



manitoba
MUSIC

Intro to the Music Industry

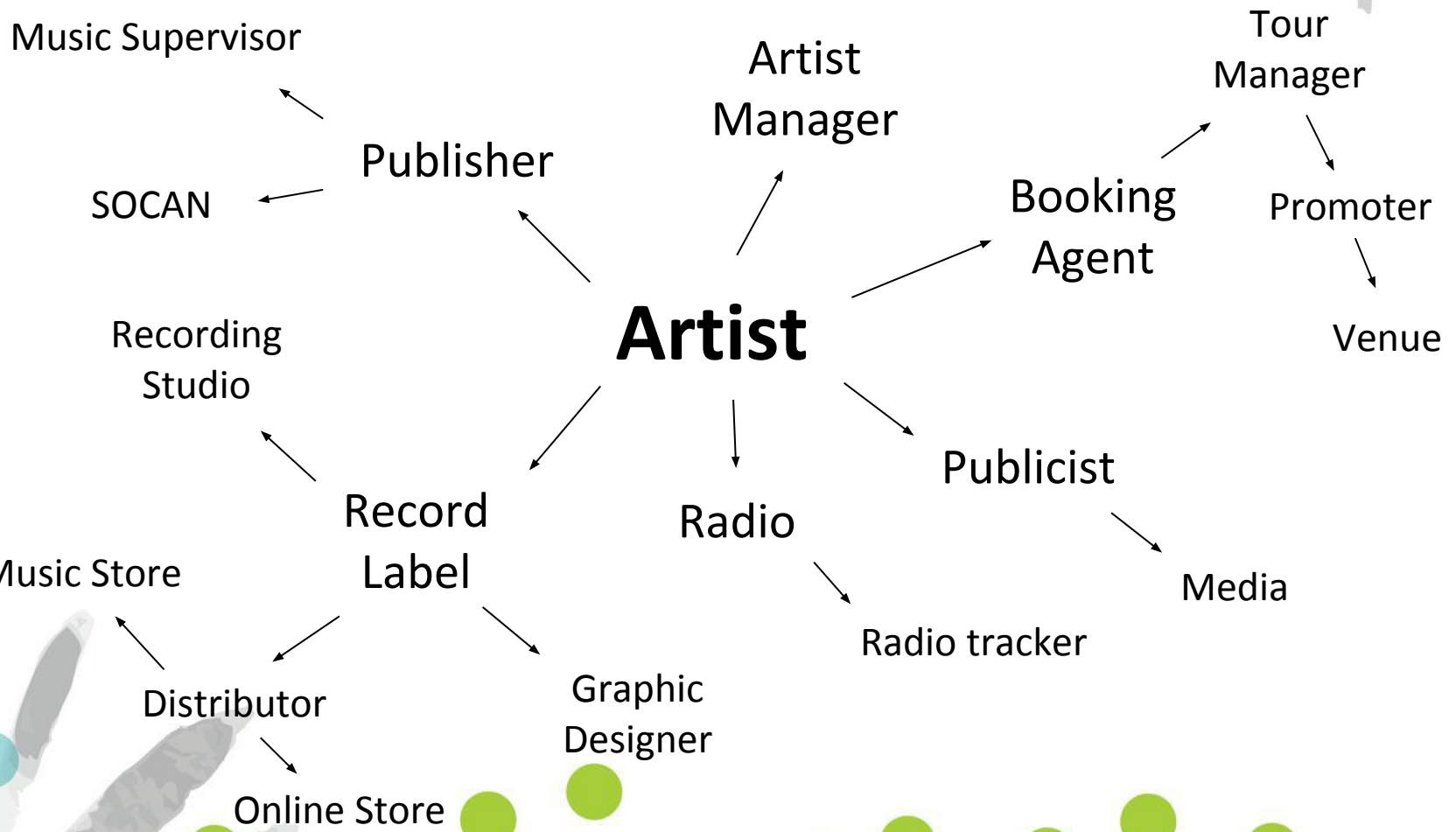


Did you know...

In 2019:

- Manitoba artists **released** over 172 singles/albums
 - Manitoba artists **won** 39 music awards and were **nominated** for 192 awards, including JUNO Awards, WCMAAs, Indigenous Music Awards, and more!
 - Manitoba artists had over 220 international mentions in the media
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- over 4,000 artist entrepreneurs
 - over 600 freelance professionals
 - over 170 music businesses
 - Is an industry worth over \$112 million

**SoundCheck: An Economic Impact Analysis of Manitoba's Music Industry 2016*



Music Industry Jobs

Artist Manager: directs artist's career

Record Producer: records and arranges music

Audio Engineer: captures studio or live sound

Booking Agent: books shows and tours

Record Label: markets recordings

Publicist: gets the artist media attention

Promoter/ Booker/ Talent Buyer: puts on concerts

Tour Manager: handles all road logistics

Publisher: finds uses for songs

Music Supervisor: pitches songs for TV, films, ads,
video games

Perks of Jobs in the Industry

- Build friendships in and outside your music community
- Help out and encourage your friends and musicians that you think are great
- Travel the world
- Be creative!
- Help musicians live from their art
- Work on inspiring projects and watch them grow

How to Enter the Music Industry

- Most people enter the music industry by DOING
- Volunteering
- Writing
- Performing
- Promoting shows
- Community radio
- Internships

Industry Trends



Major Labels

Record Sales

Owning Music

Marketing to Fans



DIY Artist

Film Placements

Streaming Audio

Relationship w/ Fans

Education & Resources

Music Schools

- University of Manitoba
- Brandon University

Creative Communications

- Red River
- Ryerson University
- Grant McEwan

Online Courses

- Berkeley School Online

Arts Management

- University of Winnipeg
- Waterloo University
- Canada's Music Incubator

Audio Engineering

- Precursor Production
- Mid Ocean
- Trebas Institute

Local Winnipeg Programs

- MusicWorks
- Creative Manitoba
- Stingray Young Performers Program

Funding & Support

- FACTOR factor.ca
- Manitoba Film and Music mbfilmmusic.ca
- SOCAN Foundation socan.ca
- Manitoba Arts Council artscouncil.mb.ca
- Canada Council for the Arts canadacouncil.ca
- Musicaction musicaction.ca

Where Manitoba Music Comes

In...

- We are the hub of Manitoba's vibrant music community
- We are a member-based, not-for-profit industry association
- We work with over 750 members including artists, bands, studios, agents, managers, songwriters, venues, promoters, producers, and more
- We serve all genres from rock to roots, hip hop to hardcore, country to classical and everything in between
- Through our programs and services, we provide information, education, communication, advocacy, industry development, and networking opportunities

Manitoba Music cont.

- **Indigenous Music Development and Export Programs**

- Working with Indigenous artists and industry in Manitoba and, for some projects, Western Canada and across the country
- Professional, market, and business development
- Indigenousmusic.ca | Facebook and Instagram: @MusicIndigenous

- **Francophone Music Development Program**

- Working with Francophone artists and industry from Western Canada
- Professional, market, and business development
- musiquefrancophone.ca | Facebook and Instagram: @musiquefrancouest

Vision & Mission



Vision

Manitoba Music is a catalyst that allows Manitoba's music industry to thrive worldwide.

Mission

Manitoba Music promotes and amplifies the success of Manitoba's music industry and helps all members of our province's music community reach their fullest potential.

Guiding Principals

- **Music is for everyone.** Manitoba Music represents and reflects the diversity of our society and our industry.
- **Music creates employment.** The music industry is an integral contributor to economic development in Manitoba.
- **Music is global.** The Manitoba music industry is part of the global music industry.
- **Music is fun.** Music is a significant part of Manitoba's culture and contributes to our quality of life.
- **Music has value.** Fair and equitable compensation for the use of intellectual property is an inherent right of the creator.
- **Music creates opportunities.** Partnering, community involvement and cooperative development are essential for the continuing growth of the Manitoba music industry, both at home and abroad.

Benefits & Resources Outside of

WPG One-on-one career consults – in person, over the phone, email

- MusicWorks training workshops
- Profile page in online directory
- MB Live concert-finding app / online listings
- Weekly enews, Signal Boost, Song of the Week
- Market development initiatives
- New music/video releases and streaming playlists

Connect With Us!

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