

"Artist as entrepreneur and innovator - How management skills and knowledge of new technologies can support an artist's career development

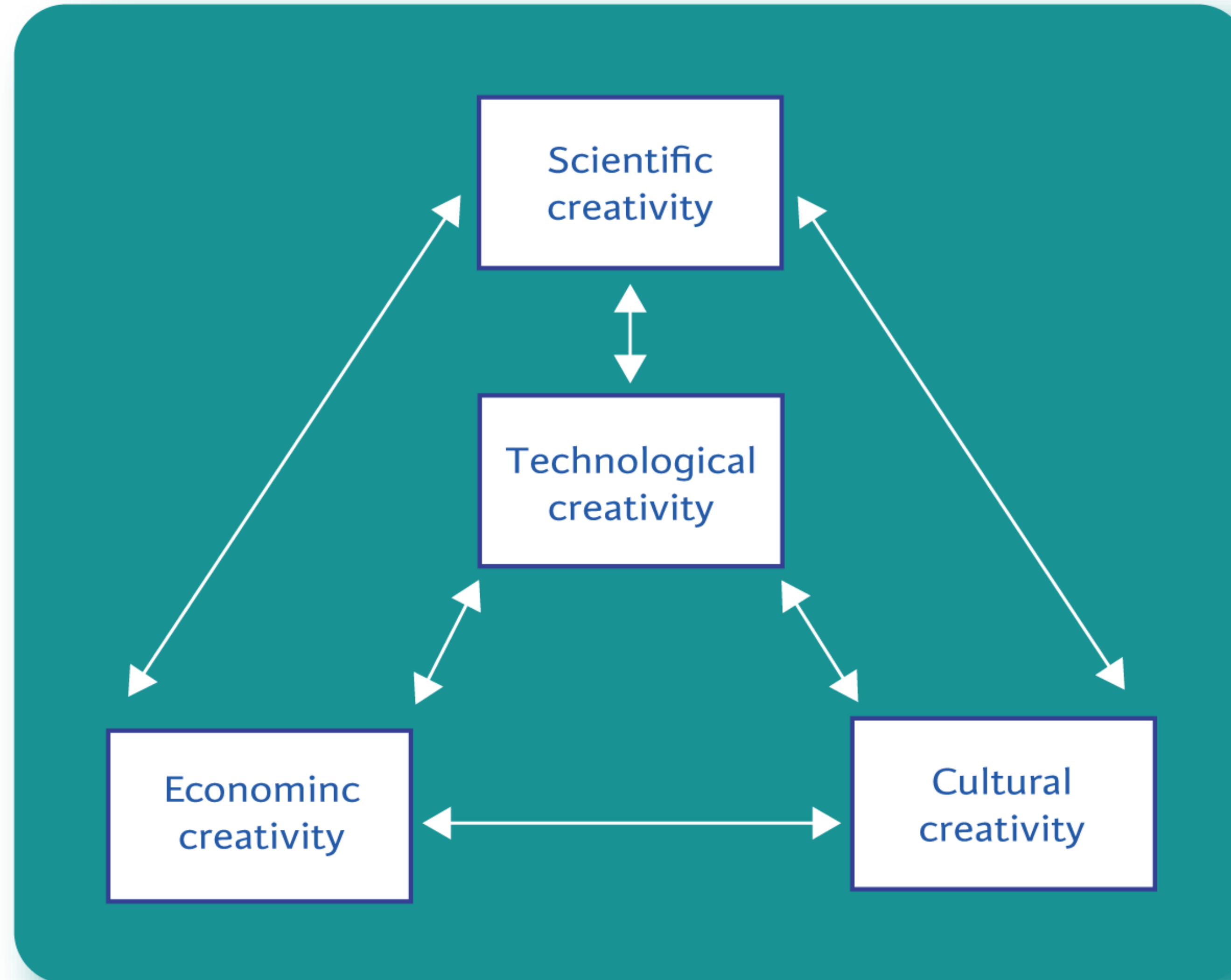
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Creativity

UNACTAD, 2008:

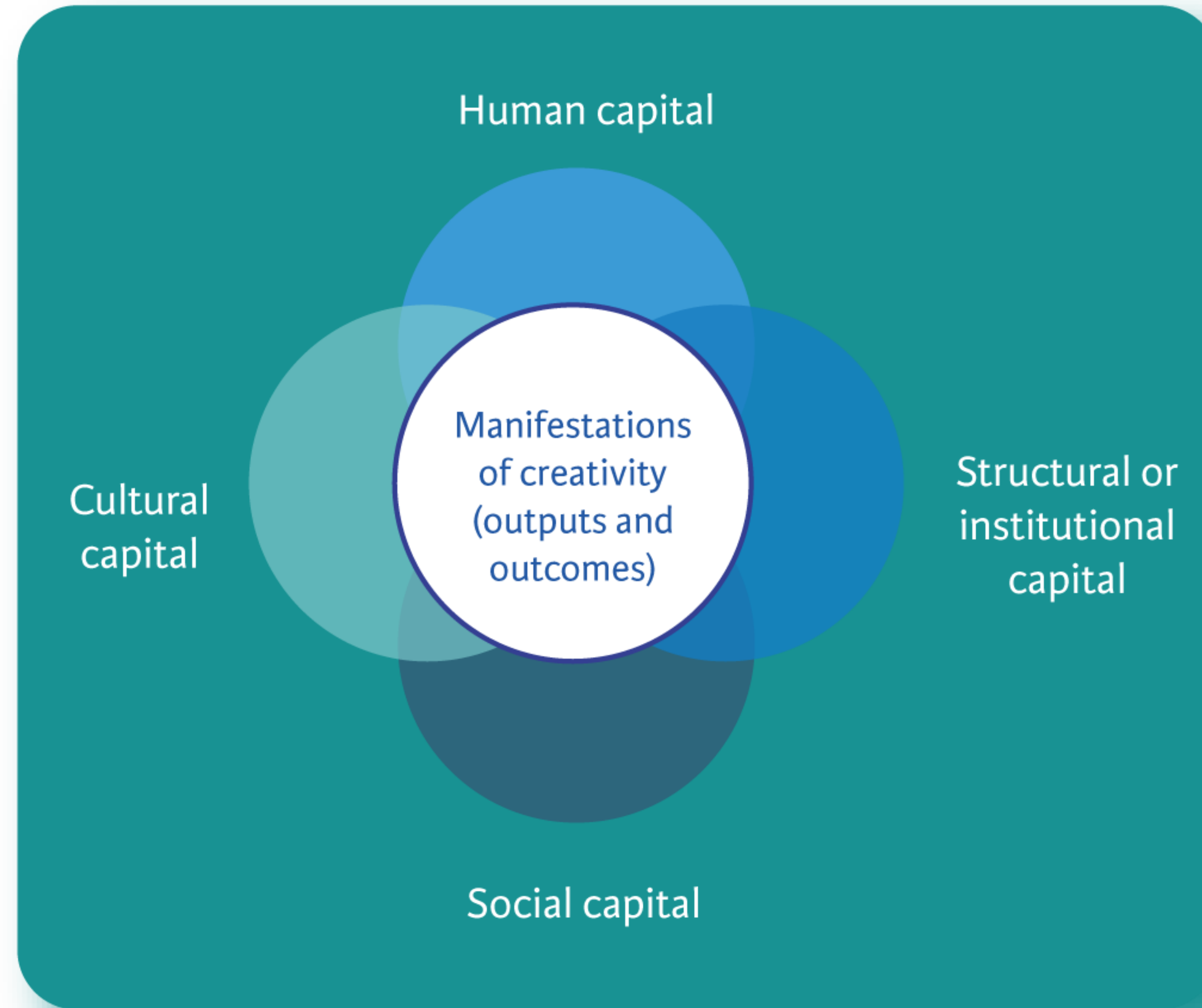
- artistic creativity involves imagination and a capacity to generate original ideas and novel ways of interpreting the world, expressed in text, sound and image;
- creativity involves curiosity and a willingness to experiment and make new connections in problemsolving; and
- economic creativity is a dynamic process leading towards innovation in technology, business practices, marketing, etc., and is closely linked to gaining competitive advantages in the economy.

Creativity in today's economy



Source: KEA European Affairs (2006:42)

Interplay of the 5Cs: Outcomes of creativity + 4 capitals



Source: A Study on Creativity Index, 2005

Entrepreneurship

The role of the entrepreneur is to spot and exploit opportunities to deliver a new good to the market or to implement a new way of doing something

Entrepreneurship is therefore crucial to the functioning of the market and competition.

The **goal of entrepreneurship** in a market economy is economic success

Entrepreneurship

The important characteristics of entrepreneurship are:

- imagination,
- the ability to see and seize opportunities,
- the ability to coordinate the production and distribution of goods and conduct financial affairs

Entrepreneurship can be seen as a form of creativity in the business world

Cultural entrepreneur < > Manager

An entrepreneur is someone who takes on the risk of investments - whether made by other people or with other people

Reasons for artists to be open to entrepreneurship

1. An immanent problem of insufficient funds for culture from public resources, a defective job market for artists, and the necessity to look for ways to realize artistic ambitions on one's own
2. An opportunity for culture and artists:
3. The postulated competencies of the 21st century: creativity, communication, critical thinking, cooperation/cooperation . These competencies are qualities traditionally attributed to artists. They lie at the heart of the creative economy and remind us of the validity of Bourdieu's concept of cultural capital

Category	Entrepreneurial model	Central tenets
Assessing personal qualities	Great Person' School of Entrepreneurship	An entrepreneur that possesses acute intuition and achieves extraordinary things.
	Psychological Characteristics School	Entrepreneurs have unique psychological qualities, values, attitudes and needs.
Recognising opportunities	Classical School of Entrepreneurship	The drive for innovation underpins the entrepreneur's motivations
Acting & managing	Management School of Entrepreneurship	Entrepreneurs take on an economic venture that they assume the risk of, own, organize, and manage.
	Leadership School of Entrepreneurship	Entrepreneurs lead people and can adapt their leadership style to various groups of people.
Reassessing & adapting	Intrapreneurship School of Entrepreneurship	Entrepreneurs that innovate and improve an organizations competitiveness.

Categories of schools of thought about entrepreneurship, corresponding models and tenets

Source: Modified from Cunningham and Lischeron (1991:46-47)

Activities	Characteristics
1) Learning	Experience of a sector; memorized information; use of feedback.
2) Choosing a sector	Interest; motivation; assessment of potential added value for the future
3) Identifying a niche	Care; analytical capacities; precision; target.
4) Recognizing and developing an entrepreneurial opportunity	Originality; differentiation; creativity; intuition; initiative; culture that values innovation.
5) Visualizing projectively	Ability to dream realistically; conceptual skills; systemic thinking; anticipation; foresight; ability to set goals and objectives; visioning.
6) Managing risk	Thriftiness; security; conservatism; moderate risk-taker; ability to tolerate uncertainty and ambiguity; independence.
7) Designing (products, services, organizations)	Imagination; problem-solving skills.
8) Committing to action	Self-confidence related to clearly defined identity; long-term commitment; hard-worker; energy; result orientation; decision-making; passion; locus-of-control; determination; perseverance; tenacity.
9) Using resources	Resourcefulness; coordination; control.
10) Building relations systems	Networking skills; flexibility; empathy; listening and communication skills; use of mentors; vision
11) Managing - sales; negotiations; people - and delegating	Versatility; adaptability; capacity to design tasks; ability to trust.
12) Developing	Leadership; seeks challenges.

Activities and characteristics often attributed to entrepreneurs

Source: Filion, L.J. (2011: 6)

An entrepreneurial artist (artist-entrepreneur) is an artist who, in order to realize his/her artistic ambitions, takes the risk of running a business (in various forms).

„Innovation is needed as much by the economy as by society. Innovation and entrepreneurship introduce change step by step, they are not planned, they focus on opportunities and needs”

P. Drucker, Innovation and Entrepreneurship

Clarification of terminology



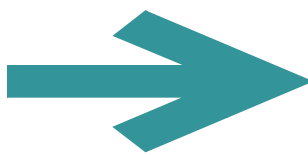
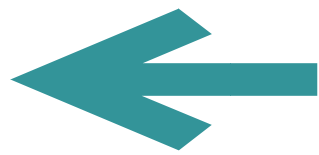
Publisher - music publisher or record label?

Producer- record label or music producer?



Copyright flow scheme in music work/recording

Neighbouring Rights:
Master rights owner,
record label



Neighbouring Rights:
performing artists
(singer, violinist,
conductor)



Author's rights:
composer, lyricist



Copyright flow scheme in music work/recording

	Composer	Performing artist	Master rights owner
Public performance (live shows)	ZAiKS,GEMA. ASCAP, SACEM, PRS for Music	Event organiser	Not applicable, because there is no recording
Broadcasting, rebroadcasting	ZAiKS,GEMA etc.	STOART, SAWP, PPL, GVL	ZPAV, PPL, GVL
Public Playback (stores, restaurants, hotels)	ZAiKS,GEMA etc.	STOART, SAWP, PPL, GVL	ZPAV, PPL, GVL
Movie Theatres (music in film)	ZAiKS,GEMA etc.	STOART, SAWP, PPL, GVL	ZPAV, PPL, GVL
Zwielokrotnianie (płyty)	ZAiKS,GEMA etc. (or Master rights owner)	Master rights owner	Stores, physical distributors
Streaming Services (Spotify, Deezer, Tidal, YouTube)	ZAiKS,GEMA etc.	Master rights owner	Majors labels directly from services, Indies from digital distributors

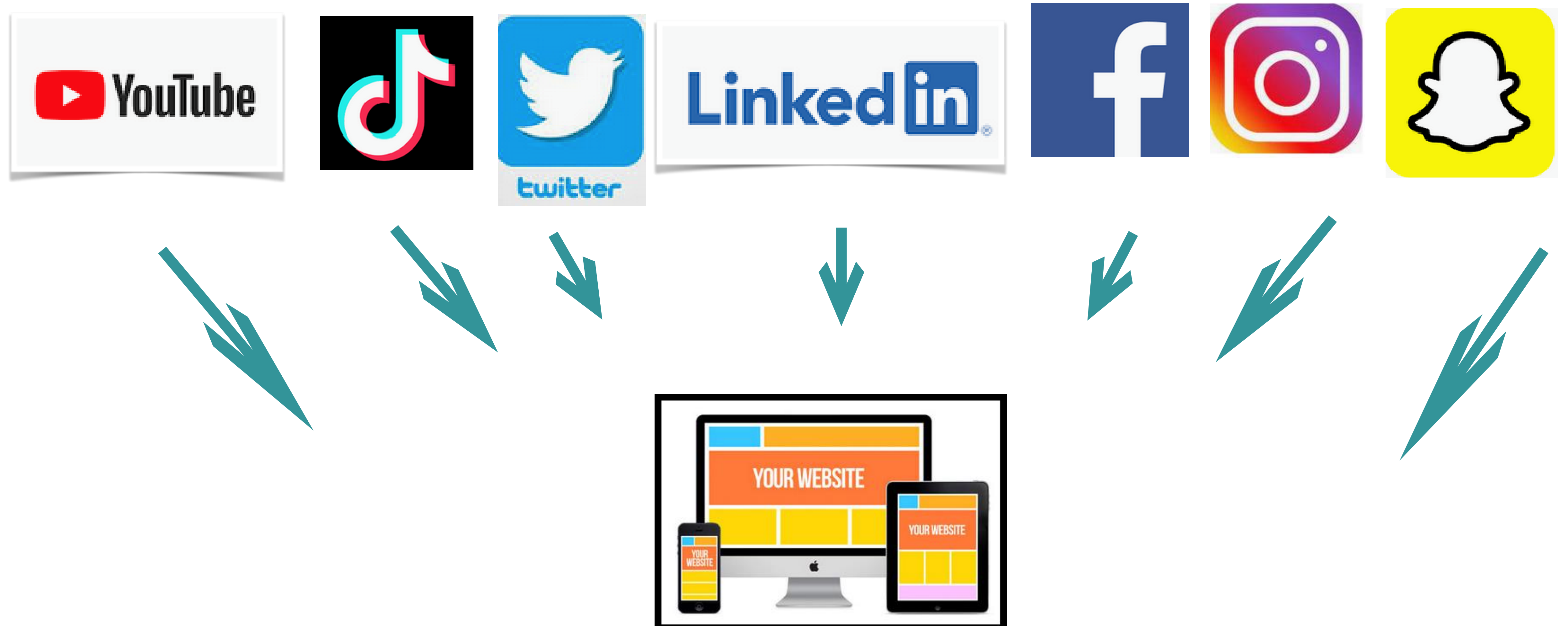
How does marketing flows?

The artist's most important touchpoint



How does marketing flows?

The artist's most important touchpoint





Become a Councilor

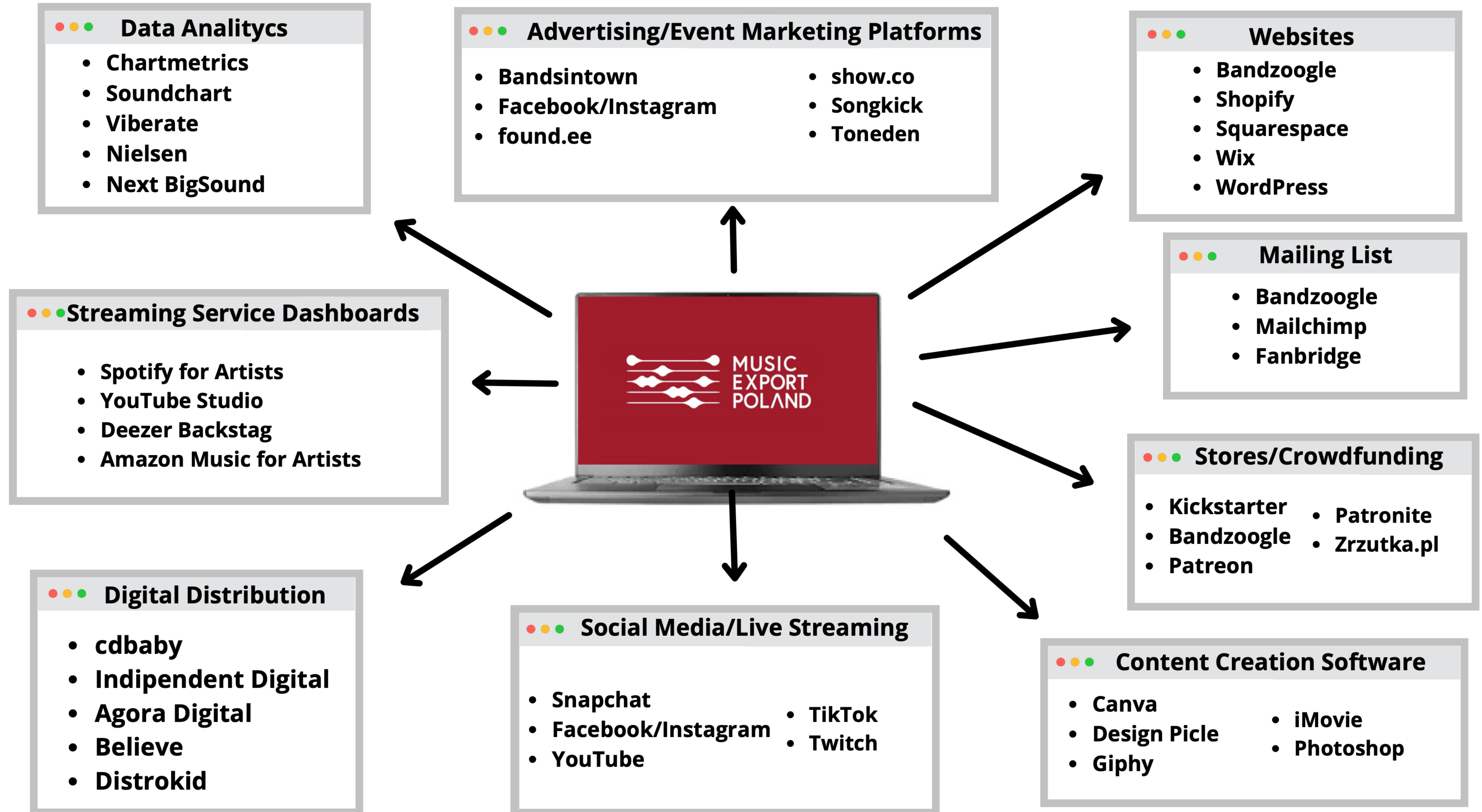
SIGN UP AND RECEIVE A FREE SONG ALONG WITH EXCLUSIVE CONTENT

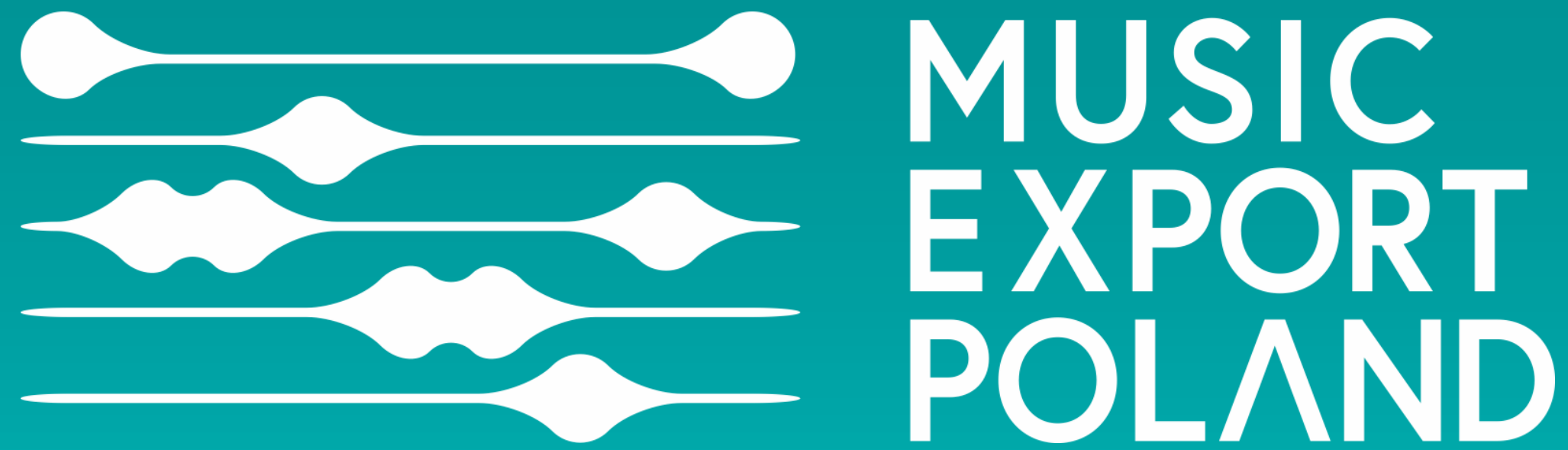
Your email

SIGN UP

<https://councilband.com/home>

Your music marketing toolset





Thank you!

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