CCSMP47
Develop an understanding the music industry and the value of different organisations

Overview

This unit is about understanding the complex nature of the music industry and how various parts of the industry (whether commercial or funded) fit together and add value. 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

You must be able to:

P1 research the different functions that make up a music publisher, a collecting society, and a trade association, how they are governed and how they fit together

P2 identify the value and impact that government bodies, collecting societies, music publishers and trade associations have on music, the creators, performers, record labels and other licensees

P3 accurately analyse changing trends, developments and opportunities and how they have an impact on the industry

P4 identify other collecting societies, music publishers and sub-publishers and trade associations both in the UK and internationally and the differences in service they offer to their customer

P5 identify challenges that customers and members of agencies and bodies may face

P6 identify the benefits to the music user, creator, performer and owner in using a collecting society to license and collect royalties in a dynamic environment

P7 communicate effectively the benefits of a music publisher, collecting society and sub-publisher

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

P10 be able to use current web based communication tools as appropriate to your organisation

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 the political environment of the music industry

K3 different international and territorial markets

K4 copyright law and licensing

K5 media and technology

K6 where to find valid, reliable and up-to-date information and advice on trends, procedures and processes

K7 the effects of changing technology on access to music:

K8 the ongoing trends and opportunities and market directions in music and culture

K9 how music publisher and sub-publisher, collecting society and trade associations, fit within the industry

K10 the role of professional organisations in the music publishing industry

K11 the difference between major and independent publishers and record labels

K12 research techniques

K13 how to present effectively

K14 how to network effectively

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