

Assessment of Ariana Grande's

Primary & Ancillary Revenue Streams + Benefits

Ariana Grande is an American pop singer and actress, known for her four-octave range. She began her career at age 15 on Broadway and soon after moved into the realm of TV. She signed with Republic Records in 2011 and debuted her first studio album in 2013. She has won several awards, had appeared as a coach on *The Voice*, and has since returned to her Broadway roots in the movie musical "Wicked".

Her career seems to span mediums which makes her a great candidate for an assessment of revenue streams and benefits. Plus, I personally am a fan. The goal of this assessment is to provide other artists ideas of where they might expand their careers to earn more doing what they love.

My approach to this assessment is to first get a lay of the land regarding the different activities and opportunities that Ariana might have to earn money or receive career benefits from. I will do so in a Q&A format. Then, I will organize and provide an educated guess based on research as to what her primary and ancillary revenue streams plus benefits might be.

A Lay of the Land - Ariana's Land

Does Ariana write her own songs/music/lyrics? She does, not just for her own recordings but for other artists as well.¹ Not all songs may be the right fit for you as a performing artist and it enables your music to reach new audiences when one expands beyond his or her own. The writer will still get a share of the royalties even if not the performing artist for the song.

¹ Benitez-Eves, T., & Benitez-Eves, T. (2023, June 4). *5 Songs You Didn't Know Ariana Grande Wrote for Other Artists*. American Songwriter. <https://americansongwriter.com/5-songs-you-didnt-know-ariana-grande-wrote-for-other-artists/>

Where is Ariana registered? Her current affiliation is with SESAC, IPI# 664244638. This is important so that she can track performance of her music and get paid accordingly.

How big is her song catalog? 106 works. It's a decent size.

Is she self-published? If not, who is her publisher? Universal Music Publishing Group. While she may not have the time to publish herself, for early-stage artists, it could benefit to have one's own publishing company so you get publishing share of royalties along with your writer's share.

Are any of these songs licensed for us in TV, movies or ads? Yes. Please see a rundown below.

TV Shows:

- "Victorious" - As a main cast member, her songs from the show and soundtrack were prominently featured.
- "Scream Queens" - Some of her music was played during her appearances.
- "Glee" - Her song "Problem" was covered in the show.
- "Riverdale" - Her song "thank u, next" was featured in an episode.

Films:

- "Sing" (2016) - Her song "Faith" (with Stevie Wonder) was part of the soundtrack.
- "Charlie's Angels" (2019) - She contributed several songs to the soundtrack, including "Don't Call Me Angel" (with Miley Cyrus and Lana Del Rey).

Games:

- "Final Fantasy Brave Exvius" - She had a character based on her, and her song "Touch It" was featured in the game.

Advertisements:

- T-Mobile - Her song "Problem" was used in a commercial.
- Apple - Her song "Focus" was featured in an Apple Music commercial.
- Reebok - She partnered with Reebok for an advertising campaign.

Have any of these songs received significant commercial airplay? Most certainly, see below.

"Problem" (featuring Iggy Azalea)

- Reached #2 on the Billboard Hot 100.
- Reached the top of the Billboard Mainstream Top 40 (Pop Songs) chart.
- Received massive airplay across various radio formats.

"Break Free" (featuring Zedd)

- Reached #4 on the Billboard Hot 100.
- Achieved substantial airplay on pop and dance radio stations.

"Bang Bang" (with Jessie J and Nicki Minaj)

- Reached #3 on the Billboard Hot 100.
- Dominated airplay on both pop and rhythmic radio formats.

"Love Me Harder" (with The Weeknd)

- Reached #7 on the Billboard Hot 100.
- Gained significant airplay on pop and R&B radio stations.

"One Last Time"

- Reached #13 on the Billboard Hot 100.
- Enjoyed heavy rotation on pop radio.

"Side to Side" (featuring Nicki Minaj)

- Reached #4 on the Billboard Hot 100.
- Frequently played on pop and rhythmic radio stations.

"No Tears Left to Cry"

- Reached #3 on the Billboard Hot 100.
- High airplay on pop radio.

"God Is a Woman"

- Peaked at number 8 on the Billboard Hot 100.
- Strong airplay on pop and adult contemporary radio.

"7 Rings"

- Peaked at number 1 on the Billboard Hot 100.
- Massive airplay across pop, rhythmic, and urban radio formats.

"Thank U, Next"

- Peaked at number 1 on the Billboard Hot 100.
- Dominated airplay on pop and rhythmic radio.

Are any of these songs available as sheet music? Absolutely, see below some of the providers of Ariana Grande sheet music.

Online Sheet Music Retailers:

- MusicNotes - Offers a wide range of Ariana Grande's songs, including "7 Rings," "Thank U, Next," "No Tears Left to Cry," and many more. They provide sheet music for piano, guitar, and vocal arrangements.

- Sheet Music Plus - Another extensive source where you can find sheet music for songs like "God Is a Woman," "Side to Side," "Break Free," and others.
- Hal Leonard - Publishes sheet music books and individual song sheets for many of her hits. They often have arrangements for various instruments.

Books and Collections:

- "Ariana Grande - The Best" - A compilation book available from Hal Leonard that includes sheet music for some of her biggest hits.
- "Ariana Grande - My Everything" - A book specifically for her "My Everything" album, featuring sheet music for all the songs from that album.

Digital Platforms:

- Amazon Kindle Store - Offers digital sheet music and books for various Ariana Grande songs.
- Sheet Music Direct - Provides digital sheet music that can be viewed on tablets and computers, allowing for easy access and portability.

Has someone else done a cover of Ariana's songs? Were they well-known or sell a lot of records?

I would say a few at least were pretty well-known artists. They also did so in different settings or for different medium opportunities. See below.

TV Shows and Competitions:

- **"Glee"** - The cast covered "Problem" in one of the episodes.
- **"The Voice"** - Contestants have performed several of Ariana's songs, including "Problem," "Dangerous Woman," and "No Tears Left to Cry."
- **"American Idol"** - Contestants have also covered her songs like "Almost Is Never Enough" and "Side to Side."

YouTube and Online Platforms:

- **Kurt Hugo Schneider** - A popular YouTuber known for his musical covers has done several Ariana Grande songs, including "Problem" and "Break Free."
- **Pentatonix** - The a cappella group has covered "Problem" in their unique style.
- **Sam Tsui** - A well-known YouTuber has covered several of her songs, including "Love Me Harder" and "One Last Time."

Live Performances:

- **Halsey** - Covered "Love Me Harder" during live performances.
- **Kelly Clarkson** - Covered "Imagine" during her talk show, "The Kelly Clarkson Show."
- **Miley Cyrus** - Performed "No Tears Left to Cry" during a live concert.

Albums and Studio Recordings:

- **Pop Goes Punk** - The album series features punk rock covers of popular songs, including Ariana Grande's hits like "Problem."
- **Boyce Avenue** - This band is known for their acoustic covers of popular songs and has covered "Problem" and "One Last Time."

How many records has the artist released?

Ariana Grande has released six studio albums, one compilation album, one live album, and several extended plays (EPs). Here is a detailed list of her releases:

Studio Albums:

- **Yours Truly** (2013)
- **My Everything** (2014)
- **Dangerous Woman** (2016)
- **Sweetener** (2018)
- **Thank U, Next** (2019)
- **Positions** (2020)

Compilation Album:

- **The Best** (2017) - This album was primarily released in Japan and includes a selection of her hits.

Live Album:

- **k bye for now (swt live)** (2019) - A live album featuring performances from her Sweetener World Tour.

Extended Plays (EPs):

- **Christmas Kisses** (2013) - A holiday-themed EP.
- **Christmas & Chill** (2015) - Another holiday-themed EP.

Have any of these records sold well? I'd say so. You can sometimes tell by a certain award or ranking roughly how much a record made to hit that mark.

Studio Albums:

- **Yours Truly** (2013)
 - Sales: 600,000+ copies in the U.S.
 - Certifications: Platinum by the RIAA.
- **My Everything** (2014)
 - Sales: 1.1M+ copies in the U.S.
 - Certifications: Platinum by the RIAA.
- **Dangerous Woman** (2016)
 - Sales: 1M+ copies in the U.S.
 - Certifications: Platinum by the RIAA.
- **Sweetener** (2018)
 - Sales: 1M+ copies in the U.S.
 - Certifications: Platinum by the RIAA.
- **Thank U, Next** (2019)
 - Sales: 1M+ copies in the U.S.
 - Certifications: Platinum by the RIAA.
- **Positions** (2020)

- Sales: Around 500,000 copies in the U.S.
- Certifications: Platinum by the RIAA.

Compilation Album:

- **The Best** (2017)
 - Sales: Specific figures not widely available, but performed well in Japan.

Live Album:

- **k bye for now (swt live)** (2019)
 - Sales: No specific figures available, but well-received by fans.

Extended Plays (EPs):

- **Christmas Kisses** (2013)
 - Sales: Moderate success during holiday seasons.
 - Certifications: None reported.
- **Christmas & Chill** (2015)
 - Sales: Moderate success during holiday seasons.
 - Certifications: None reported.

My guess is that Ariana has sold over 85 million records globally. Let's keep in mind that for first albums, often costs are recouped and then there is the share payout to publisher. Not all earnings will end up in Ariana's pocket. We will cover estimated costs later in this paper.

Is any of her music available on iTunes? Amazon? Apple Music? Spotify? Pandora? Yes. I imagine some payout will happen through MLC and direct deals that perhaps the label has with some of these platforms. See below what I was able to find across these platforms.

iTunes:

- All studio albums: "Positions," "Dangerous Woman," "Sweetener," "Thank U, Next," "My Everything," and "Yours Truly" are available for purchase.

- Compilation and live albums: "The Best" (where available) and "k bye for now (swt live)" can also be found.
- EPs: "Christmas Kisses" and "Christmas & Chill" are available.

Amazon:

- All studio albums: Available for purchase in both digital and physical formats.
- Compilation and live albums: Available for purchase.
- EPs: Available for purchase.
- Amazon Music Unlimited: Streaming her entire discography is possible with a subscription.

Apple Music:

- All studio albums: Available for streaming.
- Compilation and live albums: Available for streaming.
- EPs: Available for streaming.
- Singles and collaborations: All major singles and collaborations are available.

Spotify:

- All studio albums: Available for streaming.
- Compilation and live albums: Available for streaming.
- EPs: Available for streaming.
- Singles and collaborations: All major singles and collaborations are available.

Pandora:

- All studio albums: Available for streaming.
- Compilation and live albums: Available for streaming.
- EPs: Available for streaming.
- Singles and collaborations: All major singles and collaborations are available.

Does Ariana tour? How much? Where? Yes. Touring can be quite expensive but it also can be the most payout for an artist. This is often where one will find some true superfans. She has been known for her frequent touring to support album releases. She tours every 1-2 years. Here is a rundown of some of her past tours:

Major Tours:

- The Listening Sessions (2013). In support of her debut album, "Yours Truly." Toured in North America: Various cities in the U.S. and Canada.
- The Honeymoon Tour (2015). In support of her second album, "My Everything." Toured in North America: Multiple cities across the U.S. and Canada; Europe: Countries including the UK, France, Germany, and Italy; Asia: Japan.
- Dangerous Woman Tour (2017). In support of her third album, "Dangerous Woman." Toured in North America: Extensive tour across the U.S. and Canada; Europe: UK, France, Germany, Italy, Spain, Netherlands, and more; Latin America: Brazil, Argentina, Chile, and Mexico; Asia: Japan, South Korea, Philippines, and more; Oceania: Australia and New Zealand.
- Sweetener World Tour (2019). In support of her 4th/5th albums, "Sweetener" and "Thank U, Next." Toured in North America: Wide-ranging tour across the U.S. and Canada; Europe: UK, Ireland, France, Germany, Italy, Spain, Netherlands, Belgium, Switzerland, Sweden, and more;
- Oceania: Announced dates in Australia and New Zealand (some dates were eventually canceled or rescheduled).

Following her "Sweetener World Tour" in 2019, there has been no major tour announced for her latest album, "Positions" (2020), likely due to the COVID-19 pandemic and its impact on live events.

Festival and Special Performances: Ariana Grande has also performed at numerous music festivals and special events globally, including Coachella in the US. and the Manchester One Love concert in the UK.

Does Ariana sell merchandise? Yes. Below is where you can find different storefronts/retailers where items are sold.

Official Merchandise Stores:

- **Ariana Grande's Official Website:** Her official site often features a variety of merchandise, including:
 - T-shirts
 - Hoodies
 - Posters
 - Accessories (hats, phone cases, etc.)
 - Music and vinyl records
 - Exclusive limited-edition items
- **Tour Merchandise:** During her tours, exclusive merchandise is often sold at concert venues. This includes items such as:
 - Tour-specific t-shirts and hoodies
 - Posters and tour programs
 - Limited-edition collectibles

Online Retailers:

- **Amazon:** Offers a selection of Ariana Grande merchandise, including apparel and posters. Some items may be officially licensed, while others are fan-made.
- **Hot Topic:** Known for carrying music and pop culture merchandise, they often stock Ariana Grande apparel and accessories.
- **Urban Outfitters:** Occasionally collaborates with artists for exclusive merchandise, including vinyl records and apparel.

Specialized Merch Stores:

- **Merchbar:** A dedicated platform for artist merchandise that often features Ariana Grande's official products, from clothing to music.

Exclusive Collaborations:

Ariana Grande occasionally collaborates with brands for exclusive merchandise drops. For instance, she has partnered with Reebok for special edition sneakers and apparel. Here are some items that might commonly be available:

- **Clothing:** T-shirts, hoodies, sweatshirts, and jackets.
- **Posters:** Tour posters, album artwork, and promotional images.
- **Accessories:** Hats, beanies, phone cases, and bags.
- **Music:** Vinyl records, CDs, and limited edition box sets.
- **Other Collectibles:** Stickers, keychains, and enamel pins.

Does Ariana have a fan club and how much does it cost to join? Yes, and its primarily managed through her official website and occasionally through specific apps or social media platforms. Benefits include the following:

- Early access to concert tickets (pre-sales).
- Exclusive merchandise and limited-edition items.
- Special content such as behind-the-scenes videos, photos, and news.
- Access to members-only events or virtual meet-and-greets.
- Newsletter with updates and exclusive information.

Historically, membership to Ariana Grande's official fan club has been free, with fans only needing to sign up with their email addresses to receive newsletters and updates. For special memberships or premium access (such as early ticket sales), there might be specific requirements or costs associated with those benefits, often tied to the purchase of albums or concert tickets.

Here's how one can join:

- **Official Website:** Fans can sign up on Ariana Grande's official website to join the mailing list and fan club.
- **Concert Tickets:** Sometimes, purchasing concert tickets may include options to join the fan club or receive exclusive fan club benefits.
- **Social Media:** Staying connected with her official social media accounts can provide updates on how to join and any new fan club initiatives.

Does Ariana do any fan-funding projects? She really doesn't need to at her level and perhaps could be frowned upon given her level of fame. But she does have strong engagement with her fans through other means noted below.

Ariana Grande has been involved in numerous charitable efforts, often rallying her fan base to support important causes:

- **One Love Manchester Concert (2017):** After the tragic bombing at her concert in Manchester, Ariana organized a benefit concert to raise funds for the victims and their families. The concert raised millions of dollars for the We Love Manchester Emergency Fund.
- **Donations and Fundraisers:** She has supported various causes, including LGBTQ+ rights, mental health awareness, and COVID-19 relief efforts, encouraging her fans to donate and participate.

Ariana Grande often engages with her fans through social media, offering them unique experiences and content. She frequently interacts with her fans on platforms like Twitter, Instagram, and TikTok, responding to comments, sharing fan art, and reposting fan content. Through her official fan club and social media, she shares behind-the-scenes content, early access to new music, and exclusive merchandise. Ariana Grande has released exclusive content and merchandise in collaboration with brands, offering her fans unique products. She has special drops of merchandise, often tied to album releases or significant events.

During the COVID-19 pandemic, she participated in virtual events and performances, connecting with fans remotely. Occasionally, she offers virtual meet-and-greets or Q&A sessions for her fans.

Does Ariana have a YouTube account and is it popular? Yes, here official channel is Ariana Grande.

The channel features a variety of content, including music videos, lyric videos, behind-the-scenes footage, live performances, and special video releases related to her music and projects. Her channel has tens of millions of subscribers, making it one of the most popular music channels on YouTube. The channel has amassed billions of views across all its videos. Many of her music videos have hundreds of millions of views individually, with some surpassing a billion views. Her videos receive a high level of engagement, with millions of likes and thousands of comments on each video. In addition to her official channel, she also has videos uploaded on her Vevo channel, which further increases her reach and view count.

Notable Videos:

- "Thank U, Next": One of her most popular music videos, with over a billion views.
- "7 Rings": Another highly popular video with over a billion views.
- "Side to Side" (featuring Nicki Minaj): Also very popular, with hundreds of millions of views.
- "No Tears Left to Cry": A major hit with hundreds of millions of views.

Does Ariana appear in video games? Yes, a few notable highlights below.

Final Fantasy Brave Exvius (2016):

- Character: Ariana Grande was a playable character named "Dangerous Ariana."
- Appearance: Her character was inspired by her appearance in the "Dangerous Woman" era, complete with the iconic bunny ears.
- Event: The collaboration included a special in-game event where players could obtain her character and special equipment.

Fortnite (2021):

- Event: Ariana Grande headlined the "Rift Tour" event in Fortnite.
- Appearance: She appeared as a digital avatar, and players could purchase her outfit and other themed items.
- Performance: The event included a virtual concert featuring her performing some of her biggest hits, complete with interactive elements for players.

Ariana Grande's music has been featured in rhythm and dance games like Beat Fever and Tap Tap Revenge, where players can interact with her songs through gameplay.

Does Ariana support any specific brands? Yes, see details below.

Ariana Grande Fragrances: Ariana has her own line of perfumes, which are very popular. Some of the fragrances include:

- Ari by Ariana Grande (2015)

- Sweet Like Candy (2016)
- Moonlight (2017)
- Cloud (2018)
- Thank U, Next (2019)
- R.E.M. (2020)
- God Is a Woman (2021)

Clothing and Footwear:

- Reebok: Ariana Grande collaborated with Reebok for several campaigns, promoting their athletic wear and sneakers.
- H&M: She has collaborated with H&M for a merchandise line inspired by her music and personal style.

Beauty:

- Ulta Beauty: Her fragrances are often sold through Ulta Beauty, and she has partnered with them for exclusive releases.
- r.e.m. beauty: In 2021, Ariana launched her own beauty line called r.e.m. beauty, which includes a range of products like lipsticks, eyeshadows, and highlighters.

Miscellaneous:

- Starbucks: In 2019, Ariana partnered with Starbucks to promote the "Cloud Macchiato," inspired by her love for clouds, tying in with her fragrance "Cloud."
- Givenchy: Ariana was the face of the Givenchy Fall/Winter 2019 campaign, showcasing their luxury fashion line.

Are there any other avenues from which Ariana makes money? Some of the below were alluded to above but there are some additional ones as well included in this list as we engage in a final review:

- As a songwriter, Ariana earns royalties whenever her songs are played on the radio, used in TV shows, films, commercials, or streamed online. These include mechanical royalties (from physical and digital sales) and performance royalties (from live performances and public broadcasts).
- When her music is used in movies, TV shows, commercials, or video games, she earns sync licensing fees.
- Ariana earns revenue from ads shown on her official YouTube channel, which features music videos, behind-the-scenes content, and more.
- Sponsored posts and promotions on platforms like Instagram, Twitter, and TikTok can generate significant income.
- Ariana has appeared in TV shows like "Victorious" and "Scream Queens," and she has roles in movies, contributing to her income.
- She has lent her voice to animated characters, such as in the movie "Underdogs."
- Licensing her name and likeness for products such as dolls, posters, and other merchandise can provide a steady income stream.
- Partnering with companies for exclusive product lines (e.g., her collaboration with Ulta Beauty for r.e.m. beauty) generates additional revenue.
- Like many celebrities, Ariana might invest in startups or businesses, which can provide long-term financial returns.
- Purchasing and selling properties can also be a significant source of income.
- Ariana could potentially release digital collectibles or music as NFTs, capitalizing on the growing market for digital assets.
- Hosting virtual concerts, particularly during the COVID-19 pandemic, has become a new revenue stream. Platforms like Fortnite have showcased her performances.
- Collaborations with streaming platforms for exclusive content or concert footage can also be lucrative.
- Fashion and Lifestyle Products: Expanding her brand into fashion, home decor, and other lifestyle products can provide additional revenue streams.

We've been talking a lot about revenue but what are significant expenses Ariana might be paying?

True profit comes from also assessing the costs to execute on or have the revenue streams she does.

Career-Related Expenses might include the following:

- Production Costs:
 - Recording and Producing Music: Studio time, producers, sound engineers, and mixing/mastering fees.
 - Music Videos: Production costs, directors, crew, locations, and special effects.
- Touring Expenses:
 - Tour Logistics: Transportation, accommodation, venues, and equipment rentals.
 - Crew and Staff: Payments to tour managers, musicians, backup dancers, stage crew, and security personnel.
 - Production Costs: Set design, lighting, sound, and special effects for live performances.
- Marketing and Promotion:
 - Advertising: Costs for promoting albums, singles, and tours through various media channels.
 - Public Relations: Hiring PR firms to manage her public image and handle media relations.
- Management and Legal Fees:
 - Management: Payments to her management team and agents who handle her career and business affairs.
 - Legal Fees: Costs associated with legal representation, contracts, and intellectual property rights.
- Personal Expenses:
 - Real Estate:
 - Property Purchases and Maintenance: Buying and maintaining homes in multiple locations, property taxes, utilities, and staff (e.g., housekeepers, gardeners).
 - Luxury Items:
 - Fashion and Accessories: Designer clothing, shoes, and accessories for public appearances and personal use.
 - Vehicles: Purchasing and maintaining luxury cars.
 - Personal Staff:
 - Security: Hiring personal security guards.

- Personal Assistants: Salaries for personal assistants, stylists, and other support staff.
 - Travel:
 - Private Jets: Costs associated with private jet travel for convenience and security.
 - Luxury Accommodations: Staying at high-end hotels and resorts.
 - Business Ventures:
 - Product Lines:
 - Perfume and Beauty Lines: Development, production, and marketing costs for her fragrance and beauty products.
 - Brand Collaborations: Expenses related to partnerships with other brands (e.g., Reebok, r.e.m. beauty).
 - Investments:
 - Equity Stakes: Investments in startups or other businesses, which may require significant capital.
 - Real Estate Investments: Costs related to buying and maintaining investment properties.
 - Charitable Contributions:
 - Donations: Contributions to various charitable organizations and causes she supports.
 - Foundation: If she has a personal foundation, there would be administrative costs and funding for charitable projects.
 - Miscellaneous:
 - Taxes: Federal, state, and local taxes on her income, properties, and business earnings.
 - Insurance: Health insurance, life insurance, and insurance for her properties and valuables.

Unfortunately, I have not insight into Ariana's financial situation beyond what I have already outlined but it's something to keep in mind so that we aren't building a false narrative around how much artists – even at her level – truly make.

Tying It All Together

Now I am going to take a stab at outlining what may be Arian's primary and ancillary revenue sources along with primary and ancillary benefits. This is in no particular order, meaning the first bullet does not necessarily represent the most revenue made out of the three bullets for Primary Revenue Sources you will see below.

Before I start, it's worth defining some terminology as it pertains to this paper. **Primary Benefits** are directly related to her financial security, brand building, and industry influence from activities like music sales, touring, publishing, endorsements, and investments. **Ancillary Benefits** include creative freedom, networking, personal growth, cultural influence, and philanthropic impact, which are indirectly enhanced through her revenue-generating activities.

Revenue Sources

Primary Revenue Sources:

- **Music Sales and Streaming:**
 - **Album and Single Sales:** Significant revenue from the sale of her studio albums and singles.
 - **Streaming:** Income from streaming platforms like Spotify, Apple Music, and YouTube. If she was an indie artist, I might say otherwise.
- **Touring:**
 - **Concert Tickets:** Major revenue from ticket sales for her extensive tours.
 - **Merchandise Sales:** Additional income from merchandise sold at concert venues.
- **Music Publishing and Royalties:**
 - **Songwriting Royalties:** Earnings from the performance, mechanical, and sync royalties of her songs.
 - **Licensing:** Revenue from licensing her music for use in movies, TV shows, commercials, and video games.

Ancillary Revenue Sources:

- **Endorsements and Brand Collaborations:**
 - **Perfume Line:** Sales from her successful line of fragrances.
 - **Brand Collaborations:** Partnerships with brands like Reebok, Starbucks, and others.
- **YouTube and Digital Content:**
 - **Ad Revenue:** Earnings from ads on her YouTube channel.
 - **Sponsored Content:** Revenue from sponsored posts on social media platforms.
- **Acting and Voice Work:**
 - **Television and Film Roles:** Income from acting roles in TV shows and movies.
 - **Voice Acting:** Earnings from voice work in animated films and video games.
- **Investments:**
 - **Equity Stakes:** Potential income from investments in startups and businesses.
 - **Real Estate Investments:** Revenue from buying and selling properties.
- **Licensing and Merchandising:**
 - **Licensed Products:** Income from licensing her name and likeness for various products.
 - **Exclusive Merchandise:** Sales from exclusive product lines and limited-edition items.
- **Virtual Events and Digital Assets:**
 - **Virtual Concerts:** Revenue from virtual performances and exclusive streaming content.
 - **NFTs and Digital Collectibles:** Potential income from the sale of digital assets.
- **Charitable Contributions:**
 - **Benefit Concerts and Fundraisers:** Although primarily philanthropic, these activities can also enhance her brand and lead to indirect revenue through increased fan engagement.

Primary and Ancillary Benefits:

Music Sales and Streaming:

- **Primary Benefits:**
 - **Brand Building and Recognition:** Increased visibility and a global fan base.
 - **Industry Influence:** Awards and accolades.
 - **Financial Security:** Long-term wealth.
- **Ancillary Benefits:**

- **Creative Freedom:** Financial stability allows for more artistic control.

Touring:

- **Primary Benefits:**
 - **Brand Building and Recognition:** Expanding her global fan base.
 - **Financial Security:** Significant revenue from ticket and merchandise sales.
- **Ancillary Benefits:**
 - **Creative Freedom:** Revenues from tours provide financial stability, enabling more project choices.
 - **Networking and Relationships:** Building industry connections through collaborations and backstage interactions.

Music Publishing and Royalties:

- **Primary Benefits:**
 - **Financial Security:** Steady income stream from royalties.
- **Ancillary Benefits:**
 - **Industry Influence:** Increased credibility from writing and producing for other artists.

Endorsements and Brand Collaborations:

- **Primary Benefits:**
 - **Enhanced Brand Value:** Increased merchandising power and sponsorship appeal.
 - **Financial Security:** Revenue from lucrative endorsement deals.
- **Ancillary Benefits:**
 - **Cultural Influence:** Trendsetting through fashion and beauty collaborations.

YouTube and Digital Content:

- **Primary Benefits:**
 - **Brand Building and Recognition:** Increased visibility through popular videos.
 - **Financial Security:** Ad revenue from monetized content.
- **Ancillary Benefits:**
 - **Creative Freedom:** Direct interaction with fans and personal content creation.

Acting and Voice Work:

- **Primary Benefits:**
 - **Financial Security:** Income from acting roles.
- **Ancillary Benefits:**
 - **Personal Development and Growth:** Skill development in acting.
 - **Industry Influence:** Cross-industry appeal.

Investments:

- **Primary Benefits:**
 - **Financial Security:** Long-term wealth from strategic investments.
- **Ancillary Benefits:**
 - **Networking and Relationships:** Building connections in business sectors.

Licensing and Merchandising:

- **Primary Benefits:**
 - **Financial Security:** Ongoing revenue from sales.
 - **Enhanced Brand Value:** Increased merchandising power.
- **Ancillary Benefits:**
 - **Cultural Influence:** Impact on trends through branded products.

Virtual Events and Digital Assets:

- **Primary Benefits:**
 - **Financial Security:** New revenue streams from virtual events and NFTs.
- **Ancillary Benefits:**
 - **Brand Building and Recognition:** Expanding her digital presence.

Charitable Contributions:

- **Ancillary Benefits:**
 - **Philanthropic Impact:** Positive social impact from charitable work.

- **Community Engagement:** Strengthened fan relationships through public support of causes.

As a result, of this assessment, we can see that Ariana has quite a few revenue streams and benefits working for her throughout her career and we anticipate that he profitability will continue on this streak especially with Wicked on the horizons.

Reference Page

1. **Ariana Grande's Discography and Tours:**

- Official Website: arianagrande.com
- Billboard: Ariana Grande Chart History
- RIAA: Ariana Grande Certifications

2. **Music in TV Shows, Films, Games, and Ads:**

- IMDb: [Ariana Grande Filmography](#)
- "Final Fantasy Brave Exvius" Collaboration: Square Enix News

3. **Airplay Performance Numbers:**

- Billboard: Ariana Grande Chart History
- AllMusic: Ariana Grande Biography

4. **Sheet Music Availability:**

- MusicNotes: Ariana Grande Sheet Music
- Sheet Music Plus: [Ariana Grande Sheet Music](#)

5. **Covers and New Recordings:**

- YouTube: Various channels such as Kurt Hugo Schneider, Sam Tsui, and Pentatonix
- TV Shows: Glee Wiki and performances on "The Voice" and "American Idol"

6. **YouTube Channel:**

- YouTube: [Ariana Grande Official Channel](#)

7. **Fan Club:**

- Official Website: arianagrande.com

8. **Merchandise:**

- Ariana Grande Official Store: store.arianagrande.com
- Amazon, Hot Topic, Urban Outfitters: Listings for Ariana Grande merchandise

9. Video Game Appearances:

- Final Fantasy Brave Exvius Collaboration: Square Enix Press
- Fortnite Rift Tour: Fortnite Blog

10. Brand Endorsements:

- Reebok: Reebok News
- Ulta Beauty: Ulta Beauty News
- r.e.m. beauty: [r.e.m. beauty Official](#)
- Starbucks Cloud Macchiato: Starbucks Newsroom

11. Revenue Sources and Benefits:

- Forbes: Ariana Grande Earnings
- Variety: Ariana Grande Business Ventures
- Celebrity Net Worth: Ariana Grande