

The business of creating, protecting and promoting songs and musical composition is the business of music publishing.

Access now to music is quicker and easier than ever before and the music business as well as music publishers have adapted to these changes by licensing music to a host of digital services.

Music publishers deal with songwriters, they invest on the early basis on the development of writers, who may write songs for performers, or write their own songs to perform them live. Or both (???)?

The publisher will invest time, money, passion and risk on the songwriter. He will register the work, make sure it is protected correctly, he will also track royalties and make sure they are collected, so the writer can be paid for his work.

In case the artist does not have his own, Publishers also offer legal protection to protect the author in case of court litigations.

The publisher usually commissions the work, registers it and promotes it.

A composition can be exploited in many ways: it can be played on the radio, sold, streamed, used for a visual purposes (this includes films, TV, games ads and apps); it might be performed live and music can be also sold as music sheets.

The field of using music along visual medias is the area called synchronization which is a specific thing that publishers do. Publishers are also “music pluggers” whose job is the one to suggest songs and in fact promote the songwriting to producers, A&R reps and managers for synchronization, performances or studio recording. Also covers, remixes and samples are under the working field of a publisher.

Every time a composition is bought, a copy is made, therefore royalties must be paid to the creator of that piece of music. If an artist wants to cover a song, he will only get the mechanical rights for it, the royalties will still go to the creator who owns the so called “intellectual property”.

Administering a song or a group of songs is not an easy work even though, investing a lot of time into it, it is doable without the help of a publisher. Usually, there are two main cases concerning the involvement of a publisher, a writer, after writing his song can decide if to sell his song to a publisher in which case the publisher will become also its rights owner and consequently he will collect royalties for himself; or an artist might decide to give the song to a publisher for him to administer and manage it, in which case the publisher will still get a cut from the work but its owner will remain the writer.

THE LIVE INDUSTRY

The live industry is composed by everything that concerns putting a gig together.

Many people and companies are involved with different roles in the organization of a professional performance. But the key players in this field are:

- Booking agents