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WHAT IS DOYENNE PUBLISHING?

Doyenne Publishing

Independent Publishing Company

- **Independent Music Publishing Company.**
- **Exclusively signing and representing female artists and songwriters.**

TARGET AUDIENCES?

1. The female songwriters and artists represented by Doyenne Publishing.

2. The music distributors to labels, film, radio, TV, advertising, ringtones etc.

3. The members of the public (and existing fans) that will be listening to the released music.

PROBLEM

MUSICBUSINESS WORLDWIDE

Female staff employed by one of the three British major labels earn almost 34% less than their male counterparts - (Gilbert., 2018).

(CONTINUED)

- 60% of employees are male, and 40% are female - Sony

SONY MUSIC

- 70% of employees are male, and 30% are female - Warner

WARNER MUSIC GROUP

- 73% of employees are male, and 27% are female - Universal

UNIVERSAL

UNIVERSAL MUSIC GROUP

(CONTINUED)

Billboard HOT 100

2012:

Women represented 20% of the artists of the year's top songs on the Billboard year-end Hot 100 chart.

2012 - 2018:

An average of 21% was female.

2019:

An average of 22% was female.

(CONTINUED)

- PRS for Music stated in 2020 that 82% of its members were men (Sisario., 2021).

- The 2020 Grammy nominees set a new high for females, with 20% of nominations in the top five categories (Wang., 2020).

SOLUTION

Doyenne Publishing aims to be the first independent publishing company that exclusively signs women

Other women-run organisations such as ‘She Said So’ and ‘Women in Music’ are currently emerging in the industry - all pushing the topic of gender inequality in the industry

(CONTINUED)

Music streaming has seen an increase in subscribers during the COVID-19 crisis (Durant., 2021).

Due to the rise in social media platforms like TikTok and Triller (alongside the existing Facebook and Instagram), it has created new sources of monetization for music publishers'

MARKETING

3.78 billion social media users globally (Statista., 2021).

It has been further predicted that by 2025, there will be 4.41 billion users globally (Statistia., 2021).

MARKETING STRATEGIES

Doyenne Publishing will host a total of six networking events over a period of 18-months, commencing from August 2022.

COMPETITION / ASPIRATION

Kobalt
MUSIC PUBLISHING

- Kobalt Music Publishing 'prides themselves on paying their members more money, faster' (Fontaine., 2020).
- Generated '$405.3 million in net revenues the 12 months to end of June 2019', (Ingham., 2021)
- It currently 'represents over 700,000 songs for songwriters including Enrique Iglesias, Lorde, Zayn Malik, Marshmello, Max Martin, Paul McCartney, (Ingham, 2021).
- An average employee count of 515.

BUSINESS MODEL

Sole Proprietorship

Doyenne Publishing will initially be using the model of a sole proprietorship.

Limited Liability Partnership:

(Bhatia., 2017)

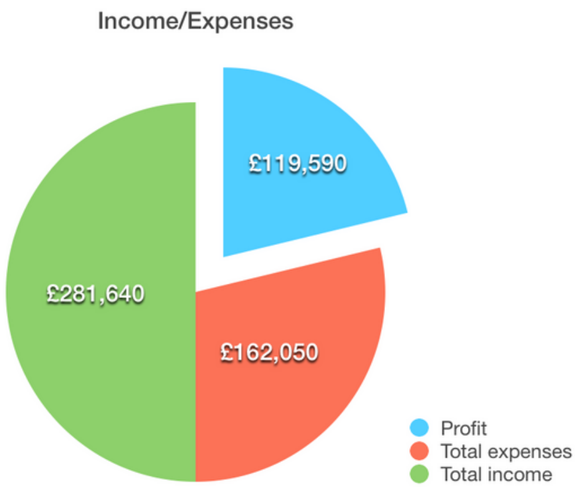
BUDGET PLAN

Doyenne Publishing

MONEY IN	
Investors	£100,000
Royalties = 4 average Songwriters income annually (12 months)	£120,640
Networking Events (6) = average 850 tickets sold per event (£10 a ticket) X 6	£51,000
Additional income (self funded)	£10,000
TOTAL INCOME	£281,640

Profit	£119,590

MONEY OUT.	ESTIMATE	ACTUAL
CEO	£25,000	
Legal and Business Affairs Consultant (part time)	£20,000	-
Head of Marketing and Distribution	£24,000	-
A&R Representative	£24,000	-
Publishing Administrator (1 cut)	£5,000	-
Insurance	£400	£433
Permits and Licences	£1,000	-
Rent Office Space (12 months)	£3,000	£2,472
Office Equipment	£5,000	-
Music Equipment Hire (per year)	£5,000	-
Website	£50	-
Networking Events (6 in total) X (average £8,000 per event)	£48,000	-
Social Media Promotion	£300	-
TV Advertisements	£300	-
Radio Promotion	£200	-
PRS	£400	£400
MCPS	£400	£400
TOTAL EXPENSES	£162,050	



BALANCE SHEET

DP Cash Flow	End of 2022
Cash	£0
Add Income	£10,000
Investors	£100,000
Networking Events	£51,000
Artist Income	£120,640
Total	**£281,640**
Expenditure	
Employees	£98,000
Office Space	£2,472
Music Equipment	£5,000
Office Equipment	£5,000
Website	£50
Networking Events	£48,000
Online Promotion	£800
Insurance	£433
Permits	£1,000
PRS / MCPS	£800
Total	**£162,050**
Profit before Tax	**£119,590**

SWOT ANALYSIS

S

- The COVID-19 affects on music Publishing.
- I have first-hand experience as a woman.

W

- I have limited experience working in the publishing side of the industry.

O

- Niche and unique selling point.
- Other female-run businesses will hopefully support Doyenne Publishing.

T

- The exclusivity could receive backlash from members of the music industry.

QUESTIONS?

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