

CMU INSIGHTS

HAVE SOME

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INSIGHTS

BUILDING A MORE SKILLED MUSIC INDUSTRY

- At The Great Escape 2013 we discussed copyright education - whenever the music industry pushes for more anti-piracy measures there is always a commitment to educate people about IP.
- But most IP efforts have been lacklustre at best - government and industry are prone to take a PR rather than educational approach.
- Conclusion of the panel was: people within the industry lack basic knowledge about copyright. If we can't educate our own people, what hope do we have of educating the wider world.

BUILDING A MORE SKILLED MUSIC INDUSTRY

- The music industry has traditionally not put a huge emphasis on formal training and education.
- Majority of people 'learn on the job' - and it remains true that hands-on experience is perhaps the most important thing.
- BUT - in a complex, ever-evolving industry - knowledge is key.
- eg when CD sales peaked, it was obvious where the new opportunities lay, but if your company is staffed by people whose entire experience is putting out CDs, that's a challenge.

PROBLEMS

- Most people work in silos.
- Head-nod culture.
- Worried of losing “the dream job”.
- Everyone is so damn busy.
- Demanding a seminar isn’t very rock n roll.

AN INTERESTING DEVELOPMENT...

- It is now possible to study the music business at college.
- An increasing number of people at entry-level had studied these courses - either entirely or as part of performance course.
- Most courses provide an overview of wider industry.
- So - we have a weird situation that while people at the top of the industry have more experience, the new-starters possibly have more knowledge.

OUR CONVERSATIONS

- We wanted to know what music recruiters think.
- We spoke to over 20 music industry employers...
 - HR departments at bigger music companies.
 - Senior management at smaller music companies.
- Key questions...
 - What matters most when recruiting at entry-level?
 - What matters most when recruiting a mid-level?

TIPS FOR ENTRY-LEVEL PEOPLE

- Over-whelming message: DO STUFF
- Pretty much universally, recruiters said having done something in music made new-starters stand out.
- It's all about passion - and doing stuff demonstrates the passion.
- DOING STUFF is much more important than having a music business qualification or internship.
- In fact, a music business qualification and internship is most important as proof of DOING STUFF

TIPS FOR ENTRY-LEVEL PEOPLE

- “Get involved in as much as possible”.
- “Build your network, seize opportunities, and let your passion and enthusiasm shine through!”
- “Be passionate, always push the envelope”

TIPS FOR MID-LEVEL PEOPLE

- Knowledge “beyond the silo” is key.
- How to get that knowledge?
 - Everyone agreed training is “important”.
 - Indifferent or positive towards “side projects” in music.
 - Network outside the silo - and don’t just head-nod.

CHALLENGES FOR MUSIC PEOPLE

- Rapidly evolving industry.
- Knowledge of digital - both digital music and social media - frequently cited as key, and this is the fastest evolving.
- Lots of sources of music industry news - though one challenge is keeping up with - AND UNDERSTANDING - key trends beyond the day-to-day developments.
- Too many debates, not enough learning?
- Temptation to consider trends silo-by-silo, rather than as a whole.

KEY AREAS OF KNOWLEDGE RECRUITERS LOOK FOR

- Understanding Of Copyright
- Digital Music Trends
- Social Media Trends
- Obviously live industry also prioritises knowledge of staging events, but live industry keen on copyright knowledge much more than music rights industry is keen on event knowledge.

KEY CONCLUSIONS

- For new starters: DO STUFF
- Demonstrate how music business education and/or internships involved practical DOING STUFF
- Once in the industry, seek training and ask questions.
 - There's no such thing as a silly question.
 - Don't be afraid to ask "but what does that mean?"
- Read, network and question beyond the silo.



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