

CCSMB10

Understanding the music industry and keeping up to date



Overview

This unit is about understanding the complex nature of the music industry. It is also about keeping up to date with the changes and challenges that the industry goes through. It will require you to have a genuine interest and passion for and active involvement in the music industry.

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Performance criteria

Explore Music Industry Agencies

You must be able to:

- P1 research the different elements that make up a collecting society and how they fit together
- P2 identify the value and impact that collecting societies have on music, the creators, performers, record labels and publishers
- P3 accurately analyse changing trends, developments and opportunities in the societies and how they impact on the industry
- P4 identify other societies both in the UK and Internationally and the differences in service they offer to their customer
- P5 identify challenges the customers and members may face with a society
- P6 identify the benefits to the music user, creator, performer and owner in using a society to licence and collect royalties

Communicate Effectively Within the Music Industry

You must be able to:

- P7 communicate effectively the benefits of a society to a music user or member
- P8 demonstrate an understanding of the different communication techniques that different parts of the music industry use
- P9 use effective communication tools to present your knowledge and findings to your colleagues and managers

Identify Sources of Information to Facilitate Personal Professional Development and Relevance

You must be able to:

- P10 be up to date with current web based communication tools
- P11 be proactive in attending music industry events, conferences and showcases
- P12 participate in Music Industry communication forums, debates, chat rooms and blogs
- P13 actively network at industry events
- P14 demonstrate a knowledge of historical industry trends and analyse the impact of these on current and future developments

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Knowledge and understanding

You need to know and understand:

- K1 music and the music industry
- K2 different international and territorial markets
- K3 licensing and Copyright law
- K4 media and technology
- K5 where to find valid, reliable and up-to-date information and advice on procedures and processes
- K6 the effects of changing technology on music: digital downloads, mobile ring tones, world-wide- web
- K7 the ongoing work of competing services and societies
- K8 the ongoing trends and opportunities and market directions in music and culture
- K9 how all collecting societies fit in the industry
- K10 different genres and styles of music and the target audiences associated with these
- K11 the difference between major and independent record labels
- K12 how broadcasters utilise and profit from the use of music
- K13 the principles behind public performance
- K14 research techniques
- K15 how to present effectively
- K16 how to network effectively

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