



Music In Africa Foundation: Revenue Streams for African Musicians
Field researcher support document: Glossary of terminology and definitions

MUSIC RIGHTS: <i>Music rights refer to royalties collected through performances, broadcasting, publishing, record labels, etc.</i>	
TYPE	DESCRIPTION
Broadcasting royalties (Radio & TV)	Royalties earned for airplay on radio and TV productions.
Physical product sales ('Mechanicals') e.g. CDs & DVDs	Royalties generated through the reproduction of recordings of your songs – either physical or digital. Paid to songwriter/composer.
Public performances royalties	Royalties generated when your songs are played on radio, TV, in clubs and restaurants, retail, accommodation & other premises (generally outside the domestic circle)
Sync licences (e.g. from film & adverts use)	Licensing existing work for use in film, documentary, TV, games, ads, etc. Paid to songwriters/composers either via publisher or record label, or via a direct licensing deal with the licensee if self-published
Caller tunes (ringtones)	Revenue generated from licensing your songs/compositions for use as ringtones.
Sheet music sales and lyric display	The sale or licensed reproduction of songs as sheet music or licensed display of song lyrics. Paid to songwriter by publisher, or directly from purchasers if sheet music is sold on your website or at performances.
Streaming services income	Royalties generated when your songs are streamed on on-demand services (Apple Music, Spotify, etc.)
Commissions (work-for-hire)	A commercial request to compose an original jingle, soundtrack, score, or other musical work for film, television or an advertising agency. Paid to songwriter/composer by agency requesting the work.
Downloads	Income generated from online sales (downloads) of digital format music, e.g. songs/albums in mp3 format, etc.
Webcasting	Income generated from online broadcasters (operating online only)

LIVE PERFORMANCE: *The live performance category pertains to all revenue streams directly related to fees paid to performers as part of an agreement between artist and venue, festival or concert promoter.*

TYPE	DESCRIPTION
Ticket sales/door deals	An agreement between performer and organiser that the performer receives all or an agreed-upon percentage of earnings from ticket sales or cover charge.
Live performance fees	Fees stipulated by artist for playing in a live show setting; paid by concert promoter, presenter or venue to performer.
A percentage (cut) of drink sales	An agreed-upon percentage of drink sales paid to the artist.
Busking or street performance	The activity of playing music in the street or another public place for voluntary donations.

SERVICES: *This category of revenue streams focuses on services that musicians can offer, from teaching to equipment hire.*

TYPE	DESCRIPTION
Salaries	Income earned as a salaried member of an orchestra band, or ensemble.
Session work fees	Studio work payments to studio musicians. Paid by studio or the person featuring your work.
Consultation services	Income paid by third-party requesting consultation to an artist offering said consulting services.
Payments for features	Revenue generated from featuring on other artist(s)' work, typically paid by the party featuring your work.
Producer fees	Income earned from work related to music production. This covers engineering, production, arranging, mixing, mastering / post production, selling of beats, samples, etc.
Teaching fees	Revenue-generated from teaching music within musician's capacity as a music educator.
Speaking fees	Fees paid to the artist typically by event organisers for speaking at conferences, launches, symposiums etc.
Recording studio rental	Fees paid to an artist that is also an owner of a recording studio.
Equipment rental	Income generated for artist when renting out their owned equipment to other parties.
Creativity workshops for corporates	Fees paid to the artist acting as facilitator and consultant during one-off or regular events for private companies.
Creative Keynote speaker	Fees paid to the artist as a speaker participating in an opening event, panel discussion, etc.
Writer on music-specific subjects	Income generated for artist contributing written features to music-related publications.
Designing e-learning materials	Income generated for artist acting as author and music educator by developing educational content published online.

Music transcription	Fees paid to the artist for transcription service, i.e. notating a piece or a sound which was previously unnotated as a written music.
Competition & audition adjudication	Fees paid to the artist acting as a judge on an audition or competition panel.
Translation of lyrics into other languages	Fees paid to the artist for translation of lyrics for third-party songwriters.
Band management and administration	Fees paid to the artist for management and administration of their own or a third-party's bookings, marketing, etc.
Online master classes	Fees paid to the artist for creating and hosting expert classes taking place online.
Musical directorship	Directing a musical performance

BRAND-RELATED REVENUE: <i>This revenue stream category covers income generated from the artist's personal brand, including product endorsements and merchandise sales.</i>	
TYPE	DESCRIPTION
Merchandise sales	Revenue generated from selling branded merchandise (t-shirts, hoodies, posters, etc.). Paid to artist/performer by fans.
YouTube Partner Program	Shared advertising revenue, paid to partners by YouTube
Advertising revenue	Miscellaneous income generated by your website properties (click-throughs, commissions on online sales on third-party websites, etc.)
Persona licensing	Payments from a brand that is licensing your name or likeness (video games, comic books).
Product Endorsements	Payments or free goods from a brand for you endorsing or using their product; influencer campaigns
Acting	Payments for appearances in TV ads, series, films, etc.
Podcasts	A musician with clout in their community that earns additional income by hosting podcasts.
Online platforms monetisation	Income generated by artists on YouTube or Facebook via companies that place ads. YouTubers/artists receive a percentage of the revenue share from ads placed.
User-created content	Income generated from original user-created content, typically via online sales, donations and advertisements.

GRANTS & FUNDING: *Grants and funding are important revenue streams for music creators in South Africa. These extend to government grants, study grants or even crowd-funding.*

TYPE	DESCRIPTION
NGO grants	Income from grants from NGOs, typically in support of touring and mobility projects.
Government grants and relief programs	Income received through government grants
Crowd-funding	Money received directly from fans to support or pre-sell an upcoming recording project or tour, otherwise known as crowdfunding via platforms like Kickstarter and others.
Patronage	Music creators receive payment from a sponsor or via online membership platforms like Patreon which facilitate payments for works already in the making (songs, albums, merchandise, etc.)
Academic grants	Income from salaried postgraduate programmes related to the artist's work and which enables artist mobility and album production.
Non-fungible tokens (NFTs)	A unique digital artwork (audio, visual, etc) sold as a token and that gives the buyer ownership of the work. It uses blockchain technology similar cryptocurrency. It allows artists to earn money directly from sales, unlike earnings from online streaming.