



Transforming Arts Organizations Worldwide

Earned Revenue Opportunities: Online Music Education and Services for Musicians

Project overview and process

Guiding Question:

How can performing arts institutions with a music focus leverage their expertise, resources and infrastructure to provide revenue-generating services?

Analysis focused on two potential revenue streams for musical organizations:



Opportunities in
Online Music Education



Opportunities in
Services for Musicians

Our research process was conducted in **two sections**:



Research

To understand the landscape of online education and musician services

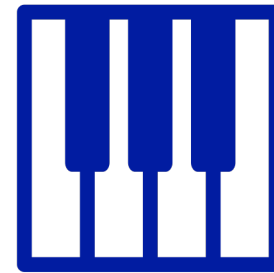


Interviews

To learn about what musicians need, and existing services on offer



Part 1:
Opportunities in Online Music Education



Part 2:
Opportunities in Services for Musicians

Part 1: Opportunities in Music Education

1

Overview of Online
Music Education:
Market & Models

2

Deep Dive:
Incentive-Based Course

3

Deep Dive:
Aggregator Platform

4

Deep Dive:
Professional Musicians
Group

Today's Online Music Education Challenges



Heavy Competition

With live lessons returning and an already crowded market for digital entertainment, it takes work to stand out.



Difficulty Completing

Online education without clear incentives typically have low completion rates, making it difficult to ensure that users are gaining the full value of your product.



Discerning Customers

For people to spend money on online education, they are going to need to feel extremely confident in the quality of the product – especially with many free digital alternatives.



Finding a Niche

Virtual music lessons cannot replace live ones – it is crucial to find a particular gap in the music-learning process to fill with your digital offering.

Three Models For Online Education

Categories Investigated:

Online Courses

Online Lessons

Online Learning Communities

Revenue Potential:

€€€

€€

€*

**has marketing potential*

Key Challenges:

- Courses require time and expense to develop
- Completion rates are often low, making it hard to provide greatest value to users

- Heavy competition for online attention and music lessons
- Customers are discerning about quality in a crowded field

- There are many free resources for networking and learning, so having a specific niche is key

Potential Model:

Incentive-Based Course

Aggregator Platform

Professional Musician Group

Potential Interpretations of Online Education Models

Incentive-Based Courses



University or corporate requirements: an online learning module is attached to a university course as a required component of the degree, or a company as required professional development.



Professional certification: after completing an online course, the participant will be awarded a professional badge or certificate.



Project-based course: for more practical courses, the final product could be something tangible, like a personal website or musician press kit, that will have immediate benefit to the individual student.



Travel or experience: an online course could have an experiential component attached for those who complete the full module, such as a trip or concert.

Aggregator Platforms



Lessons: create an easy platform for music teachers to connect with students for their own online or in-person lessons.



Master classes: rather than a space to connect students and teachers, your platform can act as a way for instrument learners to find high-quality video lessons from top musicians.

Professional Musician Group*



Online labs & workshops: professionals are given space to work together through a particular challenge, offering facilitated peer interaction and feedback.



Networking: spaces are provided for musicians to meet, learn from one another, and share opportunities virtually.



Mentorship & feedback: access is granted to accomplished musicians or experts in associated professional fields for 1-1 mentorship and support.



Wellbeing: courses are offered on topics of physical and mental wellbeing relevant to musicians.

**These models can all be offered in combination with a membership structure*

Reminders For Getting Started

Across our conversations with practitioners in the online education field, we gathered several helpful reminders for any organization looking to experiment with offering virtual instruction opportunities.

- **Take time to test and learn:** with a constantly changing online landscape, it's especially important to build flexibility in your model for learning from how courses are performing. Test-and-learn structures are particularly useful when determining pricing in the early days of your product — even when deciding whether to charge at all.
- **Profit will likely not come immediately:** with the investment required to successfully run high-quality online lessons, it may take some time to start bringing in revenue from your efforts. There are, however, interim benefits including brand awareness and donation opportunities.
- **Leverage corporate sponsors to reduce costs:** even if your focus is bringing in earned revenue from online learning, there are opportunities to partner with companies to lower the investment needed to execute. Adding naming rights to courses that require cost coverage can be a strategic move to ensure that all tuition paid comes in as profit.
- **Invest in SEO:** particularly for courses geared towards individual learners, getting the word out in a crowded landscape can be a significant challenge. When determining where to invest financial resources, marketing and search engine optimization will be crucial to ensure that prospective students can find you.
- **Identify and highlight your most unique quality:** there are many online avenues for customers' attention, even in the virtual course market alone. Elevating your unique value proposition as an organization is key.

Part 1: Opportunities in Music Education

1

Overview of Online
Music Education:
Market & Models

2

Deep Dive:
Incentive-Based Course

3

Deep Dive:
Aggregator Platform

4

Deep Dive:
Professional Musicians
Group

Incentive-Based Course Models



University or Corporate Requirement

An online learning module is attached to a university course as a required component of the degree, or a company as required professional development.



Professional Certification

After completing an online course, the participant will be awarded a professional badge or certificate.



Travel or Experience

An online course could have an experiential component attached for those who complete the full module, such as a trip or concert.



Project-Based Course

For more practical courses, the final product could be something tangible, like a personal website or musician press kit, that will have immediate benefit to the individual student.



University & Corporate Requirement



Possible Target Audiences

- Private primary schools seeking supplementary materials for coursework
- Universities seeking supplementary materials for coursework
- Companies seeking supplementary materials for professional training



Investments Required

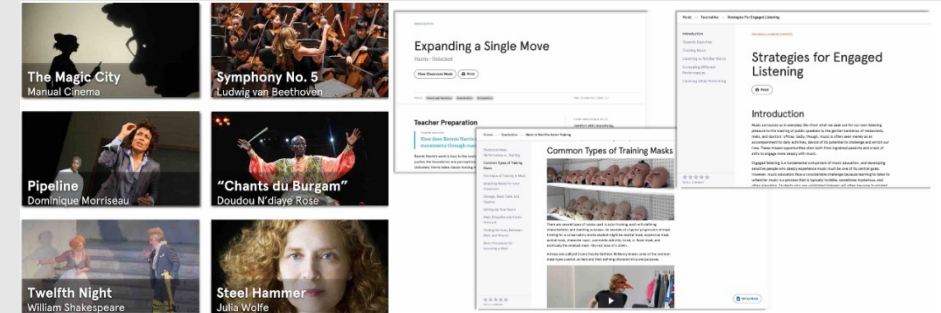
- Development of online course
 - Technology: video filming, streaming, maintenance, online payment system
 - Human resources: subject matter experts/teachers
 - Time: classroom hours for synchronous courses, filming time and updates needed for asynchronous
- B2B marketing: outreach and relationship management with potential partner institutions

Example Price Structure

Individual course developer

One online educator with whom we spoke sold a music theory course to a university for US\$ 5000 (€ 4750), and then received US\$ 5000 again each year he delivered the course.

Case Example: Leveraging a Name Brand



Juilliard Creative Classroom is a digital resource for music teachers of students aged 4-18. The product is sold directly to schools to be used in the classroom. Courses focus on creativity and understanding of masterworks, rather than instrumental practice.

When a school brings Juilliard Creative Classroom into its own classrooms, teachers receive:

- Access to a library of original media content on various artistic topics
- Supplementary activities, historical information, and instruction strategies
- The freedom to shape the material to fit their existing lesson plans



Professional Certification



Possible Target Audiences

- New or experienced music teachers seeking to increase competitiveness in the field through name-brand accreditation
- Entrepreneurs or professionals seeking to learn leadership skills in a creative environment



Investments Required

- Development of online course
 - Technology: video filming, streaming, maintenance, online payment system
 - Human resources: subject matter experts/teachers
 - Time: classroom hours for synchronous courses, filming time and updates needed for asynchronous
- Marketing and SEO strategy to connect with prospective individual professionals

Example Price Structure

Harvard Business School Online

B2C courses with accreditation: €1330-2100 for an 8-week long module

Case Example: Asynchronous, But Still Active

Harvard Business School Online offers structured business certificates, either sold directly to students or to businesses to use for professional development.

- Courses are asynchronous, with high-quality videos filmed by professors and experts
- Students complete coursework through a variety of self-paced methods, including video submissions and short essay responses
- Coursework takes up several hours per week, allowing for flexibility

Travel or Experience



Possible Target Audiences

- Music teachers seeking to increase competitiveness in the field through name-brand accreditation
- Musicians looking to transition to teaching who want to learn from a known institution
- Retirees with disposable income and an interest in traveling and learning music appreciation
- Businesses seeking a unique, engaging employee benefit



Investments Required

- Development of online course
 - Technology: video filming, streaming, maintenance
 - Human resources: subject matter experts/teachers
- Possible partnerships with local hotels, taxi services, and institutions for lodging, transport and additional activities
- Personnel to manage customer service around on-site visit

Example Price Structure

International TEFL Academy

- Online Course: starting price of €1342/€1725 per student, depending on length/weekly hours
- In-person addendum: €623* (*does not include housing or transportation, cost is for course and materials only)

Case Example: Filling the Gaps of Online Instruction



International TEFL Academy, a training organization for teachers of English as a foreign language, offers two options for online teacher certification courses:

- 11-week part-time online certification course (\$1399 / €1342)
- 4-week full-time intensive online certification course (\$1799 / €1725)

To supplement these courses, ITA offers an optional 1-week practicum course, in-person in New York City. **Completion of the online course is required to attend the practicum**, providing an additional incentive beyond the professional certification.

The practicum costs students \$650 (€ 623) and does not include housing/transportation.



Project-Based Course



Possible Target Audiences

- Recent graduates of music conservatories looking to understand how to succeed professionally as a musician
- Career professional musicians looking to update their personal marketing or begin a social media presence



Investments Required

- Development of online course – can more easily be asynchronous if there is an in-person component
 - Technology: video filming, streaming, maintenance, online payment system
 - Human resources: subject matter experts/teachers
- Marketing to newly graduated conservatory students

Example Price Structure

Udemy - \$15-19 (€14-18) per course

Coursera - \$60 (€59) per course

Adding on an expert review can increase revenue. These types of industry marketing professionals may charge between \$85-149 (€84-146) for a consultation (source: [TuneTrax](#)).

Case Example: Building a Practical Resource



In **Coursera's** project-centered courses, an online learning module is centered around a desired outcome for the student — a tangible creation that requires them to finish the course to fully realize.

In their website-building course (offered in partnership with the State University of New York) students who complete the 14 hours of video lessons, readings, and quizzes will end up with their own Wordpress site for whatever their specific need is.

Outline

1

Overview of Online
Music Education:
Market & Models

2

Deep Dive:
Incentive-Based Course

3

Deep Dive:
Aggregator Platform

4

Deep Dive:
Professional Musicians
Group

Aggregator Platform Models



Lessons

Create an easy platform for music teachers to connect with students for their own online or in-person lessons.



Master Classes

Rather than a space to connect students and teachers, your platform can act as a way for instrument learners to find high-quality video lessons from top musicians.

Lessons



Possible Target Audiences

- Students and alumni looking to find clients for teaching music
- Local music teachers looking to find clients for their lessons
- Local families and young students seeking music teachers
- Global families and young students seeking music teachers
- Local adult learners seeking music teachers
- Global adult learners seeking music teachers



Investments Required

- Technical set-up of the digital platform, payment processing, and ongoing maintenance/troubleshooting
- A strict vetting process for instructors and other talent on the site
- Maintenance of questions platform users may have on an ongoing basis

Example Price Structure

Lessonface

- Teachers set their own prices, with Lessonface taking a 15% commission on students they bring in, and a 5% commission on students teachers refer.
- Families can purchase a \$29/month pass to access unlimited group classes.

Case Example: A Multi-Faceted Learning Experience

The screenshot displays the Lessonface interface. On the left, a user profile for Antonio Salleri is shown with a menu including: MY PROFILE, MY SETTINGS, DASHBOARD (highlighted), LESSONS, PRIVATE MESSAGES, CONTACTS, CREDIT TRANSACTIONS, VIDEO TEST ROOM (highlighted), and LOG OUT. On the right, two teacher profiles are featured: Adam Dias (Acoustic Guitar, Ukulele, Piano, Banjo, Singing, Electric Guitar, Voice, R&B Voice, Classical Guitar, Fingerstyle Guitar, Jazz Guitar, Rock Guitar, Blues Guitar, Lead Guitar, Slide Guitar) and Heather Gerber (Ukulele, Acoustic Guitar, Piano, Keyboard, Loog Certified Guitar, Guitar, Guitalele, Baritone Ukulele). Both profiles include their names, specialties, a 'POPULAR' or 'STUDENT FAVORITE' badge, star ratings, review counts, and 'BOOK LESSON' buttons.

Lessonface is an online platform connecting students to teachers of a variety of artistic subjects. Teachers can apply to teach on the site and set their own rates. Lessonface provides video technology.

The platform manages all payment, taking a 5-15% commission from teachers. Students can access individual lessons via a robust search feature, or they can purchase a monthly family plan for group lessons, all conducted online.

Master Classes



Possible Target Audiences

- Advanced students of music seeking to gain knowledge from prominent musicians in the field
- Music enthusiasts who want to learn from top musicians



Investments Required

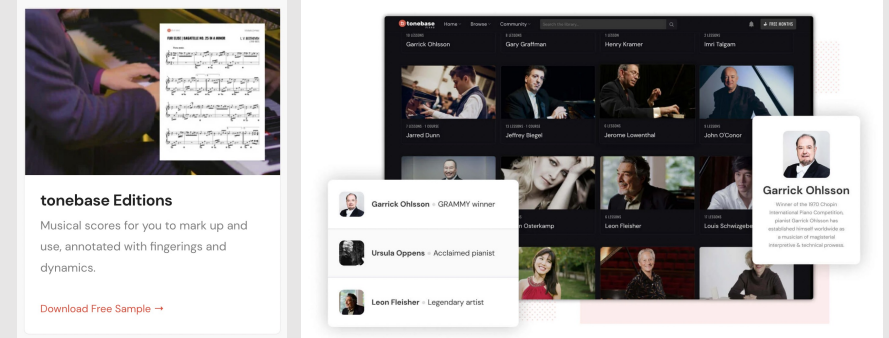
- Hiring and payment of leading artists to conduct classes
- Development of intensive pedagogy, lesson plans, and take-home resources to accompany course videos
- High-quality filming of lessons
- Maintenance of the platform, online payment, and customer experience

Example Price Structure

tonebase

\$30/month for its users to access a full library of video master classes.

Case Example: Democratizing Access to Top Musicians



tonebase is an online media library showcasing video master classes from renowned musicians, specifically focused on piano, guitar, and violin.

Users pay a monthly fee of \$30 (€29) to access the full slate of video content. Included with the video are special musical scores for students to annotate as they follow the instructor, lesson summaries, and worksheets to increase understanding.

Outline

1

Overview of Online
Music Education:
Market & Models

2

Deep Dive:
Incentive-Based Course

3

Deep Dive:
Aggregator Platform

4

Deep Dive:
Professional Musicians
Group

Professional Musicians Group Models



Online Labs & Workshops

Professionals are given space to work together through a particular challenge, offering facilitated peer interaction and feedback.



Networking

Spaces are provided for musicians to meet, learn from one another, and share opportunities virtually.



Mentorship & Feedback

Access is granted to accomplished musicians or experts in associated professional fields for 1-1 mentorship and support.



Wellbeing

Courses are offered on topics of physical and mental wellbeing relevant to musicians.

Can be combined into one membership

Professional Musicians Group



Possible Target Audiences

- Recent graduates of music conservatories looking to understand how to succeed professionally as a musician
- More experienced professional musicians looking for opportunities to network and enhance their professional skills

A key benefit of an online learning community is its ability to take an organization truly global.



Investments Required

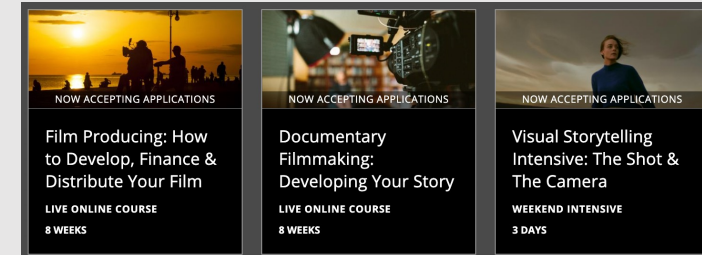
- Payment of instructors, artists, and other contributors to the community in an official capacity
- Maintenance of the platform, from both a technical and community moderation standpoint
- All resources and costs implicated in developing online courses, as previously listed
- Marketing and SEO to spread the word of the community

Example Price Structure

Sundance Co//ab

Basic membership – free / Creator+ membership - \$10/month (includes additional networking opps)
Both can access online courses, which range between \$200-700 depending on length and materials required.

Case Example: Fostering Community Online



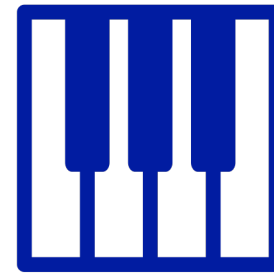
An initiative of the Sundance Institute, a film festival in the United States, **Sundance Co//ab** is an online learning community for practicing and aspiring filmmakers of all specialties.

Joining the community includes the following benefits:

- Live online monthly Master Classes
- Public online events
- Sundance Insider Sessions with Institute program staff
- Curated Resources & Opportunities
- Opportunities for peer feedback



Part 1:
Opportunities in Online Music Education



Part 2:
Opportunities in Services for Musicians

Part 2: Opportunities in Services to Musicians

1

Setting the Stage:
Understanding Musician
Needs

2

Three Core Needs for
Musician Services

3

Packaging & Delivering
Core Musician Services

Being a Musician Today Requires Diverse Skills

Musicians face uncertainty...



Barely making a living wage

“Approximately 80% of musicians are not earning enough from their music careers... as well as the fact that 50% of independent artists are concerned about cash flow”

New skills needed for multiple jobs

“Now an artist is someone who exerts creative control but also does the administration and everything in between...You will find many musicians diversifying their efforts in being tour managers, and even going into teaching.”

Limited time for different responsibilities

“Artists have to spend huge amounts of time updating, marketing, posting, reporting, engaging and connecting. This limits our creative time, and drains our energy...”

...in an industry that is changing



Different and challenging revenue streams

- Live shows constitute biggest source of revenue for artists
- Streaming online is not a huge source of revenue but provides visibility

New expectations around marketing and distribution

- Visuals & promotions have become increasingly important
- Frequent, shorter releases have become the norm
- Long term record deals are a thing of the past

Sources: [Our Culture](#), [WIPO Magazine](#), [Musician Wave](#)

Prioritizing the Core Needs of Musicians

Understanding the state of musicians:

- Musicians don't have a lot of extra disposable income
- If you do charge for musician services, charge minimally to avoid being extractive
- Musicians need to develop diverse skills as they often manage their own careers
- Musicians often lack the time to manage and promote their own careers



Rental Infrastructures

- Access to quality rehearsal and recording spaces
- Rental spaces with recording capabilities and expert on-site support
- Availability of instruments and other ad-hoc services

Services for musicians organizations could prioritize include:



Career Readiness Services

- Ability to brand themselves and market their talent
- General business knowledge like budgeting and grant writing
- Opportunities to audition, promote their work and network



Legal and Expert Support

- Tax support
- Legal distribution support
- Visa and working abroad
- Protection of artists rights and contract fulfillments etc.



Wellbeing

- Self-awareness and emotional vulnerability – essential to sustained music careers
- Physical health
- Community

Part 2: Opportunities in Services to Musicians

1

Setting the Stage:
Understanding Musician
Needs

2

Three Core Needs for
Musician Services

3

Packaging & Delivering
Core Musician Services

Rental Infrastructure Examples



Musicians need access to affordable spaces for a range of professional activities. Cultural organization considering renting their available spaces can package their services in varied ways to generate more revenue, looking at the wealth of existing studio models for reference.

1. Standard studio access



The Music Box- Dallas

- 3 Hours \$75
- 6 Hours \$150
- Full Day, 24 hours \$300
- (membership option available)

<https://musicboxrooms.com>

2. Instrument access



Jacques Samuel Piano- London

- Basic studios with upright pianos £12/ hour
- Basic studios with grand piano : £17/ hour
- Larger room with grand piano: £ 30/ hour

<https://www.jspianos.com/>

3. Auditions packages



The Music Studios- London

- 1 hour standard studio £17
- 1 hour large studio £22
- Audition package £37/ hour
- Includes large studio with small warming up studio)

<https://themusicstudios.co.uk/rates/>

4. Space with engineer support



Here Comes the Sound – Barcelona

- 1 Hour with sound engineer €55
- 10 Hours with sound engineer €350
- Extra time 30€/ half-hour

<https://hcsound.com/hcsound-estudios-de-grabacion/>

5. Full-service rentals

SCHUMANN MUSIC STUDIO

—CLASSICAL RECORDING SPACE—

Schuman Studio – San Francisco

- 4 Hour minimum, \$125/ hour
- Audition videos, 2-hour session \$250
- Extra post-production services \$80/ hour

<https://www.schumannmusicstudio.com/>

Ongoing Career Support Services



Career readiness is high on-demand for musicians and emerging artists; however, direct revenue is unclear. Most programs seem to be incorporated into school programs, or subsidized by donors.



Career readiness and community impact at the Manhattan School of Music

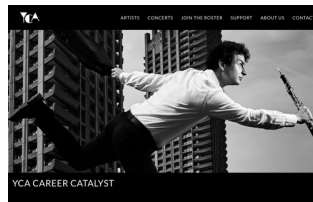
Structure & audience:

The Center for Music Entrepreneurship (CME) is part of the curriculum for students and alumni in perpetuity.

Content:

- **Series of practical foundations courses**
 - Best practices for resume building
 - The art of the pitch
 - Ins and outs to approaching a career as a musician ...
- **Setting the stage workshop series with industry experts**
 - 12-15 workshops a semester
 - Example themes: how to do your taxes as a musician?
 - Example themes: yoga and reiki to avoid injury
 - Example themes: getting ready for casting and agencies...

Cost & revenues: **No additional costs** for students or alumni. Only a few workshops are open to the public for a nominal fee. Offerings are included as part of tuition.



Career readiness to be self-managing at Young Concert Artists

Structure & audience:

Career Catalyst program (CC) is still in its infancy, but modeled as an extension of their mission for their musician roster.

Content:

- **Courses:**
 - Marketing
 - Finance
 - Balancing a budget / simple cash flow analyses and projections
 - Contract negotiations
- **Expert series**
 - Branding and marketing, content creation, pictures, videos, time management, personal finance, travel skills etc.
 - PR consulting, styling consulting workshops

Cost & revenues: **No additional costs** to artists. Program is underwritten by donors and funded by contributed income only.



Full-day career workshops at Opera America

Structure & audience:

Added services offered as part of their career development program. Members and non-members are welcome to participate.

Content:

- **Headshots:** 45-minute shoot, including makeup and hair styling
- **Audio/Video Recording:** high-quality recording, including pianist
- **Feedback Audition with Video Recording:** 30-minute HD digital video recording of your audition material and feedback
- **Website Design:** group sessions with a web designer, plus individual consultations on creating or updating your website
- **Resume Review:** one-on-one resume and bio review
- **Panel Discussion:** sessions with artist managers, professional singers, and opera company leaders
- **Financial Guidance:** sessions with top contract and financial experts for contract and financial planning advice

Cost & revenues: Offered by application at a **subsidized fee**. Members likely receive extra discount.

Legal & Expert Service Providers



As the music industry becomes more and more complex, there is a growing need for legal support and protection for artists, however, organizations committing to these offers must have dedicated trained staff on-call and high volumes of subscribers to make the services efficient.



Snapshot of ISM:

- Launched in 1882 to protect musician rights
- Majority of membership is made up of classical musicians
- Average tenure of members is 14+ years
- 11,000 in the UK
- Legal services and public liability insurance is the key value proposition
- Membership prices range between £50- £118/ year depending on career and student status of artists.

Core Membership services:

- 24/7 legal and personal advice helpline
- In-house legal and tax team
- Unlimited one-to-one legal advice
- Representation from specialist team

Additional Services:

- Wellbeing services
- Professional community
- Exclusive discounts etc.



Snapshot of AIE:

- AIE is the management entity for music performers, managing their intellectual property rights and providing legal consulting
- It is a collective nonprofit funded by administrative fees to music renters
- 23,000 members in Spain
- Carries out social and welfare activities including insurance and elder care for disadvantaged members
- Membership is free of charge

Core Membership Services

- IP rights management
- Legal consulting
- Insurance/welfare for disadvantaged artists
- Rights distribution

Additional Services:

- Masterclasses and training
- Promotion activities

Wellbeing Packages



Providing physical and mental health support **requires expert providers**. Therefore, many organizations partner with companies and outside providers to offer wellbeing and health as part of their musician memberships.

The services we heard the most about:

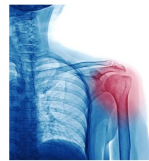
- Physical therapy
- Therapy & mental health counseling
- Yoga
- Reiki
- Meditation

Reasons this is needed:

- Building self-awareness and resilience
- Fostering emotional vulnerability
- Avoiding injury
- Avoiding burnout (increased with pandemic)
- Nurturing creative flexibility

In-house counselors

ISM provides in-house wellness services with 24-hour online support as well as in-person counseling. Members also get discounts on additional services with partners as needed.



Physiotherapy service

MEMBER ONLY

ISM's physiotherapy service is a pioneering wellbeing service for members.



Face-to-face counselling

MEMBER ONLY

Based on your feedback, we have launched a new counselling service, which includes face-to-face counselling and Cognitive Behavioural Therapy (CBT).



24-hour personal support and advice helpline

MEMBER ONLY

Confidential support and advice on everything from bereavement and relationships to work-related stress and mental health.



My Healthy Advantage mobile app

MEMBER ONLY

ISM members have access to a healthy living app from Health Assured.

Partner discounts:

ASCAP's wellness program focuses on access to partner discounts from existing wellness providers, which allows members to save considerable sums throughout the year



Take your gym experience from same-old to sweat fest with **Aaptiv's** engaging audio workouts, led by expert trainers and featuring your favorite music. ASCAP members pay just \$7.50/month, a 50% savings on the regular price.

[Click to start your workout >](#)



BetterHelp offers private & professional counseling by chat, text, video or phone. Get matched with a licensed therapist within 24 hours for convenient and confidential online counseling. Anytime. Anywhere. ASCAP members get a free trial.

[Click to read more >](#)



Daily Burn offers thousands of workouts on-demand and provides personal fitness guidance, encouragement and motivation to help those from all levels and lifestyles achieve everyday victories. ASCAP members get 60 days of Daily Burn for free!

[Find the right video workout for you >](#)



Doc On The Go is your link to Teladoc, a leading telehealth service provider. Connect with qualified healthcare practitioners for low-cost, high-quality telemedicine consultations that fit your schedule, with no copayments and no limits on usage. ASCAP members and their families receive more than 60% off Doc On The Go's standard subscription plans.

[Find out more >](#)



The **Shine** app makes being kind to yourself part of your daily routine. Every weekday morning, Shine gets you motivated with affirming messages. You can also unlock hundreds of guided meditations and research-backed programs on calming anxiety, feeling resilient, and building confidence. ASCAP members get 55% off an annual Shine membership.

[Click here to find out how >](#)



Part 2: Opportunities in Services to Musicians

1

Setting the Stage:
Understanding Musician
Needs

2

Three Core Needs for
Musician Services

3

Packaging & Delivering
Core Musician Services

Suggestions on Packaging Core Services

1. Rental Formats



Flexible: Ad-hoc hourly rentals throughout the year (as seen in previous section with studios/ most common format)



Calendared: Dedicated days for rehearsal, recording, audition and performance rentals etc.

2. Membership Formats



General access memberships: Scalable resources and events that can be shared and used by many subscribers at once



Premier & Hybrid Memberships: Quality services, spaces and equipment. Hybrid model provide at-scale resourced with extra at-cost benefits.

3. Ad-Hoc Service/Career Days



Consolidated Event Days: Concentrate days with range of benefits like specific services, career support, networking opportunities, etc.



Rental Memberships: Exclusive access only, often combined in other premier membership models

Rental Considerations



Time:

How many days and hours could your organization open for external rentals?



Spaces:

Which spaces would be made available for external rentals?



Type of rentals:

What kind of rental would your organization prioritize: rehearsals, recordings, performances, etc. ?



Communication:

How would the spaces be booked? How would they be advertised?



Resources/ capacity:

What existing infrastructure/booking software/ staffing and payment passes does your organization have?

What added staff and resources would be needed to deliver rentals options?



Dedicated Recording and Rental Sessions

As rehearsal rentals require consistent studio times, as seen in core-services, organizations consider dedicated days for recording sessions to leverage their available spaces on a more limited basis, with more premium services offered at higher-rates.

Recording rate examples

1. Music Vault Academy - Audition Recording (NY)

- Recording Studio Time: starting at \$100 per hour
- Mixing & Editing: starting at \$300 per song
- Accompanist: \$150 per hour
- Teacher On Set: \$150 per hour
- 4-Hour recording with accompanist \$1,000

2. Craxton Studios (London)- Recording

- Room, sound engineer, producer and equipment £750 full day/ £400 half day (4-hours)
- Extra £35/hour post-production work
- Recording room only £150 (up to 3 hours)
- £70 Piano tuning

Base seems to be \$100/£100 per hour for recordings

Possible revenue models

Every Sunday

50 Sundays
4-Hour sessions/Sunday
1 or 2 Sessions/Sunday

- 1 Session/ day
50x €400
Approx. €20,000

- 2 Sessions/ day
50x €400x2
Approx. €40,000/year

2-Sundays a month

24 Sundays
4-Hour sessions
2 Sessions/ Sunday

- 1 Session/ day
24x €400
Approx. €9,600

- 2 Sessions/ day
24x €400x2
Approx. €19,000/year

1-Sunday a month full days

12 Sundays
4-Hour sessions
2 Sessions/ Sunday

- 1 Session/ day
12x €400
Approx. €4,800

- 2 Sessions/ day
12x €400x2
Approx. €9,600/year

Week-days in August

23 days
4-Hour sessions
1 Session or 2 sessions/ day

- 1 Session/ day
23x €400
Approx. €9,200

- 2 Sessions/day
23x €400x2
Approx. €18,400/year

These calculations are assuming a base rate of €100/hour with each recording sessions lasting 4-hours, and assuming each session is sold out and there is only 1 recording studio available for each time-slot.

Limited Full-Access Rental Memberships



Renting out private and exclusive spaces for a high monthly premium may provide faster returns for spaces usage:



Love and Laughter Music
Group, California

Unlimited studio membership

- Artist membership \$250/ month
- Group membership \$350/month
- Producer membership \$395/ month
- Minimum 6-month membership

Benefits:

- Unlimited studio session based on availability.
- Network with other members
- Guests allowed depending on membership
- Access workshops and events on site

<https://loveandlaughtermusicgroup.com/membership>



STUDIOMATIC Studiomatic, Paris

Fixed-time slots membership

- Individual club €99/ month
- Group membership €200/ month
- Producer membership €400/month
- Completely private studio €1200/month
- No minimum membership duration

Benefits:

- Higher level memberships have dedicated studio time slots
- Studios open 24/7
- Storage available

<https://www.studiomatic.co/en/premium>



Yellow Hat Studio, London

Exclusive & shared studio memberships

- 6-Person shared membership £185/month per mbr.
- 2-Person shared membership £545/ month per mbr.
- Exclusive membership £690/ month
- Rolling monthly contracts

Benefits:

- Customized exclusive rooms
- Confirmed rehearsal times
- Flexibility and shared calendar with other members
- Storage

<https://yellowhatstudios.co.uk/>

Membership Considerations

What makes a good membership?

- ✓ Valuable benefits that help the user save money
- ✓ Emotional connections and sense of mutual interest between user and company
- ✓ Digital optimization to make using benefits easy and accessible
- ✓ Fostering member community and connections

Premier access memberships

Pros:

- Quality services, spaces and equipment. match organization's brand
- Top tier services foster greater loyalty
- Top tier memberships can be priced at higher premium with more return per user

Cons:

- Requires dedicated staff to manage membership customer relations
- Requires dedicated staff and experts to deliver services
- Requires upfront investment in infrastructure

Example: Physical, studio membership access

General access memberships

Pros:

- Scalable resources and events that can be shared and used by many subscribers at once
- Not as time consuming for staff to deliver services
- Accessible pricing

Cons:

- Services are not as personalized, so not likely to foster same level of loyalty
- Requires many members to generate revenue
- Still requires dedicated staff to manage customer relations and digital infrastructure

Example: Resource and event-based memberships



Standard Memberships with At-Scale Benefits

Low-cost musician memberships would be a limited-commitment/ low-investment for different organizations interesting in this format, however it would require digital platforms for distribution, as well as high volume of subscribers to be revenue generating.

Example of scalable low-commitment membership benefits

- Online reading resources
- Online archives and video/ audio content
- Name on job listing directories
- Newsletters
- Invitation to events
- Discounts to partner events
- Discounts for partner benefits
- Network opportunities
- Discount to studios and equipment use

	Incorporated Society of Musicians (UK)	Women in Music (Global)	Sound Sense (UK)
Main target audience	Musicians, students, music professionals, composers, songwriters, label reps, audio engineers, orchestra admin educators etc.	Female musicians, and leaders in the music industry	Community musicians who work in hospitals, schools, etc.
Main benefits	<ul style="list-style-type: none"> • Legal services • Insurance coverage • Professional development (online resources, funding tips etc.) • Wellbeing services • Professional community • Tax and business support • Exclusive discounts • Promotion 	<ul style="list-style-type: none"> • Network peers and mentors • Learning resources • Career development event • Partner discounts • Member virtual hub 	<ul style="list-style-type: none"> • Public liability insurance • Wellbeing resources • Bulletin board • DEI bootcamps • Musician listing
Membership rates for musicians	Full membership £118/ year Early career £50/ year Student £15/ year	Standard membership \$75/ year Student \$40/ year	Individual £73/ year Student £25 / year Associate £61/ year



Hybrid Memberships with At-Cost Services

Organizations can increase revenue for lower-level annual memberships by offering a more hybrid model of services, with add-on benefits at cost.

Hybrid Membership

**OPERA
AMERICA**

Annual Membership \$75/ year

Scalable Benefits:

- Full access to online resources
- Priority six-month advance booking and discounts on rentals
- Professional listing in online Member Directory.
- Savings on career advancement programming, conferences etc.
- Login to the Naxos Video Library of streaming classical music performances.
- One-year print subscription to our quarterly *Opera America Magazine*.

Add-on services

- Feedback auditions : \$75 for members, \$100 non-members
- Recording day: \$250 for members, \$325 for non-members

Examples of other at-cost services to add to a membership:

tunetrax.com

Web/ social media network evaluation \$95

Tunetrax will review social media networks and web presence (Facebook, twitter, Instagram, etc.) and send constructive feedback on how to best optimize each social media network.

One-on-one 60 min consultation \$149

Dedicated staff is available to work with anyone (regardless of experience level or music genre or location) seeking advice, references, inside market tips, and general insights.

Booking Pitch Evaluation \$85

Tunetrax's team of professional music marketers and talent buyers will review musicians' material and give constructive feedback to take musical careers to the next level.

Electronic Press Kit \$129

With a Tunetrax EPK, musicians are able to add, create, update or edit any amount of audio tracks, videos, blogs, pictures, files, and share it all on major social networks.

Consolidated Event Days



Consolidated events
create brand awareness



Marketing: bundling services into a single-day makes it easier to deliver and promote services



Marketing: single-day events create feeling of scarcity to drive attendance and interest.



Networking: concentrated events bring people together and create informal networking opportunities.



Revenue: flagship events with qualitative services boost interest and revenue streams

Feedback Audition Day

**OPERA
AMERICA**

What is it?

- Single day where musicians can practice and get feedback on their audition routine.
- Each musician gets a **20-minute audition slot** to perform two selections from their repertoire list.

What gets them?

- **Immediate feedback** on their vocal performance, repertoire selection, visual presentation, audition preparation, and resume from a panel of professionals
- **High-definition digital video recording** of each musician's audition performance and panel feedback.

How much does it cost?

- \$75 Members
- \$100 Non-members

Example hypothetical revenue for one audition day:

Full day event from 9am-6pm (1 hour lunch break)
9 Hours of auditions
20 Min sessions per participant
10 Min breaks between each session
\$75 Members
\$100 Non-members

- If we assume there is one audition room only:
18 Participants
Revenue: \$1,350-\$1,800
- If we assume there are 2 audition rooms:
36 Participants
Revenue: \$2,700-\$3,600
- If we assume there are 3 audition rooms:
54 Participants
Revenue: \$4,050-\$5,400



For questions regarding this research, please contact:

Karen Freeman
Executive Director, Research
karen.freeman@advisoryarts.com

Allyson Arnone
Senior Research Analyst
allyson.arnone@advisoryarts.com

Maia Plantevin
Senior Research Analyst
maia.plantevin@advisoryarts.com