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Music2020 Presentation

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WARNER MUSIC GROUP



What's the problem?

“Suicide rates of musicians are  
         times higher than the  
national average”

“Suicide rates of musicians are 3 times higher than the national average”

- Steve Stack, director of the Center for Suicide Research

“A study found that over  $X\%$  of musicians have suffered from depression or other psychological issues”

“A study found that over 60% of musicians have suffered from depression or other psychological issues”

“71-percent of those asked say that touring is a major factor in their mental health issues.”

-Study conducted by Help Musicians UK

Why?



# Artists' tours are getting longer because...

- That's where the money is
  - 360 deals seek to capitalize on this also
- Audience attention spans are getting shorter
  - Not about sales on the day of release, about streams overtime
- The line between local and global has blurred

# Touring is about...

- The bus
  - The airport
  - The motel
  - The hotel
  - The fast food
  - The day to day promotions
  - The interviews
- 
- The concerts too!

# How can we help?

- We've already done the cheapest, fastest step
- Banish the “tortured artist” narrative
- Pool resources to help

# The function of the foundation would be...

- To set up a resource chain that connects artists to mental health practitioners
  - Need blind
- To normalize suicide and mental health awareness
- To organize self-help groups and meetings in cities / tour stops around the country

# We cannot expect labels to be the first movers

- Labels have minimal incentive to normalize mental health in the industry
  - “bad for business”
- Third party organizations create natural competition, increase awareness amongst musicians
  - Akin to management industries, etc.

# Why is this relevant to Music2020?

- Goal: to create an even playing field where artists' success is measured in terms of talent and energy