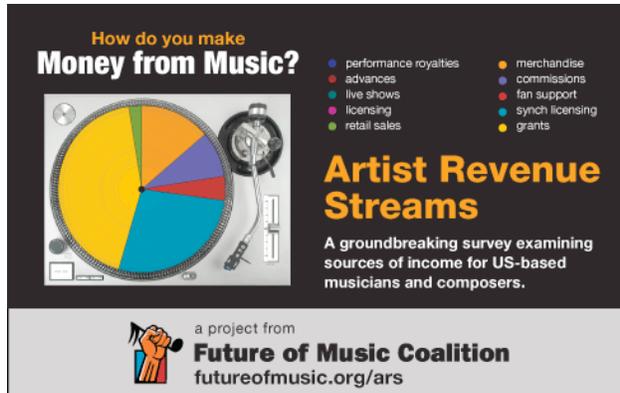


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US-BASED MUSICIANS AND COMPOSERS ARE ANSWERING FUTURE OF MUSIC COALITION'S QUESTION, "HOW DO YOU MAKE MONEY FROM MUSIC?"

Groundbreaking survey closes in 9 days, on October 28, 2011

Washington, D.C. —National non-profit Future of Music Coalition (FMC), which focuses on education, research and advocacy for musicians, will soon close its ambitious Artist Revenue Streams survey. The survey can be taken at <http://futureofmusic.org/ars> until Friday, October 28, 2011.

The survey is one part of a multi-method research effort to assess how musicians and composers are currently generating income from their music, performances and brand, asking the question, "How do you make money from music?"

With funding from the Doris Duke Charitable Foundation, Artist Revenue Streams represents the first time a US-based organization has conducted a research project that examines musicians and composers' revenue streams across all genres and roles. The results could provide musicians, the media and the music community at large with a comprehensive analysis of how musicians are being compensated in the digital age.

While the survey is confidential and anonymous, some musicians and composers have come forward to support the survey and encourage others to participate before the survey closes.

"The more musicians take the survey, the better the data can show us what's really going on in the industry," states singer, pianist, and songwriter Vienna Teng (<http://viennateng.com>), who lives in Ann

Arbor, MI. "So I'm trying to get the word out. It was pretty painless—and actually kind of fun and educational."

"The 'Money from Music' survey was quick and easy," said Eric Axelson, bass player in the Washington, D.C.-based band The Dismemberment Plan (<http://dismembermentplan.com>) and other groups. "It made me think about how my bands make money and opened my eyes to different revenue streams that I didn't know existed."

"I'm happy that Future of Music Coalition cares about professional musicians and our struggle to make a living," says jazz pianist and composer Yoko Miwa (<http://yokomiwa.com>), who is based in Boston, MA. "It's great that the 'Money from Music' survey is open to every genre of music and it will give all musicians and composers information that we've never had before."

"The survey was easy to complete and really inspired me to think more about where the music business is heading for musicians and composers," says Hamilton Boyce, singer, songwriter, and guitarist in Song Sparrow Research (<http://songsparrowresearch.com>) from Seattle, WA. "I'm grateful I'm able to contribute my information into the mix and I'm excited to see the results in 2012."

The project engages with a wide range of musicians, including jazz artists, Nashville songwriters, session musicians, touring rock artists, hip hop emcees, classical composers, and artists experimenting with direct-to-fan strategies through three research strategies: in-person interviews; financial case studies; and a wide-ranging online survey.

The online survey is collecting detailed information from thousands of U.S.-based musicians and composers about the ways that they are currently generating income from their recordings, compositions or performances.

For more information, visit <http://futureofmusic.org/ars>

Project Co-Directors Jean Cook and Kristin Thomson as well as John Simson are available for phone or in-person interviews. Bios and photographs available at <http://futureofmusic.org/article/research/artist-revenue-streams-resources#press>

Resources are available for use by media, musicians, composers, and consumers at <http://futureofmusic.org/article/research/artist-revenue-streams-resources>

About Future of Music Coalition

Future of Music Coalition is a national non-profit education, research and advocacy organization that seeks a bright future for creators and listeners. FMC works towards this goal through continuous interaction with its primary constituency — musicians — and in collaboration with other creator/public interest groups. For more information, visit <http://www.futureofmusic.org> .

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