



Artist-centric Management

For Music2020



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The Problem

Entry into the industry barred by long-standing power dynamics

This discourages collaboration between artists and leads to disparities in privilege between artists and their management team

Cannot just get rid of existing structures

What if we provided an alternative...

Talent Grouping

Talent expands in a community in more circles than musicians themselves.

Bands that are semi-established often have a community around them supporting the other aspects of their art: management, production, PR

Rather than force them to leave that community for the hopes of making it bigger (signing to Atlantic, Warner, etc)... We propose **Talent Grouping Network**

TGN (Talent Group Network)

Connect like-minded artists via 21st century networking tools

Advocate for legal entity formation

Eventually proposition bigger labels (with resources) to sign groups.

What does this allow for?

Resource sharing

Consolidation

Leveling the privilege and communication gap between artist and management team

Increasing collaboration within and between talent groups

Ex: Chance The Rapper



Legal Breakdown

The contract will breakdown profit-sharing between talent group and label, but ownership over masters and publishing rights will be joint between the existing talent group and the label

This prevents labels from abusing their power

Ex: Ke\$ha

It is already working -- ideas from the TGs



Feedback & Questions?