

A GLOBAL MEDIA PUBLISHING INC PROGRAM BRIEF

# Artist Development

Independence shouldn't mean doing it without infrastructure.



### THE PROBLEM

## Why This Matters

**Independence is the goal. Infrastructure is how you get there.**

The artists who built the industry — the ones who negotiated for their masters, formed their own labels, and read every contract before they signed — didn't just have talent. They had infrastructure. They knew what their catalog was worth. They had someone in their corner who could tell them the difference between a good deal and a trap. LOUDmusic is that corner, for artists who don't come from money, don't have a lawyer on retainer, and didn't inherit a network.

*The creative economy is generating billions, yet too many independent artists still operate without the legal, financial, and operational infrastructure that turns work into wealth. Artist Development is urgent because exploitation now hides in fine print—opaque splits, predatory advances, and catalog undervaluation—locking creators out of ownership and mobility. LOUDmusic Impact Foundation treats infrastructure as systemic change: building deal literacy, income pathways, and business formation so artists can convert culture into durable assets and community-scale economic power.*

VOICES FROM THE COMMUNITY



***I've watched songs I wrote chart while I was still guessing at royalty statements and signing paperwork I couldn't fully translate. Once I learned to price my catalog, negotiate terms, and run my releases like a business, the money stopped leaking and the leverage showed up. Artist Development is how you give that knowledge—and that protection—to artists who weren't born into it.***

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**Janelle Rivers**

a Billboard-charting independent artist and music business educator

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*"The biggest gap in independent music isn't talent—it's infrastructure, and the market punishes artists who don't have it. Artist Development creates a repeatable path to ownership, clean deals, and sustainable income at scale."*

**Malcolm Devereux** · a music industry veteran and VP at an independent label collective

## EXTENDED CONTEXT

# What the Research Shows

**FINDING 1**

An artist with proper PRO registration and publishing administration can recover \$200-\$5,000+ per year in previously uncollected mechanical and performance royalties — immediately, with existing work Source: NMPA 2023. Proper enrollment with a PRO (ASCAP, BMI, or SESAC), a mechanical collection society (MLC), and a publishing administrator enables collection across streaming, radio, TV, and live performance — royalty streams most independent artists never touch.

**FINDING 2**

A well-structured sync licensing agreement generates one-time fees of \$500-\$50,000+ per placement — income that requires no new music, only proper deal literacy Source: NMPA Sync Licensing Rate Guide, 2023. Film, TV, advertising, and video game placements pay flat fees independent of streaming revenue. Negotiation of sync deals, master rights clearances, and performance royalty splits are teachable skills that convert existing catalog into new income.

**FINDING 3**

An artist with an LLC and separate business banking pays significantly lower effective tax rates and has access to emergency credit that sole proprietors do not Source: SBA Small Business Tax Guide, 2022. LLC formation with S-corp election qualifies artists for the Qualified Business Income (QBI) deduction — up to 20% of net business income. Separate business accounts establish credit history required for SBA emergency loans, grants, and artist relief funds.

## WHAT WE'RE BUILDING

# The Future

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## Build 10,000 artist-owned businesses

By 2035, artists will incorporate, separate personal and business finances, and operate with compliant accounting and rights management. The result: stronger credit, predictable income, and catalogs treated as bankable assets—not disposable content.

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## Shift catalog ownership toward creators

By 2035, more artists will retain masters and publishing through better contracts, fair splits, and informed negotiation. That ownership will translate into generational wealth—licensing revenue, acquisition readiness, and long-term control of cultural output.

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## Standardize deal literacy across communities

By 2035, artists will have access to contract training, vetted advisors, and negotiation support regardless of zip code or family network. Fewer predatory agreements will mean more tour savings, reinvestment, and local job creation in creative hubs.

GET INVOLVED

# Partner With LOUDmusic

\$500 funds one month of professional studio access. \$5,000 covers one full career credential. Whether you're an individual, a foundation, a brand, or a city — there's a way in. Every contribution is tracked to specific outcomes, reported quarterly, and fully tax-deductible.

## Mentorship

Mentorship Your time unlocks something no grant can buy: proof that the pathway works. When industry professionals mentor inside LOUDmusic, participants gain direct access to the knowledge, networks, and norms that determine who breaks through in a creative career — without the gatekeeping. The difference between a credential and a career is often a single relationship. 250 master instructors needed by 2032. Your field experience is the curriculum we can't buy.

## In-Kind Contributions

In-Kind Contributions Equipment and software donations directly remove the barrier that keeps most creators out — professional tools they can't afford. A donated interface, instrument, or DAW license goes immediately into a youth program in a high-need community, where access to professional-grade gear is the single largest obstacle to entry. Every donated asset is appraised, documented, applied to a program budget, and often qualifies as matching leverage for government grant funding. Your equipment does not sit in a warehouse. It produces sessions the next week.

LEARN MORE

[impact.loudmusic.io](https://impact.loudmusic.io)