

**Andre Steed
(2017852)**

Creation

Element 1

2270 Words

In current times making money from creating music has become increasingly difficult. The global pandemic had not made things easier either as “the live performance industry was shut down, It’s estimated that due to a six-month shutdown, the live industry has lost over 10 billion dollars in potential revenue through sponsorships.” (Elliott) So given that I decided to start thinking of new ways to monetize the creation of music as I would need to think about income soon. I looked at the old sales model of music, with income coming directly from fans purchasing records and wanted to see how I could create a model that emulates this but in a modern day and age. Streaming had put music sales at death’s door so selling music was out. I came across an article stating “artists are going direct to fans from their own homes, using services like Twitch, Instagram TV and others”(Hall) and it made me realise that social media was the way to go.

I started to look at myself as a consumer instead of a creator to see what things were available. I frequently watch livestreams on Twitch and videos on youtube from music content creators so I decided to note down the types of content I enjoyed watching and also see how well they did. I found that I tend to watch videos explaining music theory or breakdowns of productions of songs. Whilst great videos, I felt these fell too far into a specific niche to every evolve into an extra source of income. I had been a Youtuber before so I know how hard it is to grow a following within a niche. Whilst I was watching these videos I had gotten a notification for a channel I subscribe to and a new video. The video was from a producer named Kenny Beats and it was a new episode of his series “The Cave” (“KENNY BEATS & TEEZO TOUCHDOWN FREESTYLE | the Cave: Season 3 - Episode 4”). From that I realised what I need to be doing is making content that caters to fans of music whether they are creators or consumers. This content also needed to be entertaining in a way that engages new fans as well as giving old fans what they are used to.

So with that in mind I started crafting the idea for my show. At this point my show did not have a title but was loosely based on the concept of “The Cave” where Kenny Beats would have a new artist in for each episode and he would make them a beat for them to write a freestyle to and then do a live performance. As I continued to research I came across another show I liked to watch “How-To” from a channel called “Munchies” a subsidiary of VICE magazine. The particular episode features a rapper by the name of Meyhem Lauren cooking Hennessey Shrimp (“How to Make Hennessy Shrimp 3 Ways with Meyhem Lauren”). I thought I could implement ideas from this show into my own it made me realise, fans of a music artist will generally be interested in anything that the artist does as I found this show initially as I am a fan of this rapper. I also love to cook so I thought it would be a great idea to throw that in there as my personality needed to shine in a video if it is to be entertaining.

As I got more into crafting this idea I realised what I was creating was an insight into how a producer works now as well as how a producer used to work. Nowadays most producers sit in their bedrooms creating beats to send to artists and then mixing vocals that are sent back. A couple of decades ago a producer would still bring beats to the table, but would more so facilitate the creation of the song by guiding the artist and helping them realise their vision.

Producers were head chefs in the kitchen that is the studio with their sous chefs being the artist and the meal being the song. I liked this analogy and how it fit with the fact I wanted to cook in the show as well and the show's name came to me. Cooking with Klaus (Cloud Klaus being my artist name).

With the idea roughly formulated I set about trying to put all of these pieces together. The show format would be as follows. A section with me cooking a meal for the artist I have invited over. A section of me creating a beat with the artist and them writing. A section of us sitting, eating the meal I cooked and me interviewing the artist. A section of a performance of the song.

I reached out to artists I had worked with and have a very good repertoire with who would like to be involved. I had three in mind 4TheBrotherhood ("4theBrotherhood • Instagram"), Amethyst ("Amethystmusic • Instagram") and EMARNA ("EMARNA • Instagram"). I had worked with these three artists before and found we had the best chemistry and could easily create a good song in a day. With this I was able to plan four episodes, one for each of them and the fourth episode would be again with EMARNA but with me also being the artist as myself and her have a pop duo together by the name of PINK MYLK. I wanted this project to be our debut as a duo so it would require two episodes with her. From all the videos I watched to research I found the ideal length for this was around 12-15 minutes so each episode would aim to be that length.

With that length in mind I knew I had to tweak the cooking section of the show. I could not fit all of these things together so I had to find another way to showcase this that would be entertaining and concise. I juggled a few ideas around with one of them being recording lots of B-Roll of me cooking and creating some music to feature in the background. This idea was the best at first but I felt it would be pretty boring and not so engaging. So I went back to youtube to do some more research and I remembered videos I used to watch. The artist Joji used to go by the name of Filthy Frank on youtube and on his channel he had musical sections using one of his characters, Pink Guy. One of the things he used to do was make a rap music video with him cooking with lyrical content that matched ("PINK GUY COOKS RAMEN and RAPS"). Given the length of this I thought it would be a great way to open the show without taking too much time. It would also keep things relevant as the whole video would stay focused on music with different elements being additions to the content.

As to not straight copy "The Cave" and just draw inspiration from it I wanted to deviate from the formula a little bit. "The Cave" is very linear in its format with each show being creating a beat whilst talking and then a performance. This is one of the reasons why I wanted to throw the dinner date style interview in between the beat creation and performance. It would also do something to help grow my platform I would be hosting it on as it would give a chance for the visiting artist to show their personality more. This is extremely important and one of the reasons for having guests on a show like this is to attract their fans and convert them into my fans as well. Time is the currency used when it comes to online content and whilst it is not finite, it is easier for people to part with than actual money. Also, the more people that watch the video, the more income the video generates and this was the main reasoning behind this concept. So as fun as this can be, it also needs to be able to generate income.

The last part of the show, the performance, is the most important part as it is the climax. Realistically, it is the part of the show people have come to watch. So for that I want to create more than just a show of the artist performing their song. I have a green screen which I have used for my own content before ("CloudKlaus • Instagram"), so I want to create a visually attractive performance. I feel it will heighten the experience and make up for the lack of time spent writing the song. As much as I have time after the day to make the song sound more polished, it was still only written in a day so there will be a limit on how good it could theoretically be.

With the show idea solidified I started to think of more ways I could use this content. The fact that it is video content means I can recycle bits to use as trailers for the show and teasers after the show has been released to draw people from other social media platforms that I am active on. So I decided for each show I would make 5-6 short format videos that would work on TikTok and Instagram. These videos will be a mixture of edits from the final cut and potentially some behind the scenes content. As I have stressed before, I need to make people willingly part with their time.

From this concept I realised I needed to figure out logistically how I was going to make this all happen. I set about putting together a list of equipment I would need and how I could physically do this within my working space. This was going to be shot at my home studio which in reality is just my living room. I thought about hiring a studio to work in but I decided against it. I wanted to keep this as authentically me as possible because my main audience is my fans. My fans already know me, they know where I work as I livestream on Twitch currently so it needs to be within my space. What I have decided to do is remodel my flat. It is something I have wanted to do for a long time as I wanted to separate my work and home lives as I currently work mainly at home due to the pandemic. I wanted to turn my bedroom into an office and use my living room as a studio flat where I live. This would allow me to have a more interesting looking set that would also stay authentic to me.

This then made me realise, I could start my content creation at the remodelling of my room into a studio as its not just the one series idea that I have that has potential to be extra income. Everything I do related to making music, I could turn into a way of generating income. So I have created a list of things I need to do and to buy. My budget is close to £1000 of my own money as the idea has too short of a turn around to apply for funding. However, if I were to continue this show I may apply for funding in the future. Within this budget I would need to accomplish;

- Purchasing of video equipment that I don't already have
- Purchasing of video editing software
- Acoustic treatment of my room for recording purposes
- Ingredients for the meals to be cooked

In order to judge how entertaining the content is I will be utilizing friends I know who are full time content creators, peer feedback from students and alumni at Tileyard Education and my Tileyard mentor. I plan to create a questionnaire asking questions about the format of the show, the order

in which they think the sections of the show should occur in, the length of the show and any additional ideas they may have that could make the show more appealing. Using this feedback I may make some changes to the shows format or may rework the idea from the ground up.

If feedback is mainly positive then I will go ahead with the idea. The shoots are planned for 25th-28th September. I am predicting an 8 hour day which will give more than enough time to complete the song in a demo form but with all vocals fully recorded and shoot the video. From then it gives me a month to edit the videos to meet the end of October deadline. I plan to release the first series of videos 2 weeks apart from each other for a 2 month run concluding in December. This will give me enough time to gauge how well the idea is received by my audience, the growth of my audience and the views of the videos to see if I can get a return on my investment or see a future profit. If all goes positive from there I know that the idea I have is one that can create another stream of income for me as a producer.

The plan for after all of this if it goes well would be to reach out to bigger artists as the show grows bigger. This will help facilitate an exponential growth in this stream of income. The bigger the show gets, the more enticing it is for bigger artists to want to be on the show which will then grow the show and so on and so forth. I could potentially look into releasing the songs on streaming platforms as well if they are of high enough quality and creating merch essentially turning the show into its own brand. I also am toying with the idea of just pitching the show to BBC Three as they feature a lot of "homemade" or "amateur" shows being that they are now an entirely online platform.

I can genuinely see this show as becoming a success if I manage to execute it correctly.

Reference List

"4theBrotherhood • Instagram." [www.instagram.com, www.instagram.com/4thebrotherhood/](https://www.instagram.com/4thebrotherhood/).

"Amethystmusiccc • Instagram." [www.instagram.com, www.instagram.com/amethystmusiccc/](https://www.instagram.com/amethystmusiccc/). Accessed 20 Aug. 2021.

"CloudKlaus • Instagram." [www.instagram.com, 16 Oct. 2020, www.instagram.com/p/CGaXGhogxF0/](https://www.instagram.com/CGaXGhogxF0/). Accessed 20 Aug. 2021.

Elliott, Michael. "Music Industry Trends - the Lasting Impact of Covid-19." Dark Horse Institute - Audio Engineering & Music Business School, 23 Apr. 2021, darkhorseinstitute.com/music-industry-trends-and-covid-19/. Accessed 20 Aug. 2021.

"EMARNA • Instagram." [www.instagram.com, www.instagram.com/itsemarna/](https://www.instagram.com/itsemarna/). Accessed 20 Aug. 2021.

Hall, Stefan. "This Is How COVID-19 Is Affecting the Music Industry." World Economic Forum, 27 May 2020, www.weforum.org/agenda/2020/05/this-is-how-covid-19-is-affecting-the-music-industry/.

"How to Make Hennessy Shrimp 3 Ways with Meyhem Lauren." [www.youtube.com, 14 Sept. 2018,youtu.be/SakUDuMWIoI](https://www.youtube.com/watch?v=SakUDuMWIoI). Accessed 20 Aug. 2021.

"KENNY BEATS & TEEZO TOUCHDOWN FREESTYLE | the Cave: Season 3 - Episode 4." [www.youtube.com, 7 Sept. 2021,youtu.be/FsrBWcV1Y8Q](https://www.youtube.com/watch?v=FsrBWcV1Y8Q).

"PINK GUY COOKS RAMEN and RAPS." [Www.youtube.com, 4 June 2013,youtu.be/4qKJS-8bzoA](https://www.youtube.com/watch?v=4qKJS-8bzoA). Accessed 20 Aug. 2021.