

How to make it as a band or artist in the 2020's

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<p>The music business is a big business that keeps changing all the time. To be part of that business it is important to understand the changes that happen and to have the ability to adapt to those changes.</p> <p>This is an investigative thesis and the aim of this research is to study the different aspects of the music industry and through collecting theoretical and empirical data creating a solution for upcoming bands or artist to be able to apply the skillsets and knowledge needed to make it in the industry as it is in the current world.</p> <p>The theory part includes an overview of the music industry of how it is currently, how consumer behaviour works, adjusting music to consumer behaviour and the event industry.</p> <p>The empirical research was conducted using a quantitative method, the platform used was google forms that was sent out to various groups of people of all backgrounds and ages.</p> <p>The results were very informative and supported the theoretical part which combined gave very insightful ideas regarding how to create an income from the music and event industry.</p> <p>For future recommendations, scientific information about the music industry can be difficult to come by but the event industry has a lot of information that can be accessed and useful.</p>	
Keywords Music consumption, event industry, music industry, music psychology, financial benefits.	

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1 Introduction

The music industry is a changing industry and since the 2010's streaming platforms have become the most important source of music consumption. As more and more users are getting familiar with streaming platforms, they have easier and a broader access to more varieties of music, it's getting harder for musicians to get found on these platforms. Especially if they are not signed to a major record label. On the other hand, not having to be signed to a label or pay for the cost of manufacturing and distributing physical music mediums such as cd or vinyl, independent artists have more opportunities to release their music to the public. Since the 2020's social media has had a big impact on both music distribution, in the way that most music is discovered through social medias such as Instagram and TikTok, it has also had an impact on the consumers in a way that their attention span has reduced significantly and the demand for short and fast paced media is rising. What this means for the artist is that in order to achieve mainstream success the music released should be able to capture the consumer's attention as fast as possible and should have some sort of catchiness to it. Either in a relatable chorus or a melody that is easily recognizable.

1.1 Background to the research

The author of this thesis is active in a band that is going through the process of recording, mixing, releasing and promoting their own material and playing live shows. The genre of this band revolves around rock music so this thesis will be mainly focused on that type of music, but these steps can be implemented with any type of music as well. This band aims not to create music for pop culture, instead they have a profound interest in music that has a deeper meaning to it, music that is difficult and complex and the type where one can be lost into a trance during the song which means that the songs are usually somewhat long. In other words, this type of music is called "Progressive" or "Psychedelic".

The dilemma is that if one is to make it as a band or artist their music should be what is regarded as "Pop", if one wants to make music that is more progressive they have to accept the fact that it can't be made into a primary source of income. There is also a third way to go about this, to make the type of music one wants to create but also slip in a few pop songs now and then to be played for the mass and capture their attention.

That is the main difference between a signed and an independent artist, the fact that a signed artist needs to reach the demands of the record label whereas the independent artist has total freedom over the content that is made.

1.2 Research objectives

The purpose of this thesis is to collect data about what type of music the general public favours and which are the main sources they listen to music from, through empirical and theoretical research. As a case study follow the progress of the band Perus Locos on how they manage to achieve success combining pop and progressive music taking the steps that are presented in the theoretical frame and analyse the result.

The key question of this research is to find out that can a band remain their desired genre and make the type of music they want to and achieve success. As a sub question the purpose is to find out if they need to listen to their audience and mould their music according to audience's desires but losing their integrity in the process and does a "golden path", to find a way to implement these both aspects, truly exist.

1.3 History of Music

What is music? Music consists of sounds that have harmony and rhythm together, sounds are vibrations, a form of energy, that moves through air like waves in the ocean. They are generated by a medium and they move forward until they dissolve. What defines how they sound like when picked up by the ear, depends on the medium the sounds travel through and how loud the original vibrations are. (Science World 2023.) These sound waves can be picked up by ears and some sounds can even be felt physically, such as the bass sound that has a low frequency. Animals and humans have been making sounds and music throughout history. Such as birds singing and lions roaring. Humans have been using music as a form of communication and later as a form of leisure. Later even as a means to an end.

Humans have initially made music by clapping their hands and later using sticks and rocks. The earliest resemblances to instruments that have been discovered are bone pipes, which of the earliest ones have been made of swan and vulture wing bones from

about 39 000 – 43 000 years ago (Science Daily 2017). Since the 1700s people have been making a living of music either by playing or singing. Music was played live by folk musicians and traveling troubadours mostly for the aristocrats and the church. During the 1700s and 1800s music was played in the forms of large symphonies and operas and was mostly designated to the wealthier classes. During the mid 1800s in the United States music started to become “lighter” and since the class division was fading away more accessible to everyone. Lighter music was easier to interpret, and performers had more creative freedom around performing the music and compositions were also sold to individuals in the forms of sheet music so that they could play them by themselves at home. This is the time “Hit songs” came about and still exist today. During the early 1900s music distribution became revolutionized due to the development of radio and then after that recording music and printing it on vinyl records. (Leurdijk & Nieuwenhuis 2012, The Syncopated times 2019, Karhumaa 2000, 26-27.) This led to great expansion and development of the music industry going through different stages such as: Television, Cassettes, Cd’s and today Streaming.

1.4 Music today

Music is everywhere. According to a worldwide study by IFPI 2022, people listen to music 20,1 hours weekly which indicates an increase from 18,4 hours in 2021. The study also indicated that 69 % of people said that music is important to their mental health and 68 % said it is important when they exercise and more than 45 % were paying for some sort of music subscription. From this it can be deducted that music has a large role in people’s everyday lives. Besides active listening to music, it can also be heard passively daily from different sources such as radio or tv. This means that music has great potential to make a living of, but that also makes it a highly competitive industry. There are various forms to make a living with music, the most common one being to produce and play music. Other forms include teaching, organizing music events and competitions, having music as an incentive for people to come to a certain venue such as a bar or club. Music can also be included in video format such as film or tv series to bring appeal and define the mood. When music is being used in part of commercial prospect the owner of the music should be compensated. This also includes playing live other’s songs. (Ditto 2023.)

2 Theoretical background

In this section a brief history of the music industry and theoretical framework about what kind of measures should be taken to achieve mainstream success in this age will be presented.

2.1 Overview of the music industry

Throughout the digitalization of music, the market expanded into movie soundtracks. For movies it could be used to impact the mood and direct the ambience in a certain direction. The issue was that all that new digital music came in such a large format the movie industry had issues to include all that data in the motion pictures. In 1993 Karlheinz Brandenburg, a German engineer, came up with a solution for that. A digital audio compression protocol that trimmed the frequencies which could be precepted with the human ear, and in other ways compressed the music file he was able to reduce the size of the file from 30 megabytes to 3 megabytes. He brought his idea to motion picture experts group, who liked his audio layer 3 compression protocol and from that the MPEG 3 file was born which became known as the mp3. (Bordowitz 2007, 47.) This led to the revolution of the digital music era and in 1999 Napster led the way for music piracy, which made digital downloads available for the public which in turn led to the streaming era that we are currently in (Soundcharts 2023).

2.2 Consumer behaviour

Understanding the consumer behaviour is crucial in developing a product. Consumer behaviour is described as the following: *Consumer behavior is the study of the elements that influence individuals' purchasing decisions, including environmental, psychological, and societal factors* (Maryville 2023). Through segmentation companies can gain information about the consumers. Analysing the data collected from consumers companies gain a better understanding about the factors that affect the discissions the consumer makes about what products to buy. Understanding the background and other factors of the consumer companies get better insights about the consumer's needs. Studying consumer behaviour doesn't only help acquiring new costumers but it keeps the recurring costumers satisfied.

2.3 Music as a product

Music is an intangible good, it can be felt and heard but it doesn't have a physical form. Music players and hardware such as CDs or vinyl can be touched but the music itself is a psychological experience; it awakes emotions, it forms or fulfills a need by a person. From a product point of view, music has a reason to be purchased by a person and in that way, it generates an income.

But what are the actual attributes? Music can be played or used as a recording. Throughout the times, the main income has shifted from live to the recording. As of 2008 Spotify has been one of the biggest influencers in the streaming market (Shannon 2023).

Music as any other product has to go through changes to remain appealing for the consumers. For instance, a hundred years ago what is now regarded classical music, dominated the scene. In the 1920's jazz music emerged mostly by the Afro-American community in New Orleans and in the 1950's rock music became the new "Pop" and went through many changes from 1960's counterculture, 1970's Disco and Funk, 1980's Hard Rock, 1990's Grunge and 2000 Nu-metal. In these days there is no certain genre to specify the current era, but all the old varieties are still active today. Through the development of technology and computers, since 1984 both the type of music and how it's made have been influenced by modern technology. Therefore "Techno" is the original term for the genre but today it's more widely known for is: "EDM", which stands for Electronic Dance Music. Back in the 1980's the use of synths and other artificial sounds on basic drumbeats was the thing, nowadays the beats are computer generated and a lot faster and the rest of the sounds are also artificial. Rap had a big influence on the 1990's and still has today. Nowadays, music production is big and Rap and electronic music is being mixed and a vast variety exists today with live sounds and Singer/songwriter being the biggest genre, which is regarded as Pop today.

In the era of digitalization of music, the income has shifted from buying the physical album to paying for a streaming service. Rock bands Nine Inch Nails and Radiohead made an experiment where they uploaded their album to the internet to be downloaded for free and letting the fans decide themselves how much they would be willing to pay for it. Although both albums were commercial successes, the bands later regretted uploading their music since the experiment has helped companies such as Google and Apple strip the value out of music for their own value. (Sandoval 2013.)

2.4 Getting into the music industry

Putting a band together is not easy, there are several aspects to consider. The chemistry between band members is one of the most important factors. The members can be individually very talented and well-established musicians but if they have creative differences or different visions of the band's future there can be problems that lead to the band breaking up. On the other hand, the members might not be that good initially, but they develop a special chemistry among them and through that they create amazing music and become better musicians together. There is also the aspect of starting a band with friends which can lead to friendships being ruined or creating a band with unknown members and keep things professional. In the latter choice it might be easier to bring up creative differences or opinions contrary to a scenario where one might not one to hurt the feelings of their friend. Finding compromises among the members and creating that signature sound of the band is the most crucial part in this process. Bands need to have a rehearsal space. In Finland there is a website: *muusikoiden.net*, where you can look for band members, rehearsal spaces and used equipment from all over Finland. This is the best bet to find a regular rehearsal space. These types of spaces are paid monthly rent. If money is a factor different schools that have a music faction can offer rehearsal spaces for free and for example in Helsinki central library Oodi, a space can be rented for free for up to 4 hours. It should be noted that the queue is quite long and it can be hard to have frequent rehearsals like this.

Another important aspect to consider is to establish good communication among the members. It is to be made clear that they share the common goals and have the same desire. It should be noted that creating a band and reaching a point where you can make a living out of it cannot be compared to a regular 8-hour job. It is more like an entrepreneurship; you will have to work 24/7. The work never stops. Apart from the obvious practicing and writing music, you will have to constantly promote, market, do social media, find shows. Since the era of social media is so big it will happen easily that the band is forgotten if they are not active all the time because of the algorithm and the decrease in people's attention spans. It should also be noted that this type of "career" is the most challenging type in the world and only about 1 % of the population actually make it in the end and those are the ones who gets signed to record labels. In other words, to make it in this industry all the band members should quit their jobs and be prepared to spend the next few years (this time can vary from one to ten) of their lives only focusing on making this work. In conclusion of this chapter: It needs to be established in the beginning of the bands creation that is going to be either a career or a hobby.

2.5 Adjusting the market to the changes in the consumer

The music industry has gone through changes, there was a time when physical albums were popular, there was the era of the music video, then came downloading mp3's which led to where the industry is today. Nowadays music is available everywhere and for free. Consumers can choose to listen for free or they can pay for a premium pack for Spotify. However, this doesn't benefit the artist, since as of May 2022 the royalties that the artist gets from one stream on Spotify is 0,003-0,005 \$ (Music gateway, 2023). Which means that streams have to be over one million to generate something that can be considered a decent income. The consumer can choose to buy the artist's album either digitally or physically if they are true fans or because they like to have the physical object. In most cases the consumer decides to listen to the music from Spotify because they are paying for that already. Today's market is very beneficial for the consumer; music is more accessible for less money than ever. The ones who gain the most profit are the record labels and the streaming platforms. The artist is left pretty much out of the profits and must struggle more than ever to be able to sustain in the industry. On one side this can make the artist try to be as creative as they can to attract listeners but on the other hand artist might be forced to make music that appeals to the masses, or they will be left behind.

2.6 Gaining financial benefits from the music industry

Once the band is "out there" meaning: They have released music on Spotify, they have social media, they have a brand and they have a show that the audience leaves from with the feeling that they want more, the work does not stop; once things have been set in motion, they need to be sustained in such. There are several ways to go about this: playing on the streets, playing as many shows as possible for very little or even no money, organizing events where one might end up spending more money than they earn, promoting the music, developing the brand and so on. It should be noted that playing a one-hour set, the work time is not one hour but the twelve hours it took to setup the whole event/show including getting the equipment there and not forgetting those months spent on marketing, getting permissions etc. and one can only hope that they will have an impact on a few persons who enjoy "real" music done the real way.

A propriate way to go is to spend money on paying a known social media person to include one's music in their videos and through that reach a large audience. In today's world it would be the best way to market one's music.

Creating a brand around one's music and selling merchandise and shows can be a side income which allows total creative freedom and little obligations. However, this will remain a side business so a main income is still needed.

2.7 Music psychology

Regarding the topic "music as a product" it is to be studied more about what is it that makes music seem appealing to consumers. Researchers have been studying music for as long as they've existed. They have deduced that there are a few powerful sensations that music awakes in people which are: *sensual, excitement, arousal, etc* (Schäfer et al 2013). It can be a good idea to try to appeal at least to one of these sensations when composing or making music. As the world is evolving so fast there are a lot of options for the consumer to choose from and that is why it is essential for the artist to be able to create something that makes it stand out from all the rest.

Music is like an experience that involves social interactions, feeling a sensation of connection among other people and a way to express oneself. Through sharing music that correlates with one's own views other people may get a better understanding of how this individual feels and what types of values they have. Through sharing music experiences people can find a deeper connection or understanding among each other (Lehtonen 2008).

Music has a big influence on mood and emotions. Music can be used to enhance a certain mood or to get a specific emotion, such as feeling happier due to a happy song when one is feeling sad. Music can be used to relax, to be entertained or as a form of escapism.

As a music producer it is important to understand what type of emotion the music is supposed to awake in the consumer, should it have an uplifting effect to give energy in people's everyday life, is it to give comfort through tough times, should it have a uniting effect, or should it have a deeper, poetic meaning? Studies have been made about what types of emotions are the most common that people look for in music and this can be taken into consideration when producing music.

2.8 A.I. generated music

As of November 30, 2022 since Chatgpt from OpenAI was released, people have been using A.I. (Artificial Intelligence) for creating music (Forbes, 2023). It can generate lyrics, melodies and even whole songs in seconds. This opens up the possibility for anyone to become a music producer and it also gives the recurring producers a broader set of tools and more means of creating music. However, it can be argued that creating music using A.I. defies the whole purpose of creating music, or any type of art in that matter, because the main purpose is self-expression. If one wants to express that they want to make money then A.I. is a good way to go. Creating music or art is a way to put a piece of one's soul into something tangible, to leave a legacy that they will be remembered for centuries. However, A.I. doesn't have a soul but it is capable of calculations that precede the capacities of humans by far, so it can create music that is based on algorithms and calculated to appeal to the masses. From a business point of view, such as a record company, it is purely a strategic move to instead of paying a person to work on projects for a certain amount of time they can use A.I. to create instant hits for free. In other words, if one wants to make it as a music producer they can simply use A.I. and get rich but if they want to create something they will have to do it themselves and only hope that there is a few people out there who appreciates the fact that the music has been created by a person who have given it everything they have and are willing to pay for it.

2.9 Event industry

The event industry is a large industry that has been around throughout the history of man. From Ancient Egypt's Cleopatra's extravagant gatherings by the Nile to the Gladiator fights of the Roman Empire to Lavish French costume parties all the way to Virtual events today, it has played a huge role in the life of humans. But it was in the 1990's when the internet was introduced that the industry evolved to the new era of event management that we experience today. (Meetingbox 2023.)

The event industry market refers to planning, organizing and managing various types of events. Types of events can be determined by size: Mega-events, events that are so large they affect whole economies and reverberate in the global media. For example: The Olympic games. Hallmark events, events that become so identified with the area that they become synonymous with the name of the place. Such as: The carnival in Rio de Janeiro.

Other types of events are major and local or community events. Another way of determining events are by the form or content such as: Conferences, trade shows, exhibitions, corporate meetings, weddings, music concerts, festivals and sports events. (Allen, O'Toole, Harris & McDonnell 2011, 12-16.) The market involves event organizers, planners, technology providers, venue operators, suppliers, exhibitors, sponsors and attendees. It has a vital role in different sectors such as: business, tourism, hospitality, entertainment and marketing. (Custom Market Insights, 2023). The event industry has a vast impact on the global market. In 2019 it was estimated to be worth 1,1 trillion dollars and it is predicted to grow up to 2,1 trillion by 2032, growing at a CAGR of 6,4 % from 2023 to 2032 (Allied Market Research 2023). The event industry is a changing industry and it is important for the event producer to keep up to date within the trends. Due to developing technology Virtual- and Augmented events are getting popular. Marketing events on social media is getting more important. Since people spend a lot of time on their phones, creating apps where people can follow the schedule and get other valuable information is important. Live streaming the event can get more people to become interested and attend live. Sustainability is more important now than ever so people value sustainable events. Due to the digital age privacy and handling personal information is a big issue so people value events where they can feel safe and know that their personal information won't be misused (Time.ly 2023). To understand how to create events the concept of events should be clear. Events can be describes as: Events are temporary and purposive gatherings of people. Event management can be described as: The organisation and coordination of the activities required to achieve the objectives of events (Bladen, James, Emma & Wilde 2023, 3). Organising events, sustainability should be taken into consideration. Areas that this regards are: Energy/power, Transport, Waste management, waste reduction and resource recovery, materials purchasing and procurement (Jones 2010, 3). The event objective needs to be established, the most common is to generate income but it can also be to just gain recognition for the bands or artists who are performing. After the objective is established, the actual steps can be taken to achieve the goal. The first step is planning the event, enough time should be reserved for this in order to make sure every task is completed, having every required item in its place and having enough time to market the event. As an event planner it is important to establish a list of contacts, who can help with requiring gear and equipment for the event but also to market the event to their own contacts and friends (Conway 2009, 13-20.) Health and safety aspects need to be taken into consideration. There needs to be a safety plan for every health hazard situation that can occur and all possible risks needs to be taken into consideration such as weather, possible conflicts, medical situations etc. This also includes taking care of littering and garbage management, the event site needs to be in the same condition as it was before the event. A sanitation plans needs to be made. (Conway 2009, 20-40.)

3 Methods

For this thesis, a quantitative research has been chosen. Quantitative research means: The aim is to get a public overview of what type of music appeals to the general mass and in what way it is mostly consumed. Then to analyze the numbers and make a conclusion based on the results (Qualtrics 2023.) The research questions were based on the desired data of knowledge. The results of this research can be implemented to develop a musical style and branding to a band or artist that has potential to appeal to the general public. The research was made using Google Forms for its simplicity and easy use to create visual statistics. It was a non-random sampling survey sent out to friends and family of the author who forwarded it to their friends. The results were 69 responses. According to the research from above it can be assumed that all who have answered this survey listen to some amount of music daily. Following is the analysis of the results. This research was conducted in May in a two-week period.

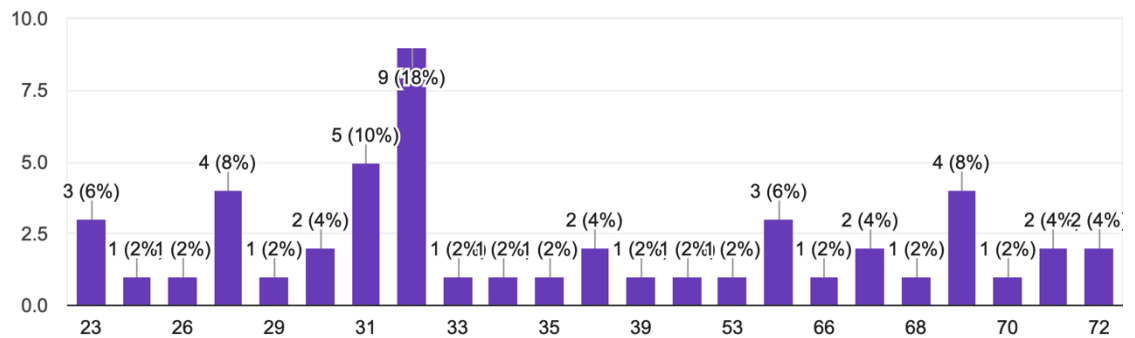
3.1 Limitations and outline for the study

The author is in a self-published band so this research will focus only on the self-published artist/band point of view, the other way to go is to get signed by a record company. The author lives in Finland, so the focus group will be mainly Finnish but this research can be implemented in other countries too.

3.2 Research results

Age (Optional):

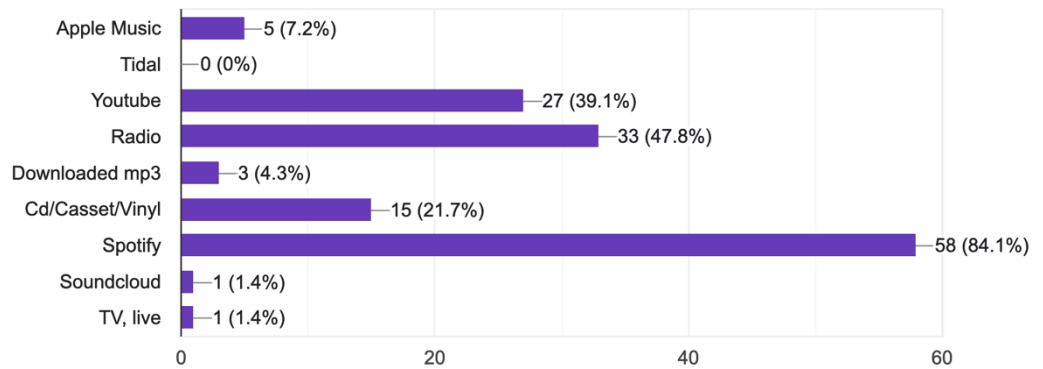
50 responses



Of 69, 50 reported their age which varies from 23 to 72, which means there are all kinds of different ages included in this study.

What platform do you use for music listening? (Multiple choices can be chosen)

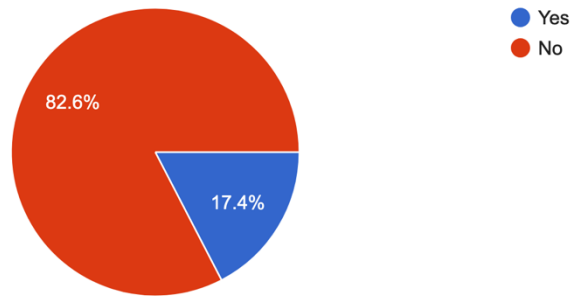
69 responses



Spotify got significantly the most responses (84,1%), Radio second most (47,8%), Youtube third (39,1%) and Cd/Casset/Vinyl fourth (27,1%).

Do you listen to vinyls?

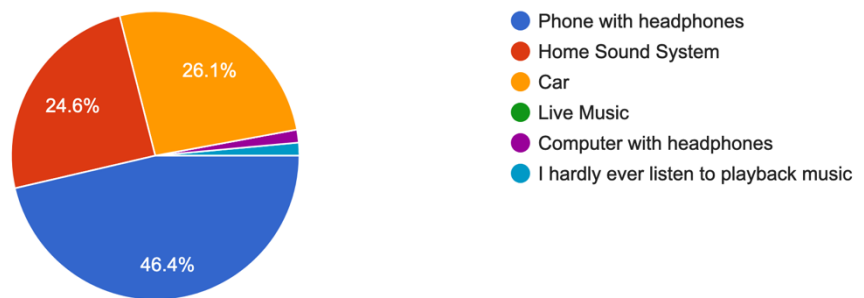
69 responses



The majority said no.

What is your main music playback source?

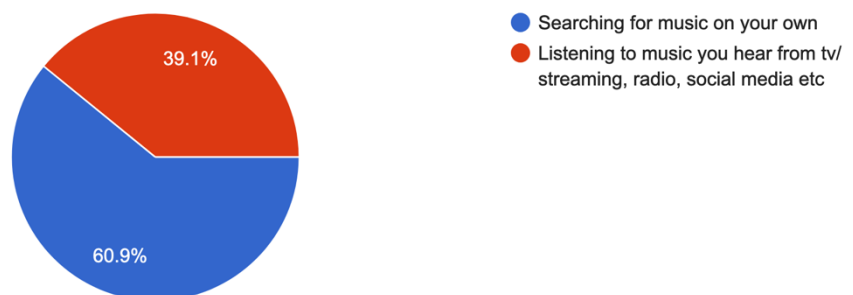
69 responses



The most answers got: Phone with headphones (46,4%), Car (26,1%) and home sound system (24,6).

Choose you preference:

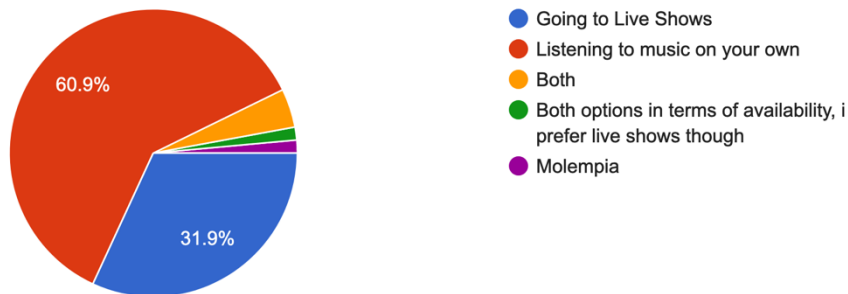
69 responses



The majority preferred to search for music on their own.

Choose your preference:

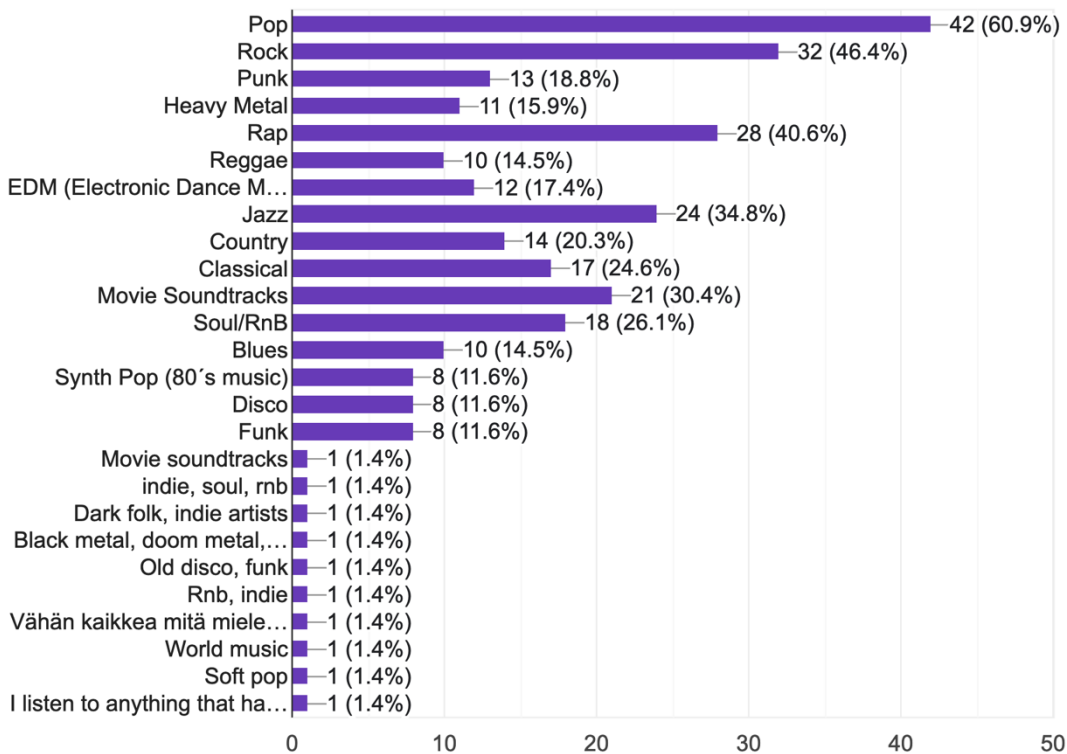
69 responses



The majority either preferred to listening on their own or go to live shows.

What type of music do you listen to the most? (Multiple choices can be chosen)

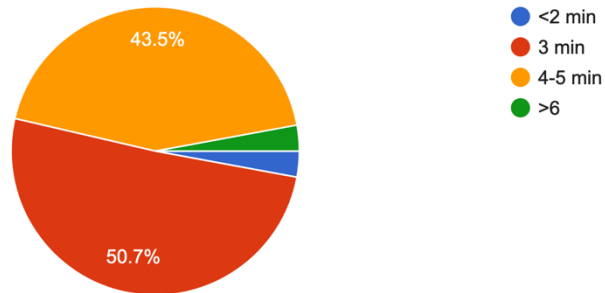
69 responses



Pop was the most popular (60,9%), rock the second (46,4%), rap third (40,6%). Other popular genres were: Jazz, Soul/RnB and Movie soundtracks. There were also quite many other categories.

What is you preferred song length?

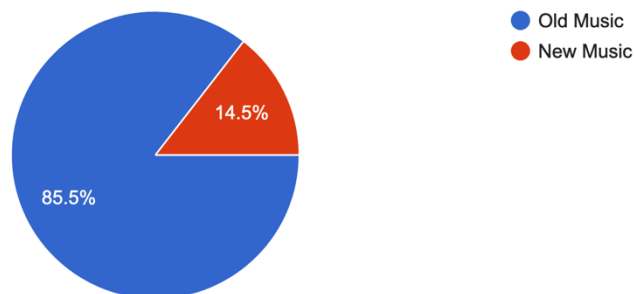
69 responses



3 minutes got the most (50,7%) and 4-5 minutes the second most (43,5). Under 2 minutes and respectively over 6 minutes had the same number of answers. (2,9%)

Choose you preference:

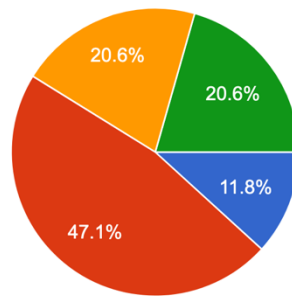
69 responses



The majority preferred old music. However, this question lacks any value since it wasn't specified what the exact definition of old and new music is.

Choose your preference:

68 responses

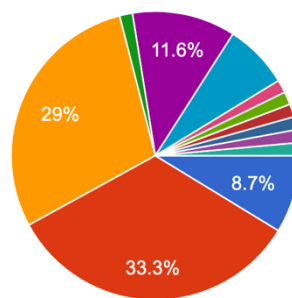


- New Hits
- Classic Hits
- Other songs than hits from well known Bands/Artists
- Songs that nobody else knows about

The majority preferred classic hits.

What type of mood/attributes is your preference?

69 responses



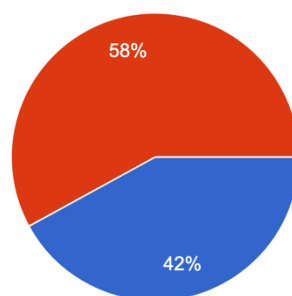
- Party music
- Empowering music
- Emotional music
- Technical music
- Epic Music
- Background music
- Melodic/ambient shit
- good mood music

▲ 1/2 ▼

The most popular moods were: Empowering (33,3%), Emotional (29%), Epic (11,6%), Party (8,7 %).

Does band art (pictures of members or illustrations) affect your decision if you like a band/artist?

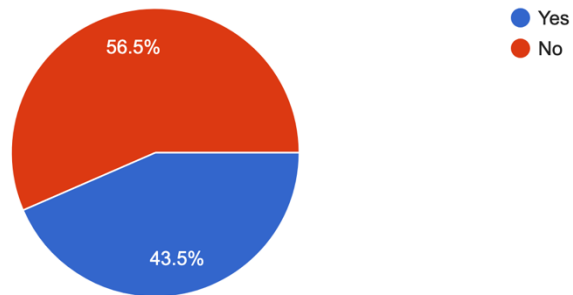
69 responses



- Yes
- No

The answers were quite equal, but no had a bit more.

Does "the Brand" affect what bands/artists you like? (name, social media, logos, flyers etc.)
69 responses



The answers were quite equal, but no had a bit more.

4 Results

In this section the results of the survey are analysed and an example of making a living of music is presented.

4.1 Analysis of results

Of the different types of music listening platforms, Spotify was the most used. It can be deduced that nowadays most people listen to Spotify, either free or subscription. Other popular mediums were Radio and YouTube. The author wanted to find out specifically if people are listening to vinyl since there is reportedly a trend that vinyl would be coming back but, in this survey, only 17,4 % said they do listen to vinyl. It is important to understand how people listen to music, that is why the next question was which source was the most used. Phone with headphones had 46,4 %, which was the most popular followed by car and home sound system. It can be deduced based on the questions earlier that people listen mostly to Spotify from their headphones and their home sound system and then to radio in the car. The majority preferred to look for music on their own but still 39,1% were okay with listening to whatever they would hear from the tv, radio etc. 60,9 % preferred to listen to music alone and 31,9 % preferred live shows. From the information above it can be deduced that if a band/musician wants to have their music to reach out to the majority the best ways would be to get them on Spotify, which is very easy, anybody can upload their music to Spotify these days, the more important aspect is to understand the Spotify algorithm and to know how to get the music to the listeners. Another way to reach listeners is to get music on the radio, this is trickier. Radio has certain criteria about what type of music they play on the air and there are several different stations playing different types of music so reaching out to the right station is important.

The next part is about the music itself, creating music, a direction should be decided. What type of music one wants to make? Is it music that can be played on popular radio stations? Or on more unknown stations that more dedicated music consumers listen to? That's why the next questions were asked, to determine what type of music most consumers prefer. Pop music was the most popular, followed by Rock and then Rap. Pop is quite a broad aspect and it comes from the word popular, still most people understand what the meaning of music is and what is regarded as pop. It includes elements of different genres, such as rock or rap. The song length has quite a big significance as well, 50,7 % preferred

3-minute songs and 43,5 % preferred 4-5 minute. Considering the Spotify algorithm and radio preferences a song longer than 3 minutes might not appeal to most consumers so keeping the song length under 3 minutes increases the chances of getting listeners significantly. When asked about which songs are mostly preferred "Classic hits" were the most popular (47,1%) and then other songs from popular bands and unknown songs tied in second place. Considering this research creating a song that has some resemblance or uses a sample of a classic hit can be a good idea, it should be noted that using a sample might lead to legal issues so it should be done only with permission. When it comes to music the mood that is generated has a big role and it should be considered in the creating process. According to the survey the most popular moods were: Empowering, Emotional and Epic. Creating music that the listener can relate to and find consolation in will increase the listener base.

Lastly, the survey asked about the brand, not the music itself but the actual people playing the music. Here the slight majority lean towards the aspect of not being affected by the brand yet, the brand has some significance. The meaning of "brand" has several aspects. Does the band have nice album covers, even if people are not buying physically music that much the album cover can be seen on Spotify. The Band can have a social media page or website with a lot of band art related to their music. The live show can consist of different elements such as pyrotechnics or masks or certain colours. The lyrics can be considered as a part of the brand, what are they about? Do they have a deep meaning that makes listeners ponder about the most important aspects of life or are the lyrics about getting intoxicated and gaining a higher self-esteem. When doing interviews or social media posts the things discussed can be considered part of the brand. Does the band stand for women's rights, or for caring for the nature or about more superficial things such as what is trending currently or partying. All of these things are part of the brand, so it is very important to think about what are the things said through the music, outside of the music and through the appearance of the band.

4.2 Example of making an income from music

Playing weddings and other situations where one plays covers can make up partly the main income aspect but in the end it is a lot of hard work to be able to play the songs well enough and keeping in mind that the performances one does can't be seen as the only hours put in, the hours include the whole day spent on getting to the venue, setting up the stage and then taking it back down and going home. Also, the hours spent working on the

set list and it should be considered that the pay will need to be divided among the band members.

Doing a simple calculation of playing weddings: A band with 3 members who play weddings for a 1000 euros per gig, which is the salary for a well-established and professional band, will be divided among three persons so it is 333 euros for each person. As the wedding day will take about 12 hours minimum for the band to go from home to the venue and then back home the pay can be calculated as: 333 euros for twelve hours which is a little under 28 euros per hour. considering that the minimum wage in Finland equals to about 2000 euros per month one will have to play 6 weddings per month to be able to maintain a standard minimum wage in Finland. The fact that weddings are most likely on Saturdays and there are only 4 Saturdays in a month one would have to play two weddings on every other week not to mention the competition and the fact that one would need to book a gig not only for every weekend but for two gigs every other weekend so making an income only as a wedding band can be very difficult.

5 Discussion

Combining the theoretical part and the results from the survey, below is discussion on how to apply this information when considering making a living in the music industry.

5.1 Analysis of the theoretical and empirical part

Based on the theoretical part and the survey from above music creators have several aspects to consider when creating music. Firstly it should be noted that there is a difference between making music that one wants to make and music that appeals to the masses. Of course if one wants to create that type of music then there is no problem but when it comes to artists and creative people the unknown and new aspects are more intriguing. People want to create things that does not exist. Yet it has been established that people prefer music that has some sort of familiar tone to it and something totally new might not seem as appealing. So the music creator needs to decide what type of music they want to focus on. This aspect considers both the composition as the lyrics of the music. If the lyrics are somehow strong or controversial there is a chance that some listeners might be lost but on the other hand others might become intrested for that same reason. Making music that blends in might not be the best way to go about it. The song length has a big impact too, as discussed before.

5.2 Applying theoretical and empirical data in practical terms

Combining the theoretical research with the data collected from the empirical research it can be deduced that the most important thing to consider is what type of music one want's to create. Making music that has mystical lyrics which have an important meaning for the song writer or making music that has catchy choruses that the audience can sing along to and captures that attention of the mass. Does one want to make long epic tracks which have unique sounds and melodies to it or make 3-minute songs that can be played on the radio. It all comes down to personal preferences, does one want to make it or just make good music. Unfortunately, making it creating great music is very difficult or can be even considered unachievable.

Creating a brand around music. It's just not the music itself but also the visual aspect and the people behind the music. There are several ways for the artist to benefit financially from other forms than music.

In the era that we live in today where social media has the biggest impact on society, visuals are probably the most important part. The old saying: "Sex sells" still applies today and might be more relevant than ever. As cruel how it sounds it still is true. This can be and even might have to be implemented in the band's success. If the band members are naturally attractive, they can come as they are and even highlight their looks to capture audience attention. In this case a professional photographer can be hired to take promotional pictures which the band can use to capture the audience attention. If they are less attractive, they can wear costumes or flamboyant outfits that captures the attention.

Another aspect is to have an artist create band art that has a specific type of look that the audience can associate with the music. It should be noted here that artists can be tough to work with because either one will have to spend a lot of money or then expect the art to be very hard to come by because the artist won't have enough "time" to do it.

The best way to get started is to come up with a catchy name for the band. In this thesis the focus is on the band created by the author: Perus Locos. Which is quite a clever word-play using a mixture of Spanish and Finnish. It is not only very easy to remember but it has a huge advantage in the way that if one would search for "Perus Locos" on google or Spotify the only results that come up is related to this band. In normal cases a lot of money would need to be paid or belonging to a major record label to get this same result. Once a name has been established a logo is needed. When one has a logo, it can be printed on stickers, t-shirts and other types of merchandise. Combining with unique band art this is a very effective way to market the music, when people see hints of this band in various places they become intrigued about it and will look it up. The best or the worst part, depending on what point of view is looked, is that the audience doesn't necessarily like the music but just that fact that the band looks "cool" or that their favourite youtuber says that they like this band the audience could become a fan even if they don't like the music.

Considering the information gained from the theoretical and empirical research the best way for the band Perus Locos to achieve success would be to focus on 3-minute easy rock or pop songs that have catchy choruses with light and fun lyrics that people can relate to. To maintain an active social media page that introduces the members of the band and their lifestyle including short music clips from their songs, making different public appearances on radio and tv and simply networking with other musicians or bands.

The rise of AI will have a big role for creating music in the future, music producers and artists will depend more and more on AI for the creation of popular music, since it has the capability of analyzing and understanding the demands of the consumers and recognizing the changing patterns a lot faster than humans can. AI also has the capability to explore new genres and new styles to make music faster as well so it can be more creative than any human. In conclusion the music industry is not an industry to focus on if one is new to it and doesn't already have an established network within the market. One aspect that can be considered making a living of music is playing DJ gigs, generating income from playing songs that other people have created. Once again it should be noted that playing other's songs one needs to take paying compensations into consideration.

5.3 Organizing music events

Being a self-published artist or bands comes with creative freedom, they can make all the decisions themselves. However, they also must do everything themselves. It involves a lot more work, but the outcome can be a lot more rewarding. One can organize an event that either revolves around music such as concerts and festivals or has music in the background to support the main attraction like exhibitions or sports events. Events that are meant for musicians to be able to network and connect with others in their industry can be organized. Organizing an event starts with selecting the event manager, one person who is on top of the food chain, the one who in the end makes the final decisions and has the main responsibility of the event. The event manager delegates the tasks to the deputies and makes sure to make use of whatever specializations they have and that everybody knows what their task is. (Conway 2009, 11-13.)

5.3.1 Type and location

The type of event needs to be chosen, is it a music festival, a fundraising or charity, sports, cultural and so on. Considering the type and purpose of the event different actions must be taken considering applying for the permit. In Finland there are several types of rules on what types of permits one is to apply for considering the type of event. Next step is deciding on the venue. Is it indoors or outdoors? If it is outdoors weather will be a factor that has a huge impact and cannot be influenced on. The time and date is important too,

is it during the week or in the weekend, day or evening etc. It should also be taken into consideration that others might run an event of their own in the same place at the same time, so it is important to make sure these events don't clash among each other. One way to establish this is to book the venue many months in advance. (Conway 2009, 40-52.)

5.3.2 Target audience

Next is defining the target audience, who will come to the event, what type of people is it for and so on. The audience size is to be estimated. If the event is run for the first time it can be difficult to make the estimation, but it needs to be done in order to be prepared for everything, also in Finland if the event will bring more than 500 people there are certain safety measures to be taken (Helsinki 2023). When the type of event has been planned and the permits applied for it's time to start advertising it. (Conway 2009, 40-65.)

Events can be promoted on social media, paid adds and flyers. If the event is not being held for the first time, old footage from prior events can be used for marketing purposes. If it is for the first time, considering future event marketing it should be planned what type of footage would be of use for future marketing. (Conway 2009, 65-72.)

5.3.3 Aquisitions

Acquiring event attractions, if it's a musical event then it would be bands in forehand, food can be a side income. The event site needs to be decided on and a map of the site established. Logistical matters, such as getting equipment to the event, stage placement, possible parking, garbage management and safety features all need to be included in the event site plan. Safety matters need to be taken into consideration such as a rescue plan. Money needs to be taken into consideration, how much will the event cost and what are the possible in comes. In Finland it is required to have certain permits and pay certain fees and taxes regarding the type of the event. The event producer can obtain sponsors to support the event financially and in return get their logos visibility within the event. A photographer and/or filmer should be hired to document the event. When the actual event is to be happening, it is time to set up the event site and prepare everything for the actual event. (Conway 2009, 72-86, 95-116, 141,152.)

5.3.4 Actual event

During the event it needs to be taken into consideration that anything can happen, even things that have not been prepared for. The progress of the event should be documented, to have references for things that works and not work for the next time and to get a better picture of things that can go wrong, so they can be prevented or be better prepared for when they do occur. After the event surveys can be sent out to the visitors to get better insights on their opinions on the event and footage from the event can be posted on social media. A final report should be made to have an overall view on how the event went and all the materials should be saved so they can be used for next time, so that the next event can be better and more successful than the first. (Conway 2009, 253-279.)

During August of 2021 and 2022 the author setup musical events of his own, the location of both events was Alppipuisto, in Helsinki. The first event was called: Alppipuisto Woodstock and the theme was to pay tribute to the legendary Woodstock festival in 1969. The event was labelled as a free cultural event which meant that there was no need to pay any fees for hosting the event. The estimated crowd was under 500 persons and the event was about to end before 22.00 which meant that extra permits were not needed. The event had Perus Locos as the main performer and before the event, ads were posted online for other bands to join, in the end there was one band who showed up, so they ended up acting as warm up for Perus Locos. The event was held on Saturday but since it was predicted to rain heavily, in the end only friends of Perus Locos showed up for the event. It did rain in the end during the performance of Perus Locos but because they performed from a gazebo, they had shelter from the rain so they didn't need to stop the show.

The next year the event was held in the same location also on a Saturday. This time it was called: Alppipuisto jam night and the concept was somewhat similar, the difference was that this time anybody could join the stage and jam. The weather was sunny so this time the park was full of people and the event was more successful than the previous year.

In the year 2023 the event couldn't happen due to timetable issues within the main band, Perus Locos.

6 Conclusion

In this part we have a short conclusion on the information gained and discussed during this thesis.

6.1 A short conclusion of the information above

The aim of this thesis was to determine how an independent band or artist can create and market their music to audiences in the current era.

It can be determined that the only way to make it is to create radio friendly catchy tunes that can be found from the social media. It cannot be done if one wants to make more special music. In the 60's it was possible when band such as Led Zeppelin and Jimi Hendrix came out with bold new music that was never seen before and had messages that appealed to the population at the time. Nowadays it has been already done and what appeals now are short clips of music due to the reduced attention span among social media users. As digitalization of the modern world has become a big part of people's identity, music that is created "naturally" such as playing real instruments is more and more losing its popularity to music created digitally by computers, making a living in music has more benefits using digital tools.

6.2 Future recommendations

Choosing a thesis topic that is interesting personally can be fun but it should be taken into consideration that if the topic is somewhat unique difficulties finding reliable informational sources can be a challenge. Also, the fact that it is a scientific research can be easily overseen and one might mix a lot of personal viewpoints into the work that doesn't come from any real sources.

6.3 Self-reflections

Writing this thesis has been a somewhat eye-opening experience. Starting out it seemed to be interesting to research ways how to be able to gain recognition for one's music by using different marketing channels and also to find out what type of music is appealing to the majority. However, the end results were not in the favour of the author who prefers to create music that is somewhat unconventional and not regarded as marketable but, soulful. The end result did not come as a surprise, yet there had been somewhat naivety in the author while making this hoping for different results. But it does not have to be a bad thing, the author can figure out another way to create income and make the music he wants to make.

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Appendices

Appendix 1.

Research questions:

1. Age (optional)
2. What platform do you use for music listening? (Multiple choice)
3. Do you listen to vinyls?
4. What is your main music playback source?
5. What do you prefer? (Searching for music on your own or listening to music you hear from tv/streaming, radio, social media etc.
6. What do you prefer? (Live shows or listening to music on your own.)
7. What type of music do you listen to the most? (Multiple choice)
8. What is your preferred song length?
9. What do you prefer? (Old or new music)
10. What do you prefer? (New hits, classic hits, other songs than hits from well-known bands/artists or songs that nobody else knows about.)
11. What type of mood/attributes is your preference?
12. Does band art affect your decision if you like a band/artist
13. Does the brand affect what bands/artists you like?