



THE MUSIC INDUSTRY

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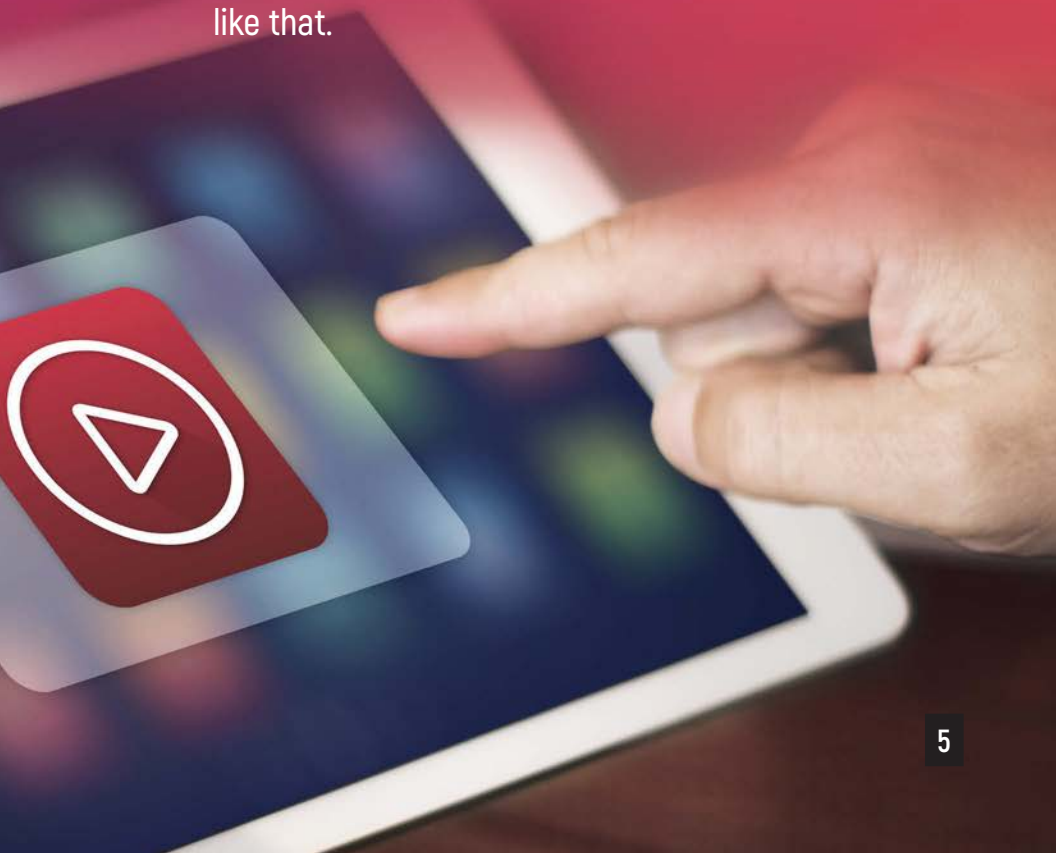
The Meeting

Nick stared at the MySpace page. He put on his big headphones. Then he hit play. The video was blurry. It showed a figure with a guitar. Sound quality was not much better. Static crackled and hissed.

But the voice stopped him. It was powerful. The girl sang softly. Her words were slow and sad. Yet they filled his head like an **orchestra**.

The video ended. Nick hit play again.

His eyes drifted to her profile. The singer was just 18. A high school was listed under her name. She was not what his label was looking for. They signed loud indie rock bands and hip-hop acts. This artist was nothing like that.



Still, he called his manager. "Jonathan? Nick Huggett speaking. There's something I think you should hear."

Nick had expected Jonathan to laugh. Instead, he said to bring the singer in. The meeting happened a few days later. A small group waited in the office. Then the door opened. In walked a teen with bright red hair. Behind her was her mom. Nick smiled. "Welcome to XL Recordings. It's great to finally meet you." He reached out his hand.

The girl looked him in the eye. She shook his hand. "Nice to meet you too. My name is Adele."



FAST FACT: Other stars discovered online include Justin Bieber, who was found on YouTube, and Shawn Mendes, who was discovered on Vine.



ADELE

Finding Talent

Musicians dream of being discovered. Years of practice are put in. In time, their music shines. They want everyone to hear it. Many hope to have a hit song.



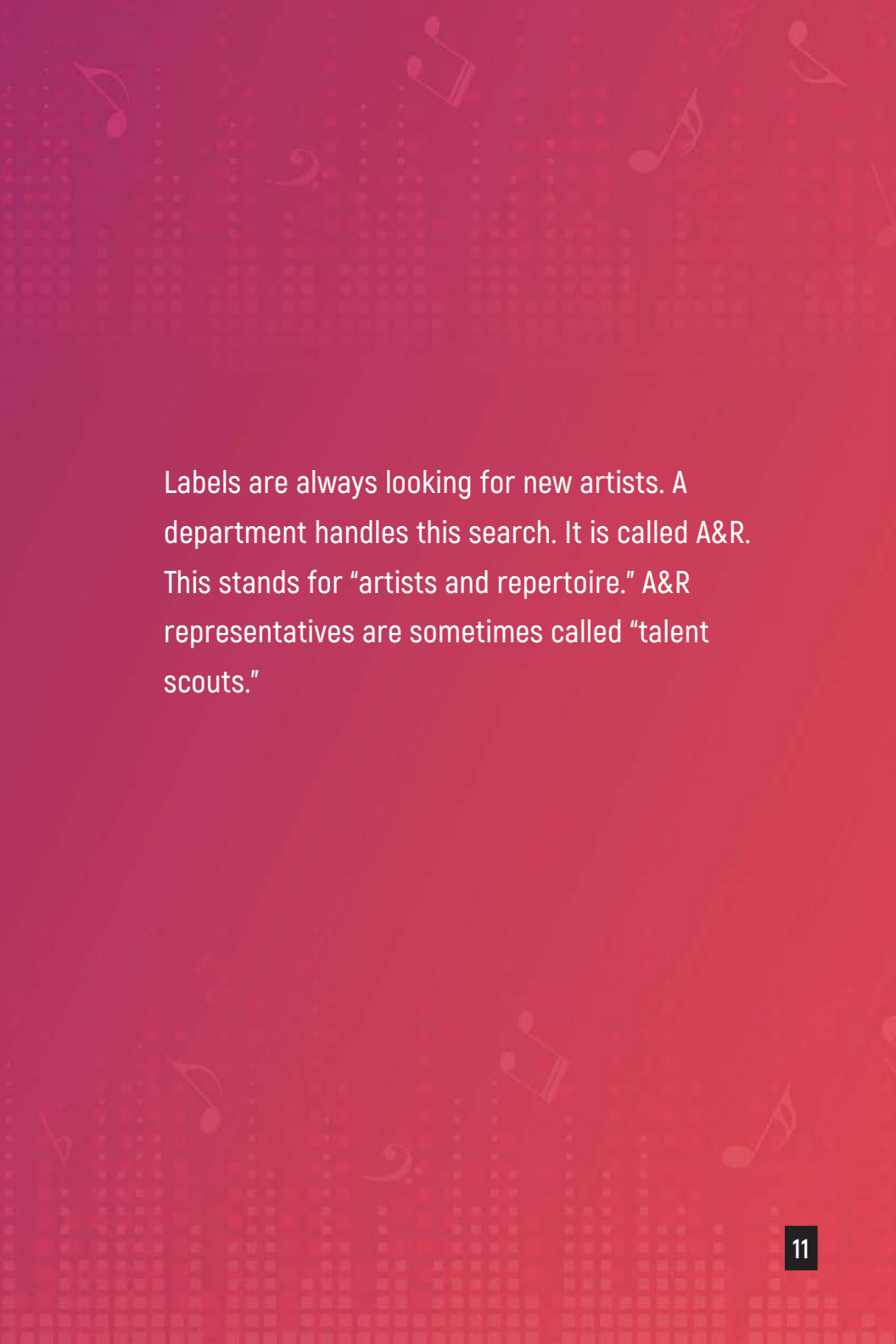
It takes hard work to perfect a song. Skill is needed too. But that is just the start. Getting a song heard by the public takes a big team. These are people who work in the music industry. They have a wide range of jobs. Some make music themselves. Others help with technology. There are sales teams. People work on videos and art. Everyone comes together to make sure songs get heard.



Record Labels

A **record label** manages this work. This is a company that records an artist's music. They also market and sell it. The goal is to get it to stores, radios, and devices. That way it can reach millions of people.

Record companies own the recordings they make. Others have to pay them for copies. They also get paid when the music is streamed. A percent of each sale goes back to the artist. This is known as a **royalty**.

The background is a solid red color with a subtle grid pattern of small white dots. Scattered across the page are several white musical notes, including eighth notes, quarter notes, and a bass clef, some of which are slightly faded or semi-transparent.

Labels are always looking for new artists. A department handles this search. It is called A&R. This stands for "artists and repertoire." A&R representatives are sometimes called "talent scouts."



Scouts go to concerts and clubs. They also search for talent online. Blogs and social media are a place to start. The scouts watch videos and listen to clips. Artists send them **demos** too.

Good scouts know what the public likes. They also learn to trust their gut. Many singers are talented. But only a few have that special something. Scouts have to take risks. A new artist might turn out to be a star. Then the scout gets **credit**. The artist could also flop. If that happens, the scout takes the blame.

Signing an Artist

An artist is invited in to meet the label. Both have a choice to make. Will they work well together? If so, a legal team steps in. Contracts are written up. The artist and label agree on pay. Rules are set by the label. Both parties sign on the dotted line. It is the start of a new relationship.



FAST FACT: Artists are usually paid a lump sum up front, called an advance. Later, the advance is subtracted from their royalties.

A close-up photograph of two hands shaking over a desk. The desk has a contract, a pen, and a smartphone. The word "Contract" is visible on the document.

Contract