



Berklee
college of
music

Valencia Campus

CHRISTIAN URIBE
CULMINATING EXPERIENCE
VALENCIA SPAIN
JULY, 2, 2014

PROMOTION INTERNATIONALIZATION
BOOKING PROMOTION
MANAGEMENT

TOUR BOOKING
BOOKING TOUR
PROMOTION

TOUR BOOKING
MANAGEMENT INTERNATIONALIZATION
PROMOTION BOOKING
TOUR

MANAGEMENT INTERNATIONALIZATION
TOUR BOOKING
PROMOTION BOOKING

PROMOTION BOOKING
TOUR BOOKING
MANAGEMENT INTERNATIONALIZATION
PROMOTION BOOKING



Content

- Inspiration
- Market Analysis
- CLU Products and Services
- Business Plan
- Next Steps

INSPIRATION





II. Market Analysis

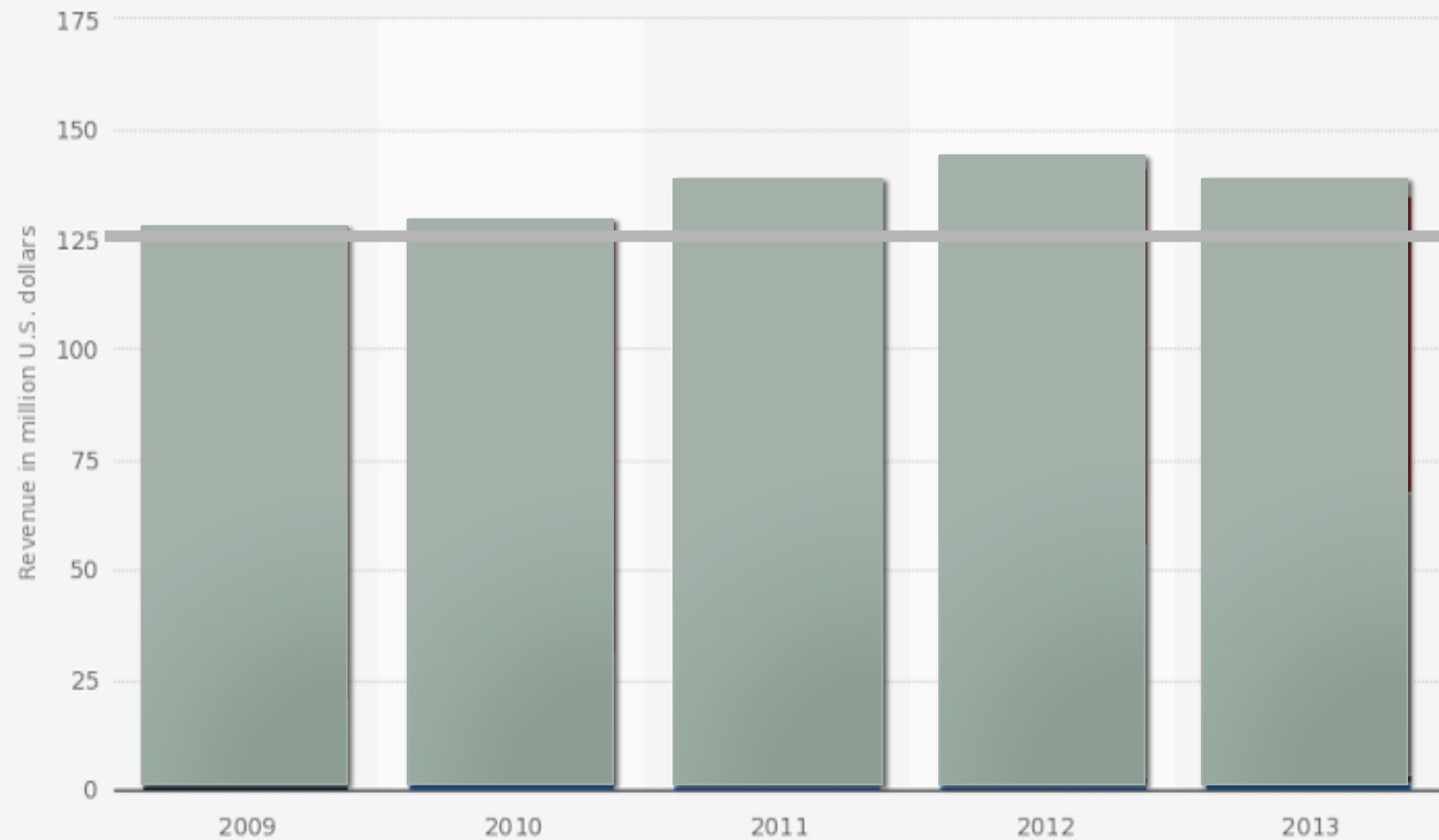
Market Analysis

RECORDED MUSIC REVENUES – TOP 20 MARKETS SUMMARY (2013)								
		Trade value			Market split (trade value)			
	Country	US\$ (M)	Local currency (M)	% change	Physical	Digital	Perf. rights	Synch.
1	USA	4,473.5	4,473.5	0.8%	30%	60%	6%	4%
2	Japan	3,012.0	293,998.2	-16.7%	80%	16%	3%	1%
3	Germany	1,365.1	1,023.9	1.1%	73%	21%	6%	1%
4	UK	1,303.5	834.2	2.2%	44%	44%	10%	2%
5	France	956.2	717.1	1.3%	64%	23%	12%	2%
6	Australia	430.8	448.1	-8.4%	37%	54%	7%	2%
7	Canada	424.1	436.9	-2.5%	41%	50%	7%	2%
8	Italy	238.8	179.1	8.3%	56%	27%	15%	3%
9	Brazil	227.9	492.3	-1.7%	54%	34%	12%	1%
10	South Korea	211.3	232,249.4	9.7%	46%	51%	2%	0%
11	Netherlands	205.6	211,877.7	0.1%	49%	35%	15%	1%
12	Sweden	194.2	1,266.2	5.7%	21%	70%	8%	1%
13	Spain	150.7	113.0	-12.4%	48%	30%	22%	1%
14	Mexico	135.4	1,727.2	-4.4%	50%	47%	2%	1%
15	Norway	120.0	705.5	2.4%	21%	67%	11%	1%
16	Austria	119.7	89.8	-1.5%	65%	22%	13%	1%
17	Switzerland	115.6	107.5	-10.9%	56%	37%	8%	0%
18	Belgium	114.1	85.6	-9.6%	54%	27%	19%	1%
19	India	113.3	6,637.0	-15.9%	31%	60%	7%	2%
20	Denmark	95.0	534.0	4.7%	30%	55%	15%	0%
Global		15,029.5		-3.9%	51%	39%	7%	2%

Source: IFPI.

Market Analysis

Recorded music industry revenue in Mexico from 2009 to 2013, by sector (in million U.S. dollars)



Source:

IFPI

© Statista 2014

Additional Information

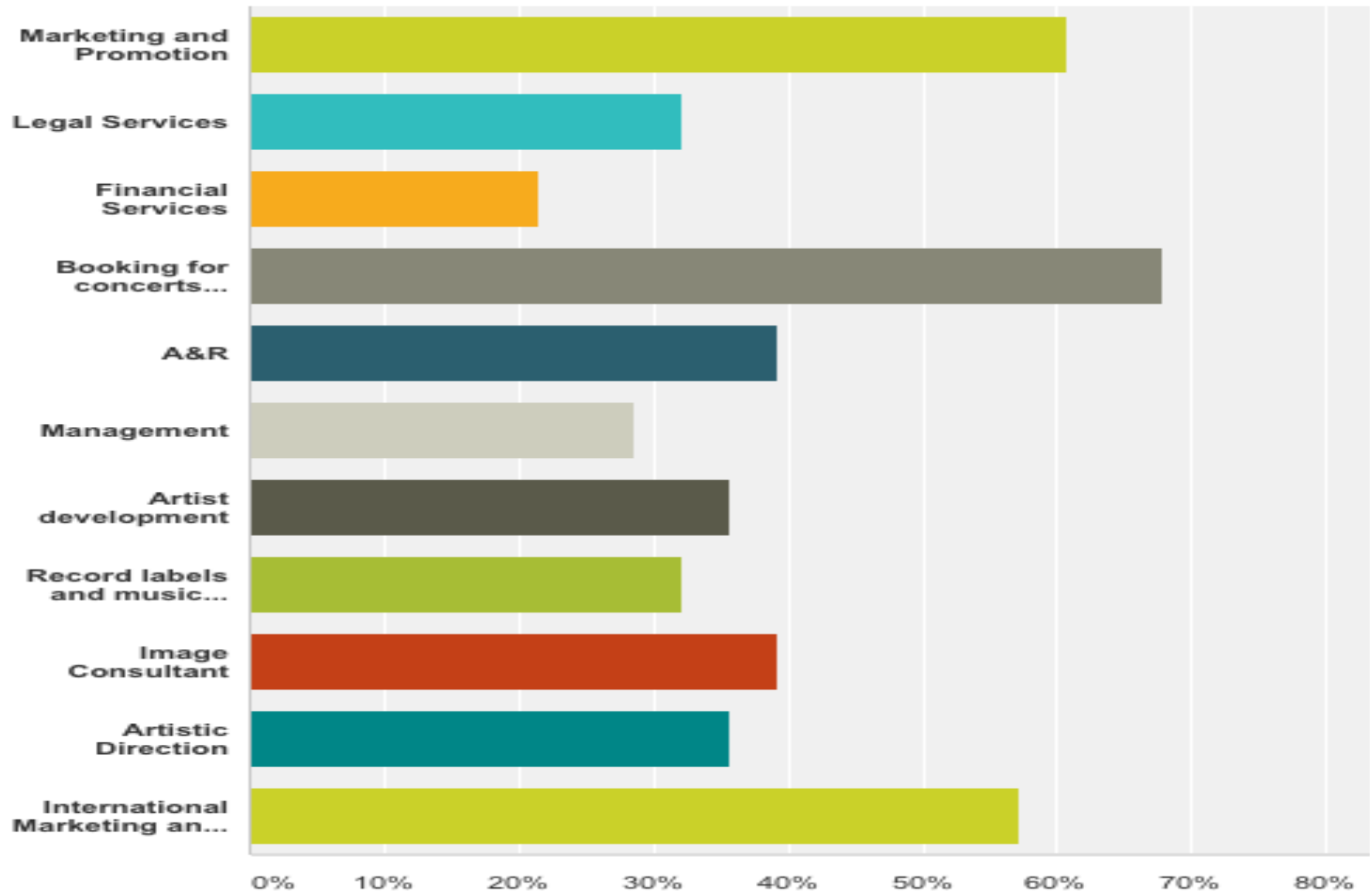
trade value

Surveys

- 3 Surveys (10 questions each) on:
 - Management
 - Promotion and Marketing
 - Music projects
- Directed at:
 - Independent musicians
 - Producers
 - Promoters
 - Managers

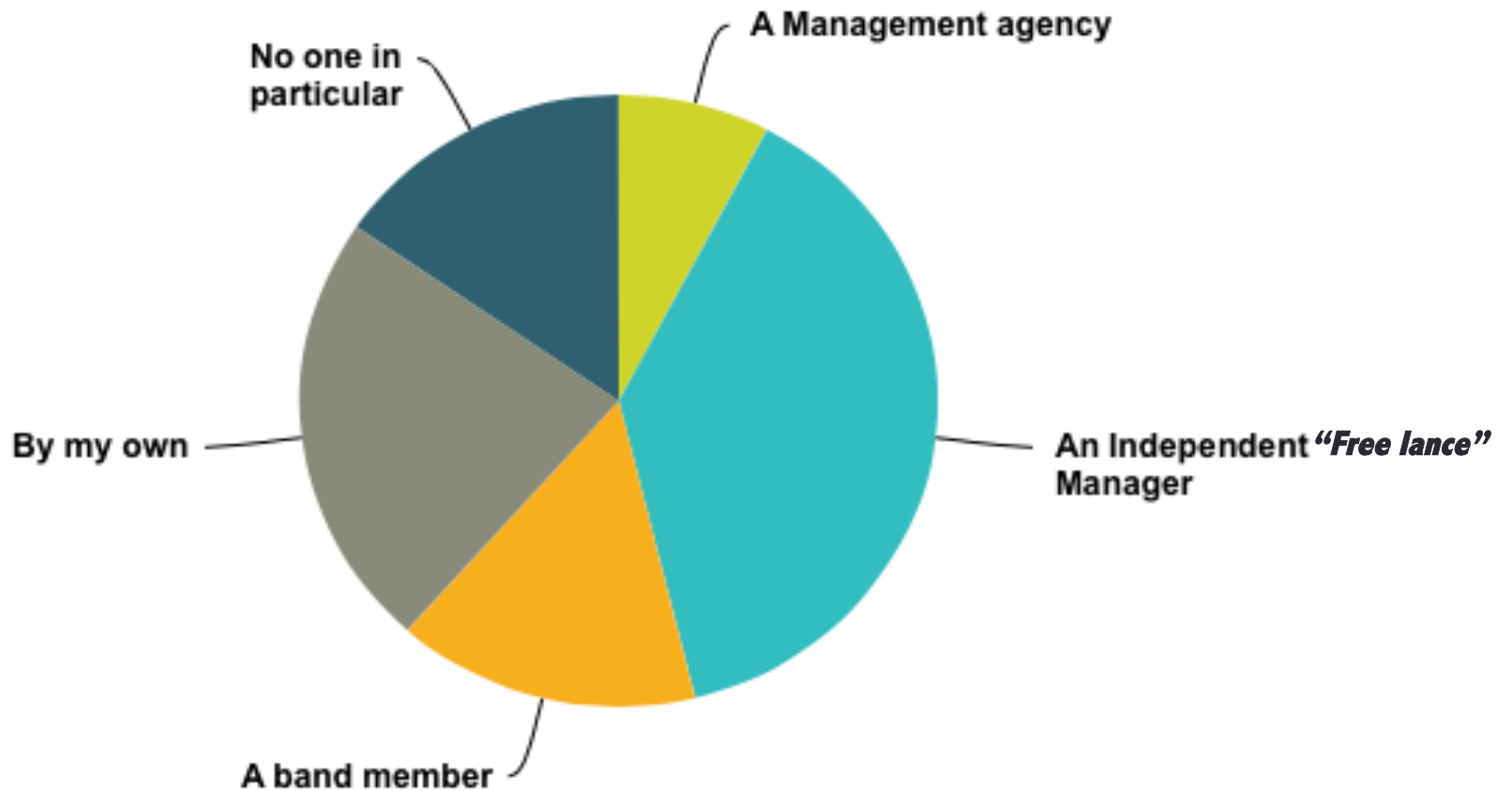
Market Analysis

What are the most important services that a management agency must provide to help Indie projects?



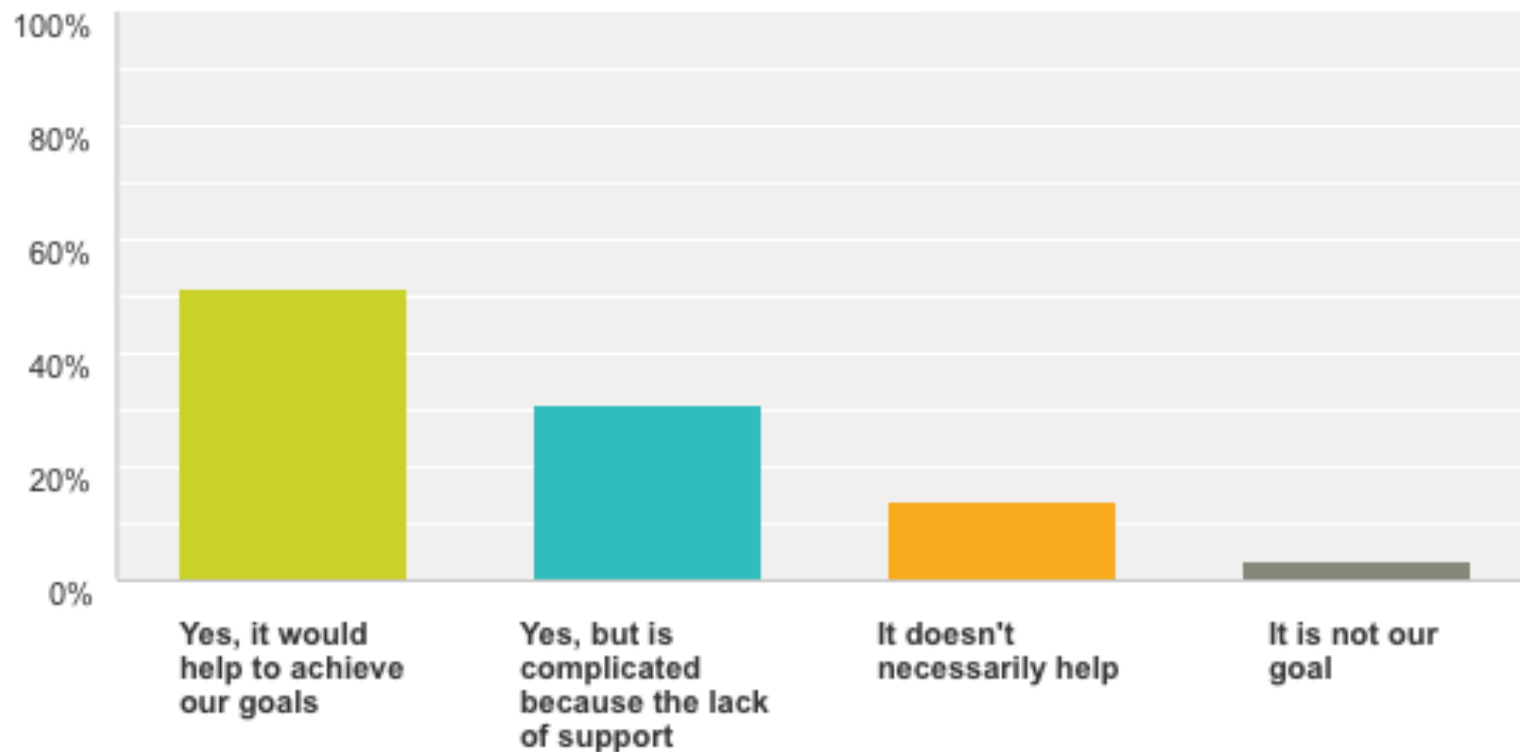
Market Analysis

When touring abroad, who takes care of contracts and negotiation?



Market Analysis

Do you think that an international promotion strategy would help you to achieve the goals of your music project?





III. CLU's Products and Services

CLU Products and Services

Management/Booking Agency

Specialized in the Internationalization of Independent Music Artists



Based in Mexico City



Initial Staff- 3 full time positions



International Network

Product and services description

- 1. International artist management, A&R, advising and consulting*
- 2. International PR, marketing and promotion*
- 3. International booking*
- 4. International tour management*

CLU Products and Services

1. International artist management, A&R, artist advising and consulting services



2. *International PR, Marketing and Promotion*

International Promotion Plan:

- Press kit delivered to local contacts: publishers, critics, journalists, venue owners, promoters, etc.
- This scenario is for mid-level bands who seek to gain presence within a new market.
- The period of this promotion will be 4 weeks.

2. *International PR, Marketing and Promotion*

Marketing Mix Plan:

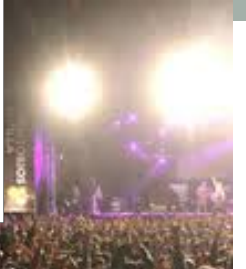
- For well known or more experienced independent projects
- Mix of traditional and new media channels such as: indie magazines, newspaper columns, Indie web portals, college and internet radio stations, television shows of indie music, music blogs, publicity flyers, etc.
- The goal is to be attractive for promoters, venue's owners, music festivals etc.
- The period for the marketing mix plan will be 3 months.

3. *International Booking*

- Capitalized interest raised by the promotion strategies
- Intermediary between the artist/manager, and promoters and venues owners
- Production and technical specification, costs and requirements
- Sign/confirm dates, concerts, festivals and tours.

CLU Products and Services

012 Primavera Fauna



4. International Tour Management

- A set of 6 dates booked in a maximum of 30 days
- Master mind the production plan and touring logistics
- Coordinate receptions and press conferences, show case's, guest and V.I.P list and run the day-to-day press office activities, insurance terms, etc.

All-in House Services

Avoiding “Double DIP”

- ◆ PROMOTION: **US\$350.00** per one month
MARKETING MIX: **US\$197.00** monthly under a 3 months contract.
- ◆ BOOKING: **7% of gross** income from the artist less taxes
- ◆ TOUR MANAGEMENT: CLU will only charge for Management and Tour management, a commission rate of **17.5% of the gross** income from the artist less taxes

Business Plan

All-in House

Services

Year 1	Activities based in Value chain	Expenses	Income one payment	Monthly	Total
Income Per Music Project	Promotion/Marketing Mix	Promotion plan 1	\$ 350.00		\$ 350.00
		Marketing Mix Plan		\$ 197.00	\$ 591.00
TOTAL PROMOTION/MARKETING MIX PLAN PER PROJECT					\$ 941.00
	Touring (6 concerts)	Income per show	\$ 5,000.00		\$ 30,000.00
		Less Taxes (15%)			\$ (4,500.00)
					\$ 25,500.00
Income	Tour Management	Tour Management 17.5% from Gross Income			\$ 4,462.50
	Booking	Booking 7% from the Gross Income			\$ 1,785.00
TOTAL INCOME PER MUSIC PROJECT					\$ 7,188.50

Business Plan

Year 1	Activities based in Value chain	Expenses	Details	Cost per Unit	Monthly	Yearly	Total	
Capital Cost	Start up cost. One payment	Registration	Mexican Tax authority	\$ 3,000.00		\$ 3,000.00	\$ 3,730.00	
		Permits & Licenses		\$ 730.00		\$ 730.00		
Fixed cost	Prepaid Insurance	Insurance		\$ 500.00		\$ 500.00	\$ 500.00	
	Monthly wages	wages	3 wages	\$ 500.00	\$ 1,500.00	\$ 18,000.00	\$ 18,000.00	
	Equipment	Computers	3 21.5-inch imacs		\$ 1,499.00		\$ 4,497.00	\$ 7,619.43
		Fax	Brother FAX2840		\$ 178.99		\$ 178.99	
		Printer	Canon Pixma		\$ 143.49		\$ 143.49	
		Mobile phones	3 Galaxi S4		\$ 529.99		\$ 1,589.97	
		Office Telephone System	Xblu X16		\$ 699.99		\$ 699.99	
		Audio/audiovisual eq.	Oklahoma Sound		\$ 509.99		\$ 509.99	
Operating cost	Rent	Office space		\$ 4,800.00		\$ 4,800.00	\$ 4,800.00	
	Services	Internet, phone, cable services	Verizon		\$ 79.99	\$ 239.88	\$ 239.88	
	Website	Designer			\$ 3,000.00		\$ 3,000.00	
		Website expenses			\$ 120.00		\$ 120.00	
		Domain Maintenance	Yearly				\$ 1,200.00	\$ 4,320.00
	Marketing and sales	CLU's Marketng			\$ 3,000.00		\$ 3,000.00	\$ 4,000.00
		Miscellaneous Discretionary			\$ 1,000.00		\$ 1,000.00	
TOTAL FIXED COST						\$ 43,209.31	\$ 43,209.31	

Business Plan

CLU Management

Income Statement Y. 1

Revenue	\$	21,565.50
---------	----	-----------

Expenses

Rent expense	\$	4,000.00
--------------	----	----------

Marketing expense	\$	4,800.00
-------------------	----	----------

Variable expense	\$	2,610.00
------------------	----	----------

Website expense	\$	4,320.00
-----------------	----	----------

TOTAL Expenses	\$	15,730.00
-----------------------	-----------	------------------

NET INCOME	\$	5,835.50
-------------------	-----------	-----------------

Less Dividends	\$	5,000.00
----------------	----	----------

Retain earnings	\$	835.50
-----------------	----	--------

Next Steps



