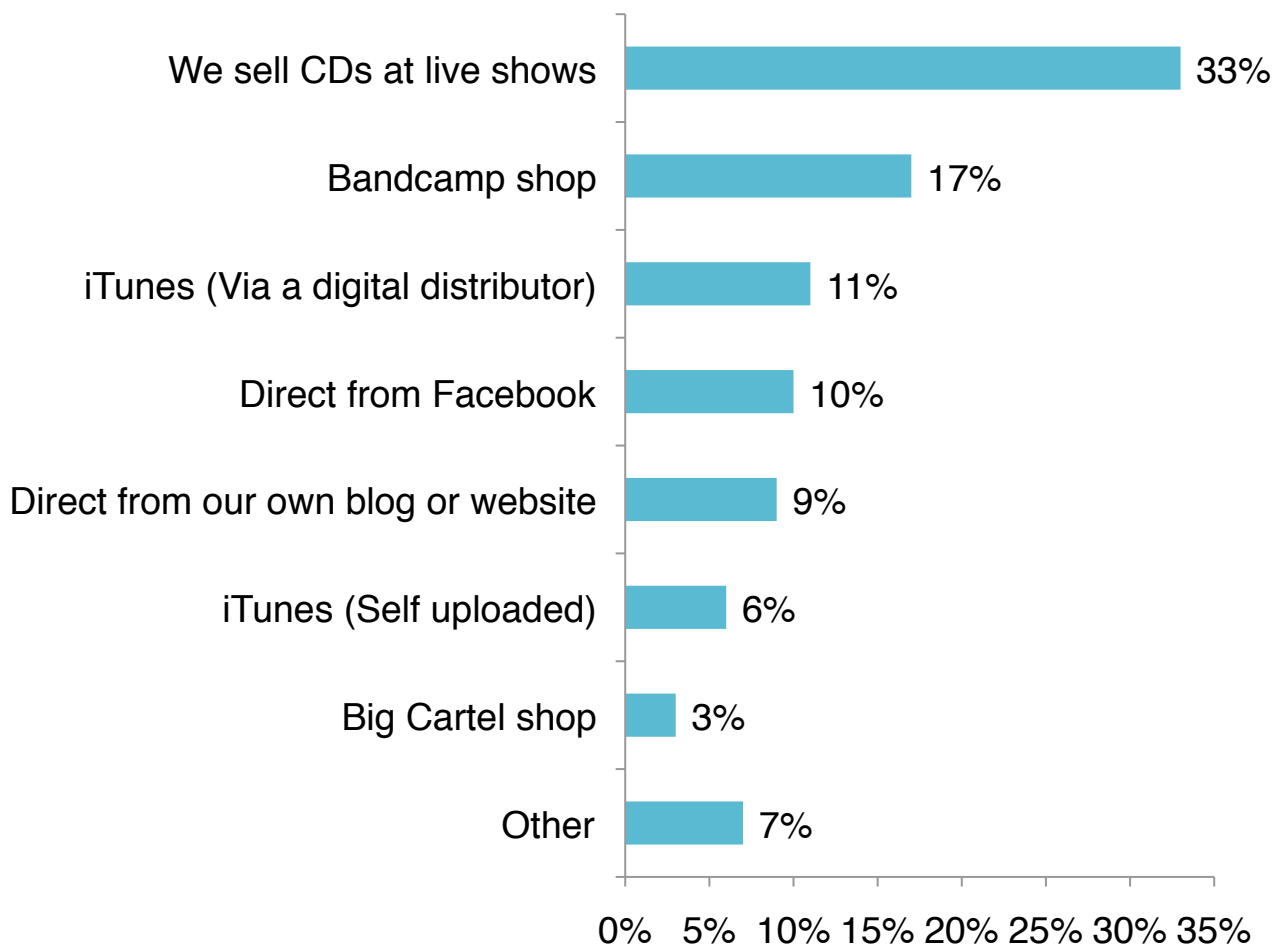
To professionally promote music costs money, Right Chord Music estimates between £300-500 for online PR, and £500-£850 for radio plugging, if you include press, TV, the cost continues to rise, and to really make any impact you will likely need 2-3 months of PR support. Based on these costs, and their unsigned status, it is no surprise that the vast majority (87%) of respondents in this survey reported they have to promote their music themselves.

Do you currently have a manager? (Either full or part time)



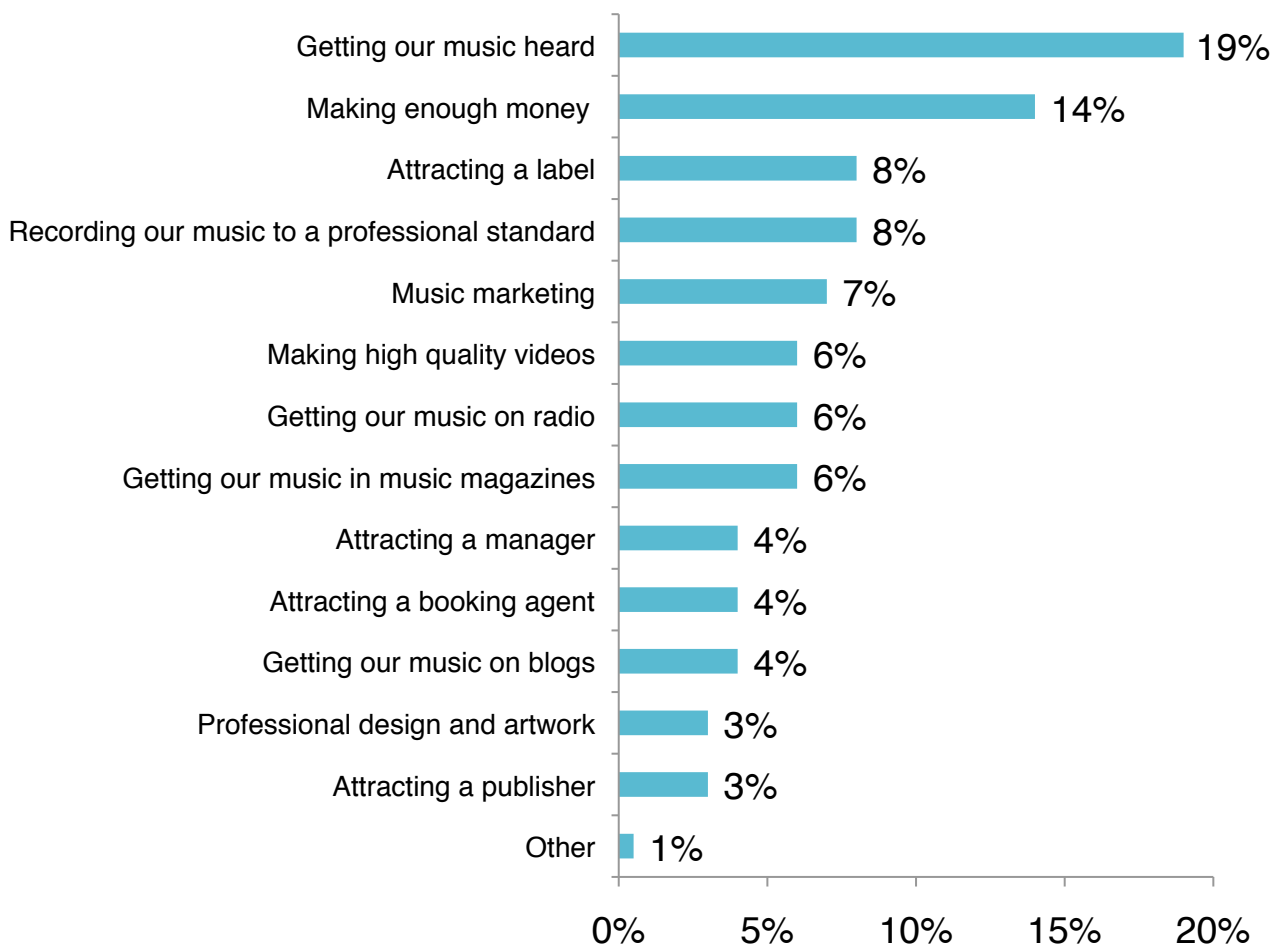
Despite only 5% of respondents being signed, twelve percent (12%) reported having a manager either full or part time. There is certainly limited money to attract a manager at this level, but the support and advice of a manager can prove invaluable, if you can persuade them to work for the love.

How do you currently sell your music? (Click all that apply)



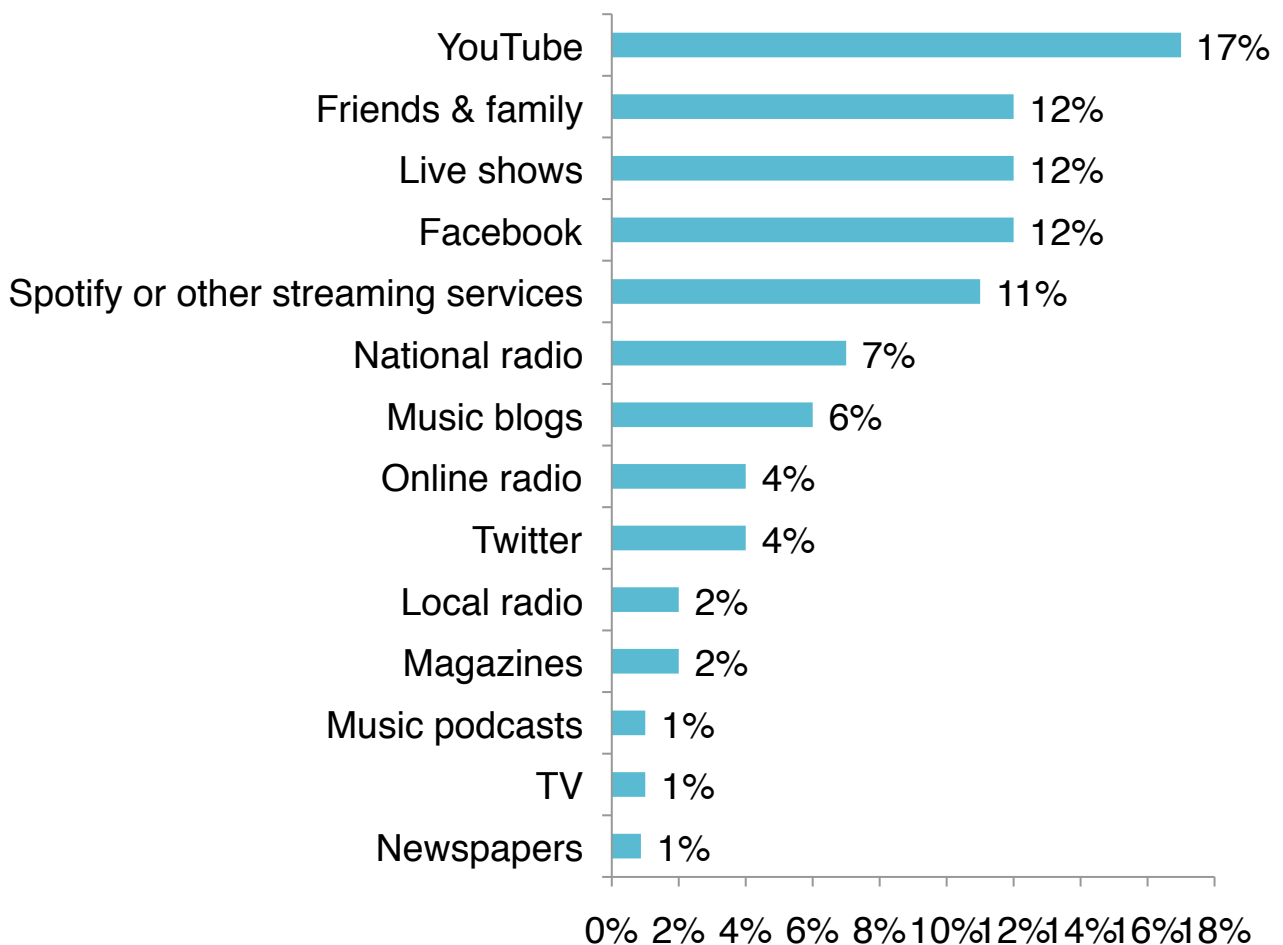
Respondents reported over seven different ways they sell their music, with selling CDs at live shows remaining the most popular sales channel. Bandcamp's growing influence among the unsigned community is clear with as many respondents reporting they use Bandcamp as iTunes to sell their music. Ten percent (10%) of respondents reported they sell their music directly from Facebook.

Which of the following would you say is currently your biggest challenge? (Choose up to 5 statements)



When respondents were asked to highlight the biggest challenges they face as musicians two challenges dominated: 'Getting our music heard' and 'Making enough money.' But equally noticeable is the large number of challenges they recognise and struggle to overcome. It is certainly not easy to be a musician in 2013.

Where do you go to discover new music? (Choose your top three sources)



To quote Buggles, 'video killed the radio star' Traditional mass media channels (TV, radio, and press) are not where respondents go to discover new music. The top sources of new music discovery are intriguing split between traditional channels (Friends / family and live shows) and new channels YouTube, Facebook, Spotify and music blogs.



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