

# **Connecting students interests, teachers requirements and the the needs of the ever changing music business**

**An Open Floor Discussion  
Harry Lund and Sam van den Heuvel**

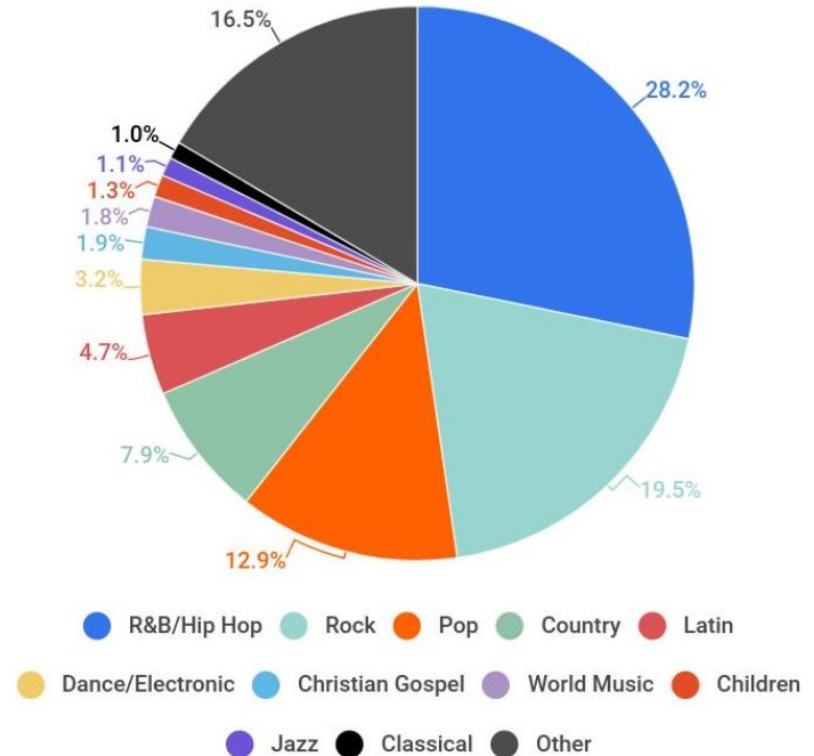
## ANNUAL GLOBAL MUSIC INDUSTRY REVENUE OVER TIME

Year	Revenue
2020	\$59.48 billion
2019	\$56.74 billion
2018	\$53.77 billion
2017	\$50.88 billion
2016	\$48.23 billion
2015	\$46.01 billion
2014	\$44.87 billion
2013	\$45 billion
2012	\$45.5 billion

## ANNUAL GLOBAL MUSIC INDUSTRY REVENUE BY PHYSICAL SALES OVER TIME

Year	Annual Revenue
2020	\$4.3 billion
2019	\$4.5 billion
2018	\$4.7 billion
2017	\$5.2 billion
2016	\$5.6 billion
2015	\$5.8 billion
2014	\$6.0 billion
2013	\$6.8 billion
2012	\$7.6 billion

## U.S. MUSIC GENRE POPULARITY BY VOLUME OF SALES



**Student**

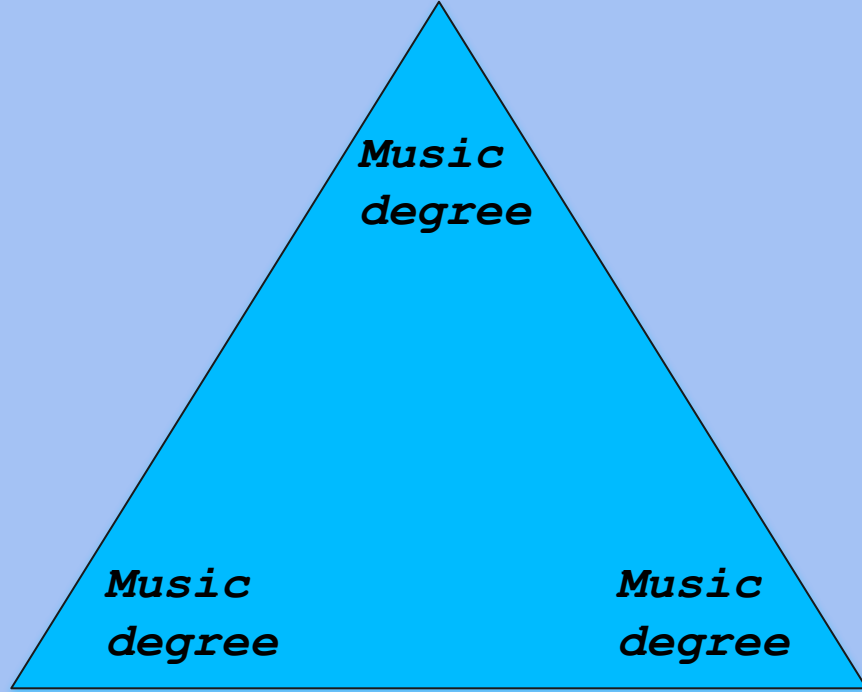
*Music  
degree*

*Music  
degree*

*Music  
degree*

**Music  
Industry**

**Teacher  
(/institution)**





# **The Students Perspective**

**What is the most important thing to learn in a conservatory according to you?**

**Do you think your teacher agrees?**

# The Students Perspective

**“The marketing lessons  
are a bit out-dated”**

**“I expect a  
diverse  
representation in  
the staff”**

**“Realising how to find a balance  
between different income  
sources as a musician”**

**“Musical  
skills”**

**“How to  
practice  
efficiently”**

**“Different conservatories  
have different amounts of  
side subjects. They both  
have advantages.”**

**“I want to write  
music, but I  
understand why  
creating music is not  
a big part of the  
curriculum”**



# **The Teachers Perspective**

**What is the most important thing to teach in a conservatory according to you?**

**Do you think your student agrees?**

# The Teachers Perspective

**“The order to learn is  
Imitation, Assimilation, Innovation”**

**“I always ask the student what  
they want to learn”**

**“I want the  
student to  
find their  
‘inner flame’”**

**“Musical  
skills”**

**“There is always a  
(small) gap between  
the wishes of the  
student and  
teacher”**

**“There should never  
be a gap between  
the wishes of the  
student and  
teacher”**

**“Student and teacher  
have a shared  
ownership over the  
lesson”**



# **The music business perspective**

**How many percent of the conservatory alumni work professionally in music?**



## Labor market information

Nationally for Music studies



**66%**

of workers found a job at  
the right level



**53%**

found a job within the  
field of study



**€1,500**

gross starting salary  
based on 29 hours per  
week



**2%**

is unemployed

## Most chosen professions

Musicians, singers and composers 35%

Music teachers (private) 19%

Art teachers (private) 5%

Image and sound technicians for radio and  
television 4%

Catering staff 4%

[+ More](#)

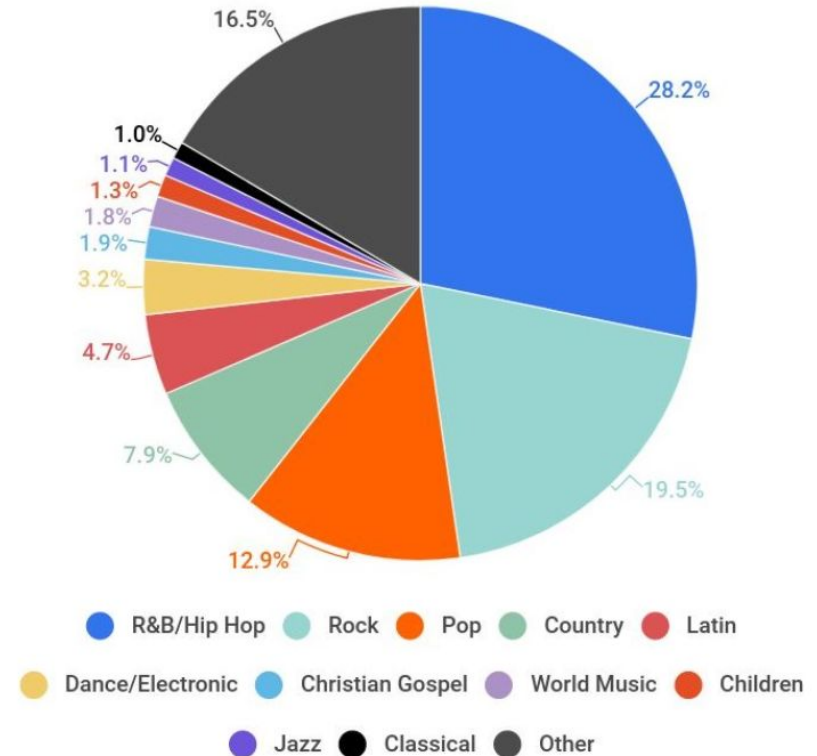
## ANNUAL GLOBAL MUSIC INDUSTRY REVENUE OVER TIME

Year	Revenue
2020	\$59.48 billion
2019	\$56.74 billion
2018	\$53.77 billion
2017	\$50.88 billion
2016	\$48.23 billion
2015	\$46.01 billion
2014	\$44.87 billion
2013	\$45 billion
2012	\$45.5 billion

## ANNUAL GLOBAL MUSIC INDUSTRY REVENUE BY PHYSICAL SALES OVER TIME

Year	Annual Revenue
2020	\$4.3 billion
2019	\$4.5 billion
2018	\$4.7 billion
2017	\$5.2 billion
2016	\$5.6 billion
2015	\$5.8 billion
2014	\$6.0 billion
2013	\$6.8 billion
2012	\$7.6 billion

## U.S. MUSIC GENRE POPULARITY BY VOLUME OF SALES



Source: <https://www.zippia.com/advice/music-industry-statistics/>

# **How can we connect students interests, teachers requirements and the the needs of the ever changing music business?**

**Do you experience a gap  
between what you learn/teach in  
conservatory and what you are  
doing as a working musician?**

**...If so, what can we do  
about it?**

**How can we find a  
balance between  
innovating our  
teaching/curricula yet  
conserving musical  
traditions?**