A short story
Live Concerts
Clubs
Big Festivals

Radio, DJ’s & TV

Youtube, Facebook, Instagram, iTunes, Spotify, etc.

Festivals & Showcase
Revenue...

- Live Performances
- Music sales (single, albums)
- Streaming
- Royalties (performing, synchronization, etc.)
- Third Party marketing and Monetization
Lessons learned...

- International Fanbase (market segment)
- Value added to fan (be different, quality, image, accessibility & language)
- Start small with the end in mind
- Have a manager (someone very close to you)
- Know your rights; Protect your assets
- Be everywhere: Digital media and social media