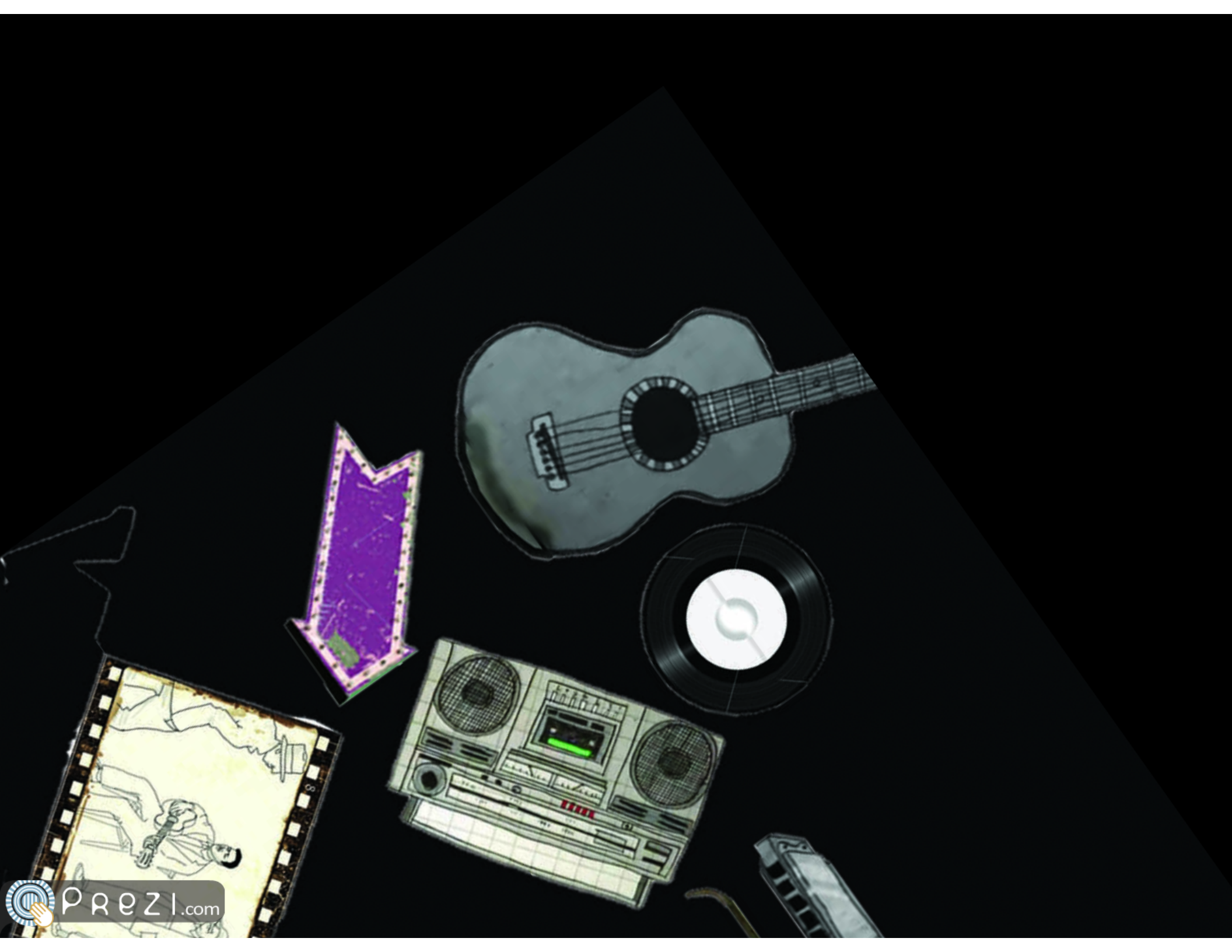




MUSIC MATTERS

ABBA

CLASH



We're here to talk about why
it's important to support music

But did you know...

The Australia Council's 2010 research "More Than Bums on Seats" confirmed that most Australians intentionally tune in to music...

- 2/3 of Australians participated in music
- Highest participation of any creative content, particularly young people!

But did you know...

19/20 Downloads are not paid for = 95%

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The recorded music industry has shrunk 30% in 6 years...

even live gig revenues for artists fell in 2010

(IFPI Digital Music Report 2011)

FPI Digital Music Report 2011)

8000 Aussie jobs were lost
as a result of piracy in 2010

The Aussie content industries lose \$9, 000,000,000
annually because of piracy

(ACIG Sphere Report 2011)

By the year 2016, over 40,000 jobs may be lost in the music and other creative industries in Australia due to online piracy.

(Sphere Analysis 2011).

Did you know that record labels invest close to 30% of their revenues into finding, nurturing AND marketing new acts?

(IFPI Digital Music Report 2011)

How it All works...

Record labels employ people to find new talent

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...they then invest money in new talent by signing a record deal

...this includes administration, travel, CD's, mar

money in new talent by signing a record deal

...this includes administration, travel, CD's, marketing...everything!

...they then invest returns on investment in
more new talent

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I bet you're thinking..

"Artists are immensely rich ANYWAY,
downloading a few tracks for free is
not going to hurt them..."

When you don't pay for music, it isn't successful
artists like Lady Gaga who lose....

..record labels simply can't afford to invest in new Aussie talent

And that sucks!

...because fewer artists get the chance to make their mark, and the labels are less likely to take a risk with more experimental music or niche genres.



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'Free music' may get you a short-term benefit, but has a long-term cost of hurting the artists you most admire, and new talent that you may never hear.

It is a myth that artists can build long-term careers on live music alone. In its latest tour U2 filled huge stadiums around the world. That is because they have had parallel careers as recording artists and live performers since their inception 30 years ago.

Paul McGuinness, manager of U2, PJ Harvey, The Rapture

SO HOW CAN WE ENCOURAGE SUPPORT FOR ARTISTS AND MUSICIANS?



The MUSIC MATTERS campaign is a collective of people across the music community, including artists, songwriters, managers, labels, publishers and stores formed to remind listeners of the value and



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MUSIC MATTERS is a cause that began in the UK
and is now set to launch next month in Aus & NZ!

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It is a 'hearts and minds' campaign which focus' on the significant physical and emotional effort that goes into making music

It uses animations to let the music speak for itself...

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You Tube



You Tube



MUSIC MATTERS is supported by...

AMPAL

125 Aussie Record Labels

ARIA

60 NZ labels

APRA

AAM

AMCOS

67,000+ composers, songwriters

AMPAL

125 Aussie Record Labels

ARIA

APRA

60 NZ labels

AAM

AMCOS

67,000+ composers, songwriters
and music publishers

AMRA

UTS

40+ Music
publishers

RIANZ

AIR

Almost 500
record stores

ANIMATORS

"When words fail, music speaks"

HANS CHRISTIAN ANDERSEN

Do you think it's important to support music?

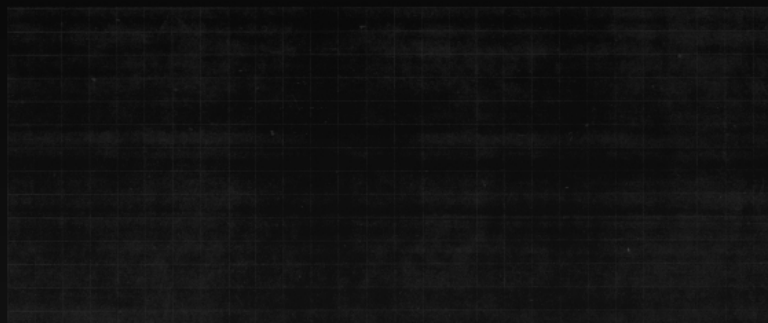


ABB.



MUSIC MATTERS

