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## Music Streaming: Artists, Labels, and Revenue

Ronald Sanders

Utah State University, a02337080@aggies.usu.edu

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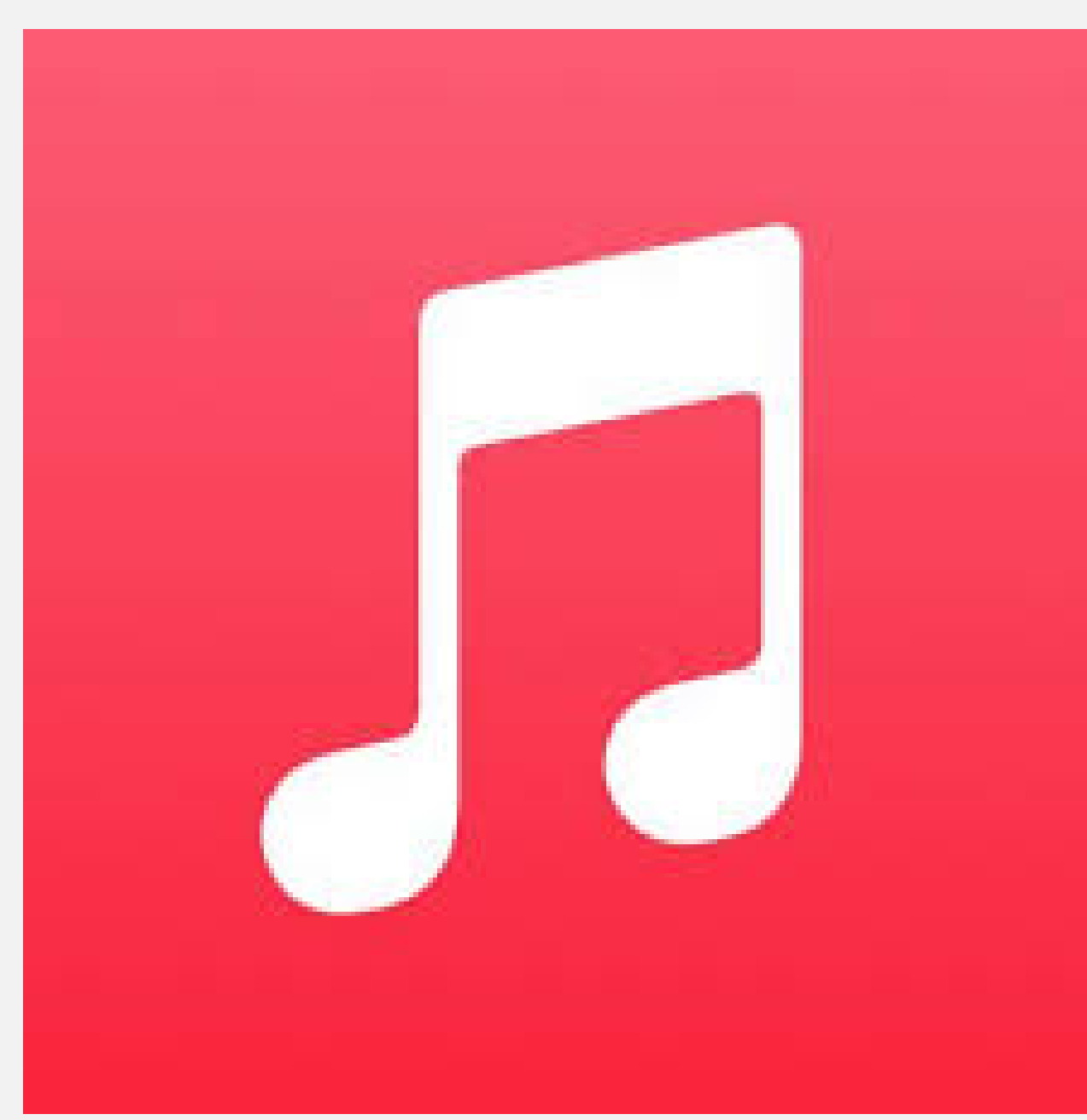
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# Music Streaming

## Artists, Labels, and Revenue



Ronald Sanders  
Utah State University

Cree Taylor  
Utah State University

### Research Method

I used my student resources and the internet to find perspectives on the issue. I used multiple articles, some including perspectives directly from artists about the streaming model.

### Results

My research led me to believe that the main problem with the streaming model isn't streaming itself, but the greed of the music labels. If an artist is signed to a label, the revenue gets distributed through the label first, and that mostly leaves the artist with pennies on the dollar.

### Introduction

The music industry has magic in its pocket with streaming services. Streaming services are the new normal and music is now the most accessible and affordable it's ever been for consumers. With these great features comes some problematic elements as well.

- Streams don't generate enough revenue
- Algorithms negatively affect small artists.
- Artists have many grievances with streaming.
- Labels take too much revenue.

PPS(Pay Per Stream) shows the amount of money artists make from one stream of a song. This chart shows a comparison of the PPS of each streaming service as well as how many streams it takes for an artist to make a single dollar. (Clark, 2022) →

The majority of musicians can't make a living off their art. The biggest artists make a lot of money from streaming, but small artists get the short end of the stick when it comes to revenue from streaming. Only about 0.4% of musicians make a livable wage from streaming revenue. (Heanue, 2022)

| Streaming service | Pay-per-stream (PPS) | Streams needed to make \$1 |
|-------------------|----------------------|----------------------------|
| Napster           | \$0.0188             | 53                         |
| TIDAL             | \$0.0125             | 80                         |
| YouTube Music *   | \$0.0080             | 125                        |
| Apple Music       | \$0.0073             | 136                        |
| Deezer            | \$0.0067             | 148                        |
| Google Play       | \$0.0067             | 148                        |
| Spotify           | \$0.0043             | 229                        |
| Amazon Music      | \$0.0040             | 249                        |
| SoundCloud        | \$0.0023             | 435                        |
| Pandora           | \$0.0013             | 750                        |

### Thesis

There needs to be drastic change in the streaming model to better benefit artists.

### My paper and references



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### Conclusion

Everybody listens to music. When the most popular medium for music is insufficient for the artists, there will be consequences eventually.

At first, I saw the streaming service companies as the source of the problem but doing further research showed me that the labels cause more problems with revenue.

- The best current solution to this problem is to switch to a streaming service that provides more revenue per stream. Labels have a lot of control, but if we try to be ethical with our music consumption, we can make a difference.
- With streaming on the rise, more independent artists are making waves with their music. If artists are independent, they receive a higher cut of revenue. Hopefully in the future, labels will not be as dominant.

