

Independent Artist Music Group (IAMG) NEWSLETTER

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1st 2022 IAMG Meeting



Thank you to those who joined the Independent Artist Facebook Group!

The Independent Artist Music Group (IAMG) kickoff meeting will take place at Gracie's Tax Bar mid-February. This establishment is located at 711 N 7th Ave, Phoenix, AZ 85007. We will be sending out an artists survey this Thursday to determine the best date and time for this kickoff. The meeting will focus on providing interested IAMG members with more details, ask for input and hopefully answer most of your questions about IAMG. Not only will IAMG be looking for suggestions and ideas from those in attendance, but this meeting will be an opportunity to join this project on the ground floor and contribute in a more active role. Lila Sherman, singer from *Sistah Blue* (Arizona Blues Hall of Fame) has become the first to join the IAMG Executive Board. Welcome aboard Lila!!

IAMG is an association to help Independent Artists not only create, produce and write music, but we want to help foster a collaborative environment while helping those small businesses who support our artistic endeavors make a comeback. Many small businesses were devastated by the pandemic and are still reeling from the economic losses.

The Phoenix launch will introduce you to a high-level view of this new and exciting Internet music business model. Once established as a "proof of concept" we look to expand this effort Nationwide. As a consortium, this effort can (and will) evolve into something much bigger. Our main goal is to help musicians earn more money while we support those economic clusters that cater to this community. The focus is on helping artists tap into more than just the "atypical" revenue streams (giggs and events) while providing members with a stronger marketing presence to earn even more money from sponsorship and Internet advertising. What do these economic clusters look like? Any small business that produces or supplies goods, services, or sources of income to the artist community can become a part of this grassroots effort. As such, this cluster will not only include event venues, but music and video streaming portals, marketing and advertising opportunities as well as branding and merchandising.

According to Nielsen SoundScan "On-demand streaming continues to supercharge the U.S. music industry, as there were more than 507 billion on-demand streams in the first half of 2019"! However 88% of the industry was owned and run by the Big 4 (now the Big 3) *: Universal Music Group (29.85%), Sony Music Entertainment (29.29%), Warner Music Group (19.13%), and EMI (9.62%). They control most aspects of the music recording industry. Only 12% of this market place is made up of Independent labels. * Universal Music purchased EMI in 2012

"Get on board the IAMG grassroots peace train movement"



- Grassroot movements are considered bottom-up, rather than top-down efforts
- Grassroots movements are self-organized local-level efforts to encourage other members of the community to participate in activities
- Grassroots movement synergy comes from the ability to harness the efforts of ordinary people whose share in a similar vision

Technology, the Internet, and Social Media has made these types of efforts much easier to accomplish than in the past. The time is now for Independent Artists to change the music industry. Even if this needs to be accomplished one small step at a time.

Independentartistmusicgroup.org

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