

21st-Century Music Industry and Young Composers

Your Name:

1. Which of these factors has significantly reshaped music discovery and consumption in the 21st century?

- ☐ A. Streaming platforms and social media
 - ☐ B. The rise of physical music sales
 - ☐ C. The decline of live performance venues
 - ☐ D. Increased importance of radio airplay
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2. The LSO's scheme for young composers is exclusively open to individuals with extensive traditional classical music notation skills.

- ☐ A. True
 - ☐ B. False
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3. Name two types of income streams for artists mentioned besides streaming platform payouts.

4. Streaming platforms often favor 'playlist-friendly' music, which typically includes shorter, catchy, and often tracks.

5. Match the following artist income streams with their descriptions:

- | | | |
|--------------------------|-------------|---|
| 1. Mechanical Royalties | <div></div> | A. Income from radio play and public venues |
| 2. Performance Royalties | <div></div> | B. Income from streaming and physical sales |
| 3. Sync Royalties | <div></div> | C. Income from licensing music for film or TV |
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6. What is a '360 deal' in the music industry?

- ☐ A. A partnership focused solely on distributing music digitally.
 - ☐ B. An agreement for artists to own all their masters.
 - ☐ C. A deal where artists receive all royalties upfront.
 - ☐ D. A contract where the label recoups advances from all artist income streams.
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7. Independent artists typically earn a large percentage of their income directly from streaming apps.

- ☐ A. True
 - ☐ B. False
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8. What is the primary benefit for an artist of retaining ownership of their masters?

9. The strategy of adapting a single piece of creative work into multiple formats for various platforms is known as

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10. How have algorithms on streaming platforms influenced music composition?

- ☐ A. They prioritize niche genres over popular ones.
- ☐ B. They promote intricate lyrical content over melody.
- ☐ C. They favor music that is shareable and trend-worthy.
- ☐ D. They encourage longer, complex compositions.

11. Social media platforms like TikTok have primarily impacted music only through direct sales.

- ☐ A. True
- ☐ B. False

12. What kind of experience is the LSO's young composers' scheme ideal for?

13. In a traditional record deal, an advance paid to the artist is typically recoupable only from

14. Match the 21st-century artist to their celebrated genre influence:

1. Taylor Swift A. Pop/R&B
2. Beyoncé B. Hip-hop
3. Kanye West C. Pop/Country
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15. What is a core component of the LSO's year-long program for young composers?

- ☐ A. Providing extensive financial grants.
- ☐ B. Focusing solely on Baroque music techniques.
- ☐ C. Strict adherence to traditional notation methods.
- ☐ D. Full-orchestra workshops for real-time experimentation.
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16. Live performances are generally considered an expense for artists and do not contribute to fan base growth.

- ☐ A. True
- ☐ B. False
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17. How do LSO musicians demonstrate their commitment during the young composers' workshops?

18. The modern musical landscape sees dominant influences from genres like pop, R&B, hip-hop, country, and Latin, with genre becoming fluid.

19. Match the content repurposing example to its platform:

1. 30-second clips

A. Patreon

2. Longer video segments

B. TikTok/Instagram Shorts

3. Full concert recording

C. YouTube

20. Why do streaming platforms favor shorter, catchy songs?

- ☐ A. They reduce data usage for listeners.
 - ☐ B. They are easier to produce.
 - ☐ C. They maximize listener retention and potential revenue.
 - ☐ D. They appeal more to older demographics.
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21. Recycling content for musicians means creating entirely new material for each platform.

- ☐ A. True
 - ☐ B. False
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22. What type of deal allows artists to retain ownership of their masters and a larger share of royalties?

23. An artist's advance in a 360 deal is often recouped from all artist income streams, which can leave them feeling to the label.

24. Which of these is NOT typically a source of diversified income for independent artists?

- ☐ A. Significant streaming platform royalties for every stream
 - ☐ B. Selling arrangements of popular songs
 - ☐ C. Brand deals through social media
 - ☐ D. Patreon subscriptions
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25. The LSO's scheme focuses exclusively on classically trained composers with extensive orchestral experience.

- ☐ A. True
 - ☐ B. False
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26. What did the Podcast highlight about 21st-century artists like Kanye West, Beyoncé, and Taylor Swift?

27. The LSO's composers' program provides participants with individual to support their development.

28. What is a main reason for artists to adapt their styles to algorithmic preferences?

- ☐ A. To cater primarily to physical album buyers.
 - ☐ B. To maximize revenue and visibility.
 - ☐ C. To avoid traditional record labels.
 - ☐ D. To shorten their creative process.
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29. Maintaining control over copyrights and masters is less important for artists in the current music landscape.

- ☐ A. True
 - ☐ B. False
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30. Why would an artist use platforms like Patreon for content distribution?

31. Social media has democratized music discovery, allowing artists to go viral overnight, directly influencing performance.

32. What financial risk do record labels argue they take when offering a traditional deal to an artist?

- ☐ A. The risk of overpaying for studio time.
 - ☐ B. Significant upfront financial risks with advances.
 - ☐ C. Risk of artists changing genres unexpectedly.
 - ☐ D. The cost of international touring for the artist.
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33. The LSO scheme emphasizes talent and potential over traditional training.

- ☐ A. True
 - ☐ B. False
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34. What is the role of BMI in an artist's income stream?

35. Many independent artists diversify their income streams by teaching, whether through live sessions or courses.

36. What kind of feedback do young composers receive during LSO workshops?

- ☐ A. Real-time experimentation and feedback from the full orchestra.
 - ☐ B. Automated scoring based on compositional rules.
 - ☐ C. Historical analysis of their compositions.
 - ☐ D. Written critiques from music critics.
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37. A \$1 million advance in a 360 deal might mean an artist needs to generate \$1 million in revenue before receiving royalties.

- ☐ A. True
 - ☐ B. False
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38. How does 'recycling content' help musicians optimize their effort?

39. The ability of an artist to monetize their work more directly and build continuous income streams largely depends on retaining ownership of their

40. What is the primary argument labels use to justify 360 deals?

- ☐ A. They involve significant upfront financial risks.
 - ☐ B. They ensure artists always retain copyright.
 - ☐ C. They lead to higher physical album sales.
 - ☐ D. They allow for greater artistic freedom.
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41. The Podcast suggests that major label artists typically receive more than 20% of their income from streaming apps.

- ☐ A. True
 - ☐ B. False
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