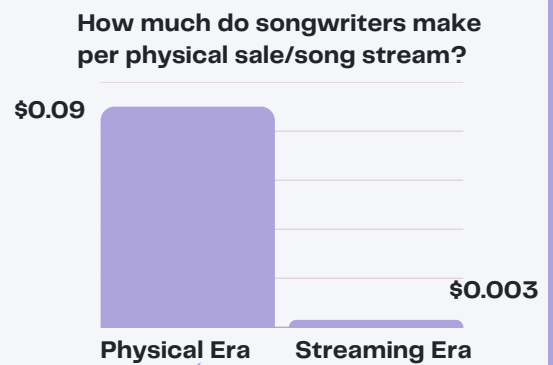


Streaming vs. Songwriters

How the era of digital streaming is impacting songwriters' pay.

ROYALTY EARNINGS: STREAMING VS PHYSICAL

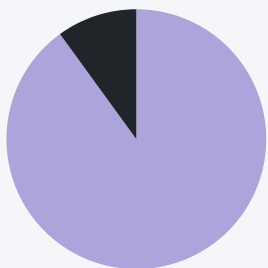
In the physical era, songwriters saw more revenue earning **\$0.09 per song from physical sales**. In the age of streaming, this number is now **\$0.003 per stream**.



HOW STREAMING PAYS SONGWRITERS:

Songwriters

10%



Other contributors
90%

Songwriters typically only earn about **10%-15% of the total revenue generated** from their work. The other **90% goes towards other contributors** to the overall product such as labels, publishers and DSPs.

HOW MANY STREAMS TO MAKE \$1?

- On average, it takes **350 streams** to make **\$1** as a songwriter.
- About **2 million streams** to make **\$5,000** (before co-writing splits).
- Independent songwriters **struggle to make a full-time wage**.

The Lopsided Music Streaming Model

Average amount of streams needed to reach payout of \$1*



Estimated paying subscribers (in millions)



* Based on weighted averages of per-play rates.
Sources: Digital Music News, The Trichordist, Forbes



statista

WHAT CAN BE DONE?

- **Promote transparency** in royalty distribution.
- Increase songwriter royalty rates through **lobbying and policy reform**.
- **Educate creators** on royalty discrepancies.

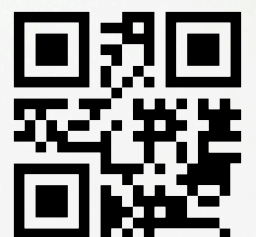
WHAT VFC IS DOING:

- Advocating for **higher streaming royalty rates**.
- Providing **legal & financial education** for members.
- Creating a **network for songwriter support & activism**.



**JOIN THE MOVEMENT:
BECOME A VFC MEMBER
TODAY!**

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References:

Passman, Donald S. All You Need to Know About the Music Business. 10th ed., Simon & Schuster, 2019.

"The Lopsided Music Streaming Model." Statista.

<https://www.statista.com/chart/26100/average-amount-of-streams-needed-to-reach-payout-of-dollar1/>