

*CPIP*  
*The Evolving Music Ecosystem*  
*The New Role of Record Labels & Platforms*

LARRY MILLER / SEPTEMBER 10, 2020



# About me



MUSIC //

FINANCE //

TECHNOLOGY //

PUBLIC POLICY //



BERTELSMANN

The Blackstone Group



Morgan Stanley



# SAME HEART.

# NEW BEAT.

*How Record Labels Amplify Talent  
in the Modern Music Marketplace*



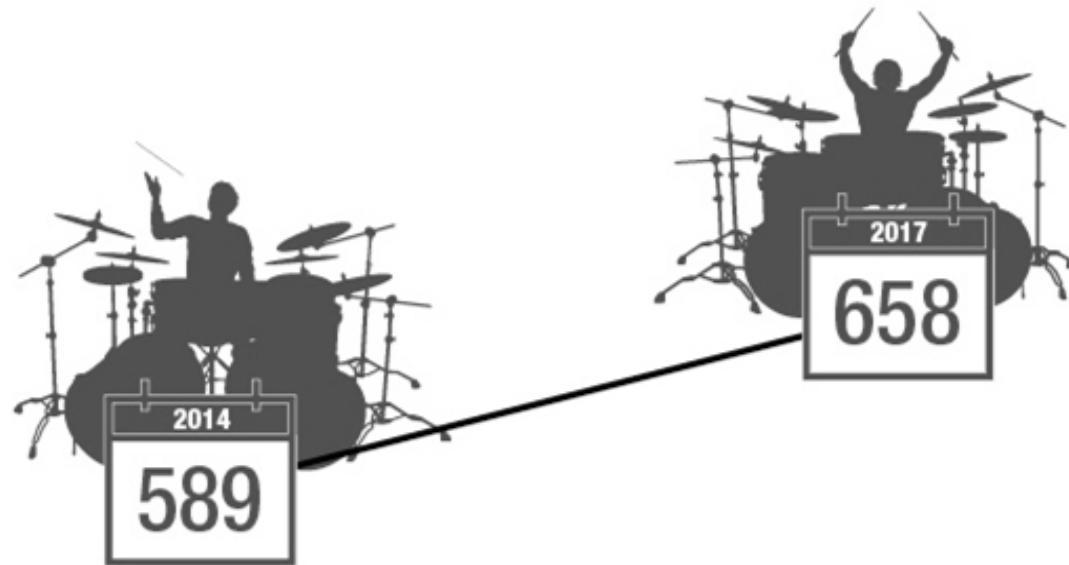
**By Larry S. Miller**

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NYU Steinhardt School of Culture, Education, and Human Development*



*Nothing is  
different;  
everything  
is different.*

*Growth in music consumption boosted signings by 3 majors  
by 12% for 3 years*



**+12%**  
**GROWTH**

“

*Don't mistake  
millions of streams  
for a career.*



*Music has become a consumption business where there is no peak but only a hill, with sales plateaus arriving faster and extending further.*

“

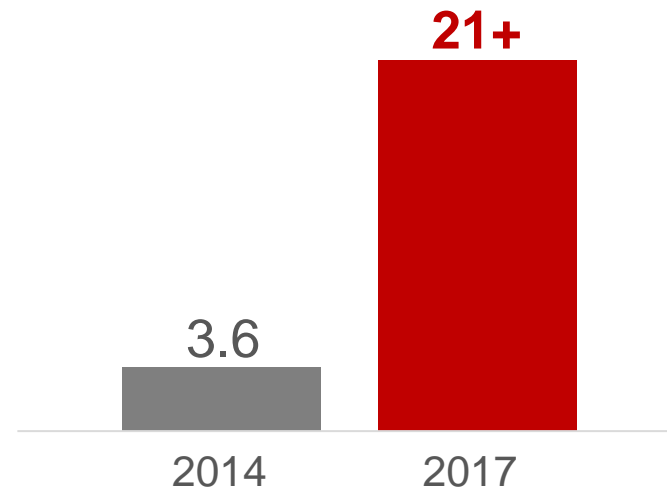
*We are data rich and need to be insight richer, so my job is to take all that data and get it to be usable.*


*The number of lines of transaction data increased more than 5X over a 3 year period*

  
**500K**  
TRACKS ADDED  
PER MONTH

  
**1.5M**  
UNIQUE ISRCs/  
STREAMED PER  
MONTH

BILLIONS OF LINES OF DATA



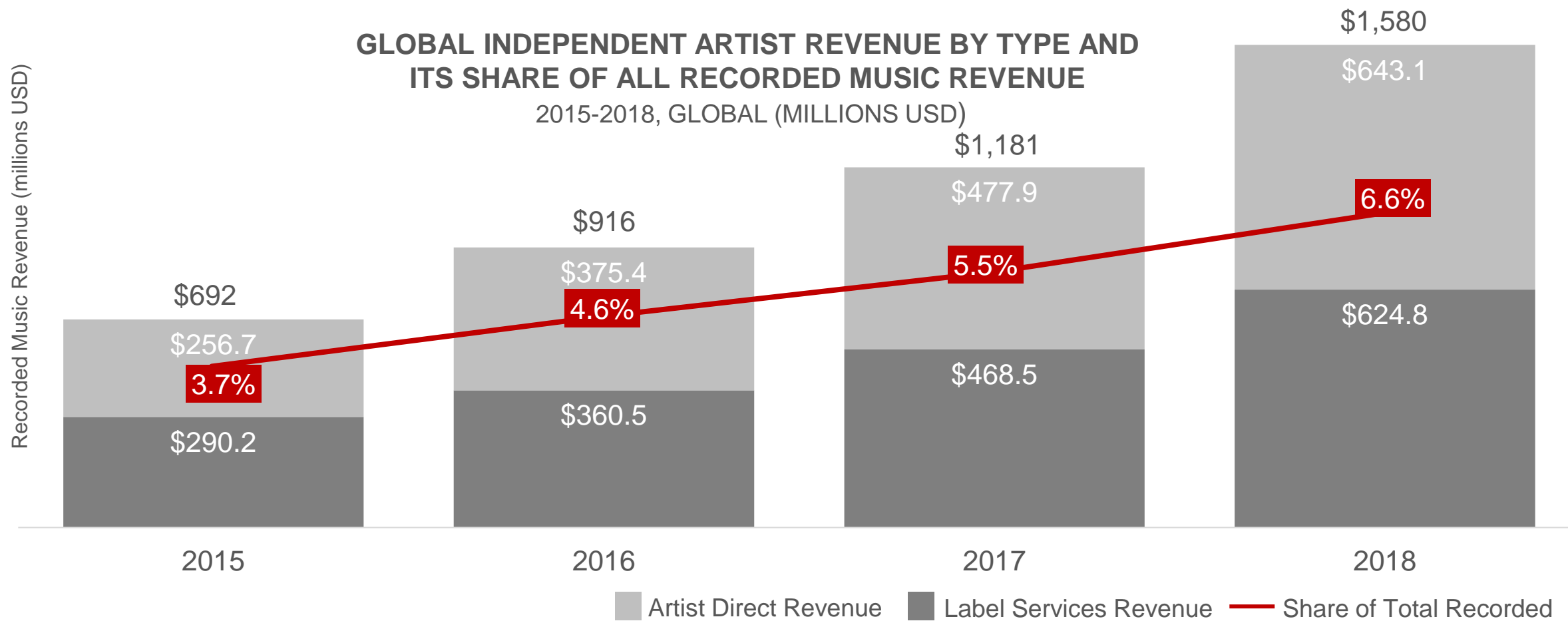
  
**105,000 TB of  
data each month**  
(storage equivalent to  
157.6M CD-ROMS)



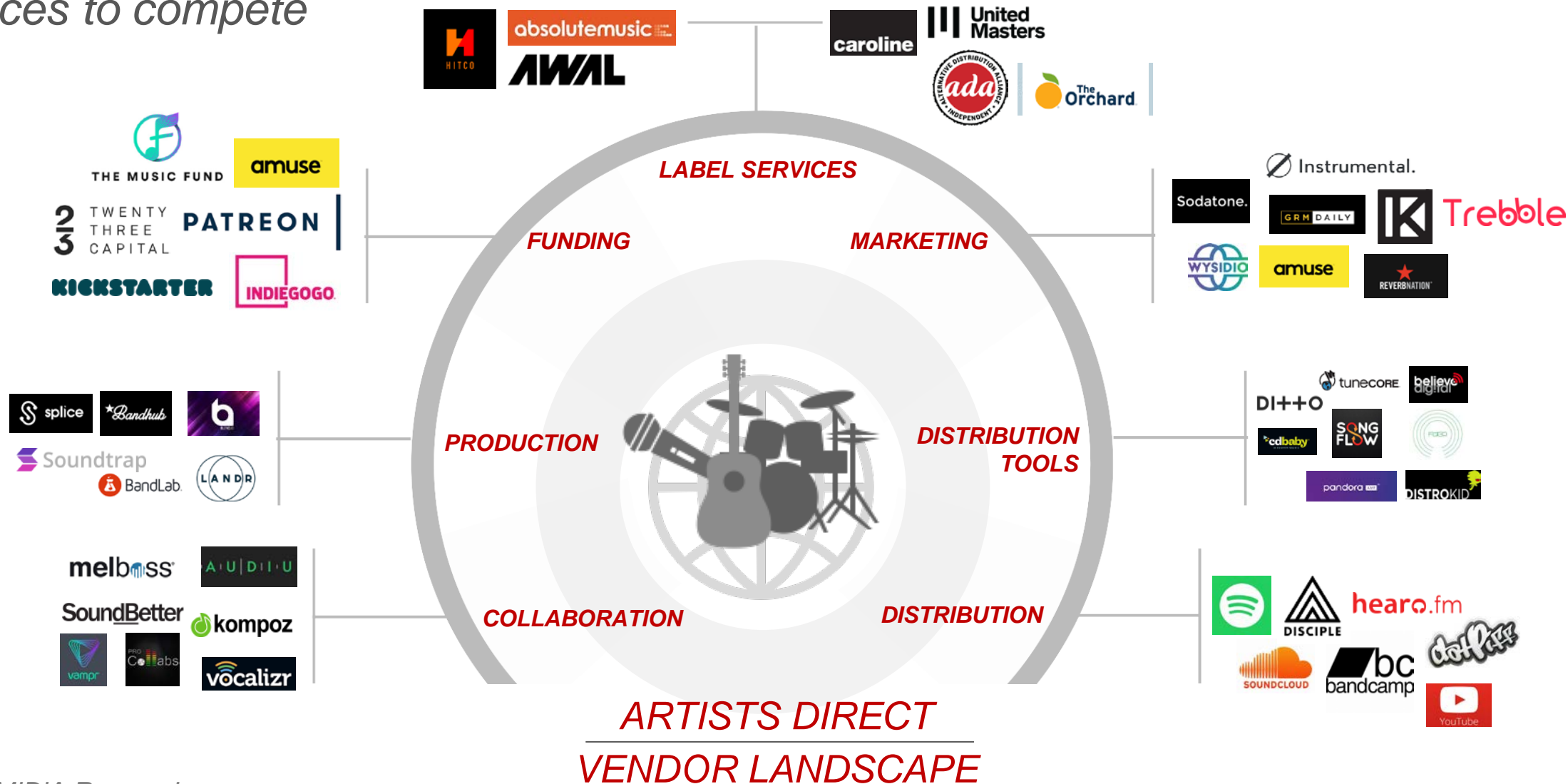
“

*The quest is to find that ‘sweet spot’ where insight and instinct collide – it’s dangerous to listen just with your eyes; obsessed with data. Encouraging data can be reassuring for a signing but you still want to get those goosebumps from sheer artistry.”*

*Independent and DIY artists are the fastest growing segment in recorded music and are now a force to be reckoned with*



*Independent and DIY artists can replicate major label service offering with an ever-growing array of apps and services; majors must continue to innovate on artist services to compete*



*What labels do has not changed.*

The operational impact on **how** labels deliver value to artists has changed dramatically and permanently.

*Thank you*  
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