

Creative Project Proposal

Catarina Pereira

1805747

1. Summary

My creative project will be focusing on a brand new touring app provided o up and coming artists and bands. The main goal for this creation is to provide easier accessibility for touring and decrease artist's stress on planning and enable them to take more control over their expenses. The app will include all attributes that are needed to plan a successful tour, both individually and in packages.

Bands and artists will be able to do a complex search on the app, which includes their ideal budget and preferences such as transport and accommodation. With that information, the app will provide several touring package options to accommodate the artist's touring arrangements. Packages will vary in content such as the option for accommodation, food places, transport and merchandising. Their objective is to provide artists with more security and ease stress o having to plan each touring necessity in separate terms. The author of this project is aware that some artists might not be in need of a full touring package, but instead might need some final touches to their already established plan. Therefore the app will also provide individual services, which will include:

Transport

- Insurance options will be included in case the artists face an emergency on the road
- Transport options will be included and the app will provide several deals from transport companies (ex. Vans for Bands)

Merchandising

- The app will provide a bundle of merchandising companies so that artists find their preferred deal.

- Deliveries will also be included in case the artist has sold out of a certain merch item during tour.

Music gear

- Gear insurance will be included in the options provided and will be available for emergencies or in case of gear malfunction

Accommodation

- Artists will be able to search for the best deals on accommodation in each city according to their budget.
- There will also be a 'swap' option, where artists will be able to sign up and provide accommodation to other touring artists in their city for a preferred set fee. This is an opportunity for artists to create an extra income stream.

This creation will also provide notifications on available discounts and deals such as food courts in each touring city and studio rehearsal spaces. It will also notify when the tour dates are near and will send a reminder of any missing asks or overdue payments. The app is going to be affiliated with companies that will provide these services, and income percentages will be put in place. The author of this proposal is aware that these details are yet to be discussed, and these will be further developed throughout the next couple of months.

2. Background/Relevance

Touring is an overall expensive endeavor, but necessary as nowadays main source of income. Being in an up and coming band of being an indie solo artist is nowadays described as a scary low margin small business. In order to organize a tour in the present music industry, artists have to prepare of months gathering expenses and looking at the risks of debt.

In today's music industry climate, there is an ongoing frustration in regards to the state of touring, as bands constantly lose money on it. This issue affects up and coming artists most and foremost. Touring is where money is in today's industry, but it's also where most expenses lie in. Hypebot (2018) mentions that for a basic list of touring costs which includes transportation fuel and accommodation an come to an average of \$20,000. Lindwall, H (2018) further adds that unless an artist is already successful, touring is costly and losing money during the first years is a phase that indie artists have to endure. Before streaming became one of the main sources of income for artists, record labels provided tour support for up and coming acts, but now that source of income is dying out, as labels 'scramble to compensate o loss' (Lindwall, H 2018). Teitelman, B. (2014) mentions an example o an acoustic duet called Pomplamoose, whom made \$136,000 on gross sales for their tour (including sold out shows), but yet made a loss of nearly \$12,000. In 2015, the vocalist from famous metal band Thy Art Is Murder called it quits due to the financial realities of being in a touring band. According to Rosenberg, A (2016), the band earned between \$16,000- \$18,000 each 6-7 years, which results in approximately \$3000 per each band member. The music industry has changed and it's clear that streaming is here to stay. And while it's facing new financial challenges due to up and coming technology, touring is becoming more essential as time goes by, especially for artists in the rock/metal scene.

3. Methodology

Both qualitative and quantitative research will be used in order to realize this project. In order to gather some knowledge as well as tracking the progress of this app's vision, the author will be involved in collaborations with connoisseurs in the technology field and experienced app developers.

Qualitative data will be gathered through interviews with established industry people, mostly focused on managers, booking agents and touring agents. This will include online and face-to-face interviewing methods.

The author will also collect data from relevant books, magazines, articles and respectable websites that present detailed information on the live music industry.

Surveys will also make most part of the quantitative data of this project. The surveys will be mostly directed to bands and solo artists. The questions will involve artists' experience with touring losses and incomes, but it will also be an opportunity to do some marketing research in order to gather information on how to make this app marketable and appealing to future customers.

References

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