



ETF MUSIC NEWS...

SPECIAL POINTS OF INTEREST:

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FOR INDIE/UNSIGNED ARTISTS;

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You, Too, Can Bankroll a "Rock Band" for a Million a Hit

EVEN early in their careers, the Beatles led charmed lives. Sure, they spent hundreds of nights playing the clubs of Hamburg before their inherent talent and practiced skill were discovered. But once they were waved into the privileged sanctum of the signed recording artist, they commanded the world's attention.

That's partly because of the scarcity of supply maintained by music's gatekeepers: the major labels and radio stations. The Beatles didn't have to share their stage with millions of other artists.

In the digital age, of course, every musician is free to make and sell music without gaining a gatekeeper's approval. But if the Beatles had a profile page on MySpace today, they'd be only one in a million – no, one in about 13 million music profiles now on the site worldwide.

When millions of musicians clamber upon one very crowded stage, it's hard to stand out. Even the Beatles might be swallowed up by the chaos of choices.

The Beatles, of course, enjoyed the marketing muscle of the label. And so do some signed artists today: the International Federation of the Phonographic Industry released a report last month that

said major record companies invest around \$5 billion a year in musical talent. The sum spent on a new artist or group is typically around \$1 million, spent on the product, recordings, plus promotion and marketing, rarely are there signing bonuses these days, and sometimes the artist will be responsible for paying part of the fees necessary to launch the product if the project exceeds the budget.

The report did not point out that the approximately 4,000 lucky artists who are on the rosters of the major record companies represent 0.3 percent of the artists found on MySpace. –It's tough! Do you have a spare MILLION???

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