

# Digital Music Business from A till Z

Kurz na Katedre muzikológie v letnom semestri 2018/2019

(FiF.KHV/A-boHV-082/18 , kurz pre študentov bakalárskeho aj magisterského štúdia)

Hostujúci pedagóg: **András Bodrogi**

Bloková výučba: 23. – 26. apríl 2019, 17:00 – 19:00, G308

(nahláste svoj záujem/účasť mailom na muzikologia@uniba.sk najneskôr do 1.3.2019)

## Course Synopsis

This course is designed to provide insights on current situations and trends within the recording industry, particularly on the digital field of music. Such an understanding is valuable to realize recent changes in music consumption habits, to help distinguish business models, digital music services and new revenue sources and shares. Coverage includes certain work processes on the digital field of music, like catalogue management, digital distribution, content creation and activation, rights management and monetization. Alongside a digital release of a music asset, this course will touch the main strategic points of fan base development, social media PR and Marketing, Content Strategy, rights management and monetization.

## Course Objectives:

By the end of the course participants will:

- understand the present and the recent changes of the recording industry, the present and the future of digital music consumption
- understand the business models of digital music services and how they generate revenues
- will be able to build up digital distribution for their releases
- understand the needs of optimal music related meta-data
- know about how to maintain the web presence of a music related artist
- be aware about ways to find, manage and communicate with your audience
- be clear about the effective use of relevant content, social media platforms and digital tools
- be prepared to participate in the YouTube Partner Program as an artist, manager or label, in order to optimally manage their rights and monetize their music related assets

**Methods:** lectures – 4 x 120 minutes

### I. History and the background of Digital Music Business

- the iTunes story, development of the MP3 format, Napster Story / P2P
- changes in music consumption: access vs. ownership

- main digital music business models: digital downloads, streaming, ad-supported model...

## II. Basics of Digital music distribution and catalogue management

- digital music distribution step by step
- finding and contracting with the right digital music distributor
- importance of clean meta-data
- planning a digital music release

## III. Building a fan base, web presence and relevant social platforms

- owning website and the basics of database development
- how to use relevant social media platforms in order to reach your fans
- content creation and activation

## IV. Content strategy, rights management and monetization on YouTube

- how to develop a content strategy on YouTube
- basics of the YouTube Partner Program
- basic steps of rights management and monetization via YouTube Content ID and YouTube Content Management System

### Guest lecturer: András Bodrogi

András worked on various fields of the music industry (EMI Records, Music Export Hungary, WM Music Distribution...) as new business, marketing and project manager, gained an expertise in digital music and online communication, helping labels and artists in this challenging era of music content creation and performance.

Currently he is an external consultant and expert partner of Google Hungary, conduct trainings to YouTube partner companies, creative and media agencies, labels, artists, brands and content creators to reach their goals with audiovisual content. Andras is also working as YouTube specialist at The State51 Conspiracy, a London based music company, helping independent labels and artists in rights management and monetization on YouTube.

He is a guest lecturer and trainer of various educational programs, marketing, media and communication departments of universities, in music related conferences and festivals. With the Budapest based music management school called 'Almost Famous Rock School' he has his own long format course called "Digital Music Business from A till Z".

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