

HAVE SOME

CMU

INSIGHTS

WHAT DO MUSIC JOURNALISTS THINK?

- Who we spoke to...
 - Editors of music titles
 - Music editors at non-music titles
 - Staff writers at music titles
 - Freelance music journalists
 - Bloggers

WHAT DO MUSIC JOURNALISTS THINK?

- What they write...

1. Interviews
2. Reviews
3. News
4. Columns

WHAT DO MUSIC JOURNALISTS THINK?

- Do they get paid?
 - Two thirds of respondents did some free journalism work.
 - Though that included for their own sites or blogs.
- How do they make money?
 - Three quarters had other sources of income.
 - Half of those had other media projects.
 - Quarter of those had other music projects.

WHAT DO MUSIC JOURNALISTS THINK?

- The state of music media?
 - 72% said it was harder or much harder to make money from music media today.
 - 68% said it was harder or much harder to make a living out of music journalism today.
 - Though half of respondents were 'optimistic' about the future of music journalism.
 - 20% were 'pessimistic'.

WHAT DO MUSIC JOURNALISTS THINK?

- Viable ways for music media to make money?
 1. Events
 2. Sponsors
 3. Branded content

- Preferred ways for music media to make money?
 1. Banner ads
 2. Subscriptions
 3. Events

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MUSIC JOURNALISTS ON MUSIC PR

- How many music PR emails do you receive a week?
 - 25% said over 1000 per week
 - 32% said 250-1000 per week
- How many of those emails do you read?
 - A third said more than half.
 - But 40% said less than half.
 - And 20% said less than a quarter.

MUSIC JOURNALISTS ON MUSIC PR

- What makes you more likely to open an email?
 1. The individual it is from.
 2. The label it is from.
 3. The PR agency it is from.
 4. An artist I like is listed in the subject line.
 5. The email follows on from a meeting.

MUSIC JOURNALISTS ON MUSIC PR

- How do you prefer to receive pre-release music?
 1. A SoundCloud link.
 2. A link to an MP3.
 3. A physical copy.
- No one said a bespoke promo platform!

MUSIC JOURNALISTS ON MUSIC PR

- What makes you more likely to write about an artist?
 1. A brand new track is online.
 2. An album has been announced.
 3. A brand new video is online.
- Embeddable track is important.
- Attached photo is very important.

MUSIC JOURNALISTS ON MUSIC PR

- How else do you find out about new music?
 1. Blogs
 2. The grapevine
 3. Other media
 4. Gigs/festivals
 5. Social media

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