

## Can Musicians Make Bank on **\$ocial**?



When a recording artist's music gets repurposed as **user-generated content** on TikTok, will copyright holders (record companies and musicians) make money?

Musicians are hearing their music repurposed by fans on social media platforms like *TikTok*, *Instagram*, *Facebook*, *Snapchat*, *Dubsmash*, *Storylines*, *Twitch Sings*, and *YouTube*.



Trends:

## RANDOM FANDOM

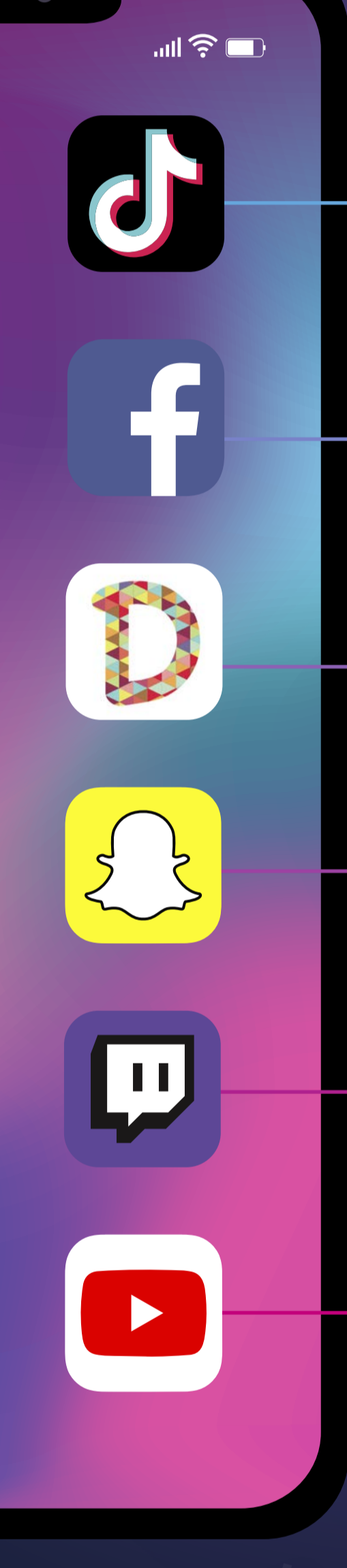
# \$1.2 Billion

In Global Recorded Music Royalties of **user-generated content** (Source: Billboard)

# 50 Million

Gigabytes of UGC processed Daily by TikTok

## So... How does social media help musicians get paid?



### TikTok

Negotiates royalty payments directly with music labels & publishing platforms

### Facebook, Inc

Publishing revenue is divided according to market share. Self-published songwriters enter in direct licensing agreements with Facebook via an HFA Online Account for Facebook publishing royalties

### Dubsmash

Citing fair-use claim, they are deeming themselves not liable. T.B.D

### Snapchat

Ad-supported on the Pandora Premium side

### Twitch Sings

Musicians are paid by their music publishing label, who negotiates terms with the karaoke content provider agreement

### YouTube

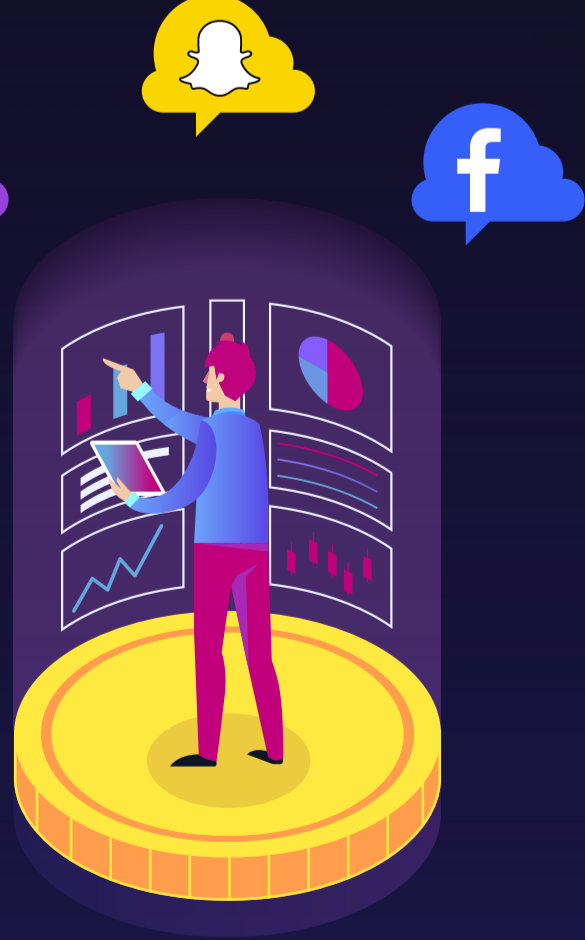
Per-Play rate = \$0.00069, or an estimated \$1k to \$2k for 1 million per-click views

## ???The Question to Ask???



But...can you earn real money? Or is social merely a marketing expense to build exposure and grow fandom?

Is *Lil Nas X* and his major label record deal (via the smash hit *Old Town Road*) just a one-hit wonder... Or is it your next business model?



Download our eBook for more answers.

### How Vistex Adds Value

The rapid-fire changes in the digital music landscape and the mass adoption of streaming music have amplified sales transactions and the complexities arising from numerous income streams. Today's music companies are confronted with processing this unwieldy detail in an effective, efficient manner. Vistex provides a high-volume, easily configured solution poised for traditional, current and future music business trends. Contracts, metadata and all royalty activity are captured in a single system, which is used for registration, licensing, sales, royalty reporting, analytics and more. This enables music companies to manage all aspects of their industry in a single solution.

#### About Vistex®

Vistex solutions help businesses take control of their mission-critical processes. With a multitude of programs covering pricing, trade, royalties and incentives, it can be complicated to see where all the money is flowing, let alone how much difference it makes to the topline and the bottomline. With Vistex, business stakeholders can see the numbers, see what really works, and see what to do next – so they can make sure every dollar spent or earned is really driving growth, and not just additional costs. The world's leading enterprises across a spectrum of industries rely on Vistex every day to propel their businesses.

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