

MAIS UM DISCOS

I am the MD of maisumdiscos.com, an independent record label formed in 2010

Here is some answers to some of the questions in your Music and streaming market study

s 1. What have been the main changes in the music industry as part of the shift to music streaming, including any changes to: a. business models; b. the cost structure of the industry (eg costs of music companies, costs recouped from music creators; and costs of music streaming services); c. risks that music companies and music streaming services take on; and d. the way firms compete at different levels in the music streaming value chain?

Costs for producing albums have risen (with inflation) yet the money streaming brings in is much lower than physical products. For an independent record label such as mine this can be difficult. Those who benefit the most from streaming are the major records labels who have the million-streaming artists not labels like me who may have 1 or 2 tracks that have 1 million streams but a majority that stream more in the thousands.

5. How do recorded music companies compete with each other in: a. the supply of services to music creators to develop and bring their music to market; and b. the supply of music to music streaming services?

Regards competition with other recorded music companies in the supply of music to music streaming services, there is no real competition between other labels the same size as mine, the main competition is with the major labels who have a stake themselves in the major platform Spotify. This seems unfair to me as of course they give priority to their music

6. How well is competition working at present between recorded music companies?

Streaming has strengthened the position of the major labels at the expense of the independent music sector

9. To what extent can music streaming services seek better terms from recorded music companies? a. What are the key factors determining the bargaining power of music streaming services in negotiations with recorded music companies?

I think the question should be rephrased to “To what extent can recorded music companies seek better terms from music streaming services?”. It is the streaming services who have too much power