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## About the Presenter

- Over 15 years in marketing, product management and data analysis functions within and outside the music industry.
- In the music industry, crossing commercial and production music areas. Have worked in music distribution, for indie labels and media companies, and music publishing.
- Started my own company, Vortex Entertainment Group which offers fractional and bespoke services as a B2B2C resource provider.
- A singer/songwriter, producer and aspiring composer who blends both the artist and business perspective in my work.



# YOUTUBE MARKETING & LEGAL FOR ARTISTS

JULY 2024

# By the Numbers

YouTube has 2 billion logged in monthly users

More than 113 billion site visits monthly

More than 90% of YouTube's global visits come from mobile devices.

Over 500 hours of content are uploaded to YouTube every minute.

India has approximately 462 million users. The U.S. has the second-largest YouTube audience, with around 239 million users. Brazil holds third position with 144 million.

40.6% active users are female and 59.4% of active users are males.

Users aged 18-24 years represent the largest age group on YouTube, accounting for 21.2% of all users, with males at 12.2% and females at 9%.



# Official Artist Channel

## Ticketing

Show your fans where you're performing. As fans watch your videos, they'll be able to scroll through your upcoming concert schedule and click through to [purchase tickets](#). The feature works with major third-party platforms like Ticketmaster.

## Merch

Once you have an OAC, you can set up your merchandise on a YouTube store and sell right from your channel.

## Analytics

Analytics for Artists gives you access to detailed insights for you to understand your audience and the performance of your content. Additional analytics include combined analytics for videos from the artist's own channel, VEVO channel, and topic channels.

# Bruno Mars - That's What I Like [Official Video]

1,041,458,374 views

6M

327K

SHARE



**Bruno Mars** ✓

Published on Mar 1, 2017

SUBSCRIBE 17M

Stream and download 'That's What I Like' off the new album "24K Magic" now:

<https://atlantic.lnk.to/ThatsWhatILike>

SHOW MORE

## Bruno Mars - On Tour ⓘ



### Nearest show

National Harbor , MD · The Theater at MGM N...

Dec 21, Thu 8:00 PM

TICKETS

Dec 30 Las Vegas, NV · Park Theater at Monte Carl...

TICKETS

Dec 31 Las Vegas, NV · Park Theater at Monte Carl...

TICKETS

Feb 14 Las Vegas, NV · Park Theater at Monte Carl...

TICKETS

SHOW MORE

Featured



Crash Hoodie + CD with Autographed Poster  
**\$90.00**

[From Kehlani](#)



Crash T-shirt + CD with Autographed Poster  
**\$45.00**

[From Kehlani](#)



Crash Limited Edition Red with Black Splatter Vinyl  
**\$27.98**

[From Kehlani](#)



Crash CD with Autographed Poster  
**\$14.98**

[From Kehlani](#)



Limited Edition Clear Vinyl  
**\$27.98**

[From Kehlani](#)

# How to Request an Artist Channel

In order to qualify for an OAC, you must meet the [following requirements](#):

- Own and operate a single artist's or band's YouTube channel
- Have at least 1 official music release on YouTube that has been delivered and distributed by a music distributor or label
- Comply with all YouTube policies

Plus at least one of the following:

- Work with a YouTube Partner Manager
- Be part of the YouTube Partner Program (“YPP”)
- Be part of a label network that works with a YouTube Partner Manager
- Your music is distributed by a music partner listed in the YouTube Services Directory for Music Partners

If you meet the criteria, most artists typically go through their label or distributor. If you're independent, however, you can request an OAC through a Music Service Partner.



# SEO

01

## Titles

Use clear, descriptive titles with relevant keywords. For example, instead of the song title alone, include your name, any featured artists or producers, and perhaps even the genre. For example, "Song Title - [Artist Name] - [Genre]."

02

## Descriptions

Use keywords that match what people are searching to find music like yours. Include links to your social media profiles and a call to action for fans to get more involved. This could be to listen to the full album on Spotify, go to your merch page, or perhaps to buy the album on vinyl.

03

## Tags

Tags are usually hidden when you upload a YouTube video. As a result, not everyone uses them. But using the right tags for your name, song, or other searches can sometimes mean the difference between virality and obscurity. Do people search for your artist name in different ways? Could this song be spelled differently? Use tags to cover those questions and then, add a mix of broad and specific tags relevant to your content to capture a wider audience.

04

## Keywords

If you need help identifying relevant keywords, take advantage of the tools at your reach. [Google Trends](#) gives you insights into what people are searching and applications like Ahrefs and Semrush will help you search for keywords related to your genre and style. This helps in crafting content that aligns with listeners' search habits.





# Metrics to Track

01

## Watch Time

The total amount of time viewers spend watching videos. High watch time signals to YouTube that the content is engaging.

02

## Audience Retention

This is the average percentage a video is being watched. Shows how well videos keep viewers engaged. Aim for a high retention rate to boost video performance.

03

## Demographics

Understand the age, gender, and location of the audience to tailor content accordingly. Knowing who your fans are gives you the ability to tailor future projects to them.

04

## Traffic Sources

Identify where the viewers are coming from, whether it's YouTube search, external websites, or suggested videos. You'll be better able to develop marketing campaigns for your music when you understand what is working to get people to your videos.



# Content Plan

## BEHIND THE SCENES FOOTAGE

Give people a glimpse of your life and creative process. Bring fans into your studio recording sessions. When you start releasing videos for your latest project, fans will already feel like they've been a part of the process.

## LIVE PERFORMANCES

It's good to have fans streaming your content but the fans who see you live are also more likely to buy your merch, stream more of your music, and share their live-show experience — giving you free additional exposure. Show them your performances and show them what's in store for them when they come see you.

## COMMUNITY OR CAUSE

There's more to you than your music. If you have a cause you strongly believe in, this is your opportunity to bring more attention to it while also inviting people to find your music through your cause. Be careful with this one, as your beliefs could alienate some fans.



# Strategies for Increasing Engagement



## THUMBNAILS

Create eye-catching thumbnails that grab your fans' attention

## END SCREENS

Use end screens to promote other videos, playlists, and encourage subscriptions, or watching you live

## INTERACTIVE ELEMENTS

Use cards and polls to make videos interactive and engaging

## PREMIERES & LIVE STREAMING

Schedule new video releases and create a live viewing experience to generate excitement and community engagement

## ARTIST COLLABS

Work with other artists who share similar interests or audiences to bring new people to your channel.

## ARTISTS INTRO

This video can be the video people see first when they reach your channel. You can let them know who you are and how glad you are they've found you. And you can make a strong call for them to subscribe to the channel to get all your new music.



# Case Studies

Jensen McRae  
(16k subscribers)

[McRae](#) first went viral with a cover of a Phoebe Bridgers song but once you hit her channel, you see she's got more to offer. She goes for a raw, vulnerable approach. You'll find personal vlogging and fan Q&A sessions on her YouTube channel.

Pinegrove  
(59k Subscribers)

[Pinegrove](#) uses their channel to build hype around new videos before releasing them. Their visually stunning trailers excite their fans, add subscriptions, and have led to videos with thousands of views thanks to this tactic.

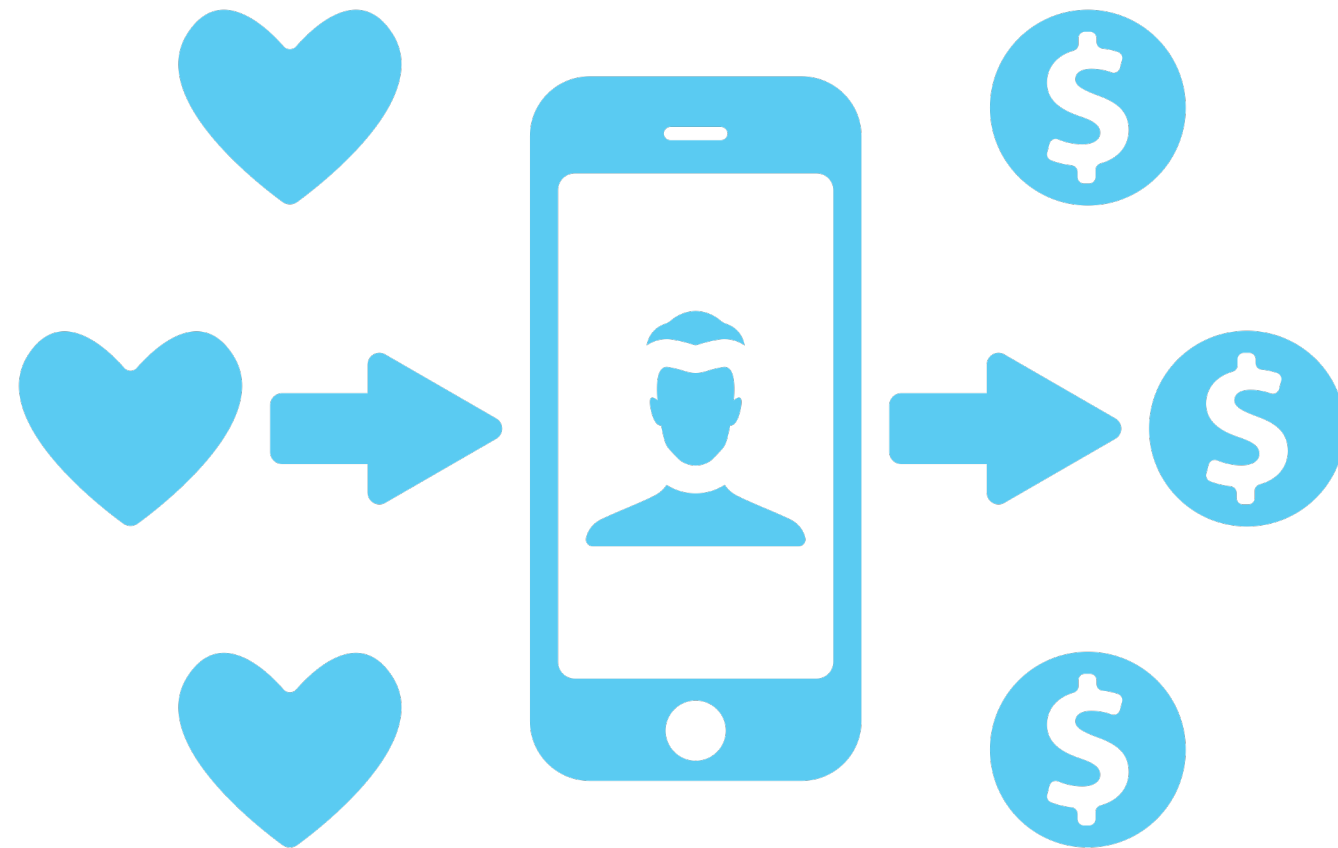
Grandson  
(1.2M Subscribers)

Diversity in your content keeps people on your channel. And content diversity is what you'll find when you visit [grandson's YouTube channel](#). The Toronto artist gives you livestreams, behind the scenes, and podcast episodes to enjoy all in one place.

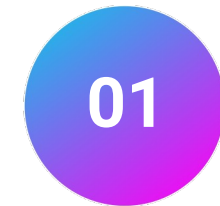




# Monetization Opportunities

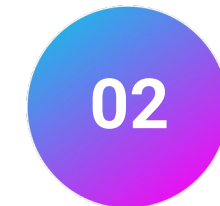


Collaborating with brands can provide additional revenue streams. [Collaborations include](#) affiliate programs, integrated videos, and full channel sponsorships. You should always look to partner with brands that align with your image and audience.



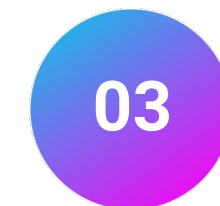
## Ad Revenue

Earn money from ads displayed on videos



## Super Chat

Viewers can pay to have their messages highlighted during live streams



## Channel Memberships

Offer exclusive perks to subscribers who pay a monthly fee



# YouTube Creator Academy

The [YouTube Creators Academy](#) offers video resources to help artists learn about monetization and other aspects of managing their channel. If you're unsure about your monetization efforts or simply want to stay current on what you can do, it's a channel you should subscribe to and watch regularly.





# Legal Aspects

## YouTube Content ID System

Think of [Content ID](#) as your music's digital fingerprint. Your Content ID establishes you as the owner of the music and when others upload content that matches yours, your settings tell YouTube what to do with that user's content.

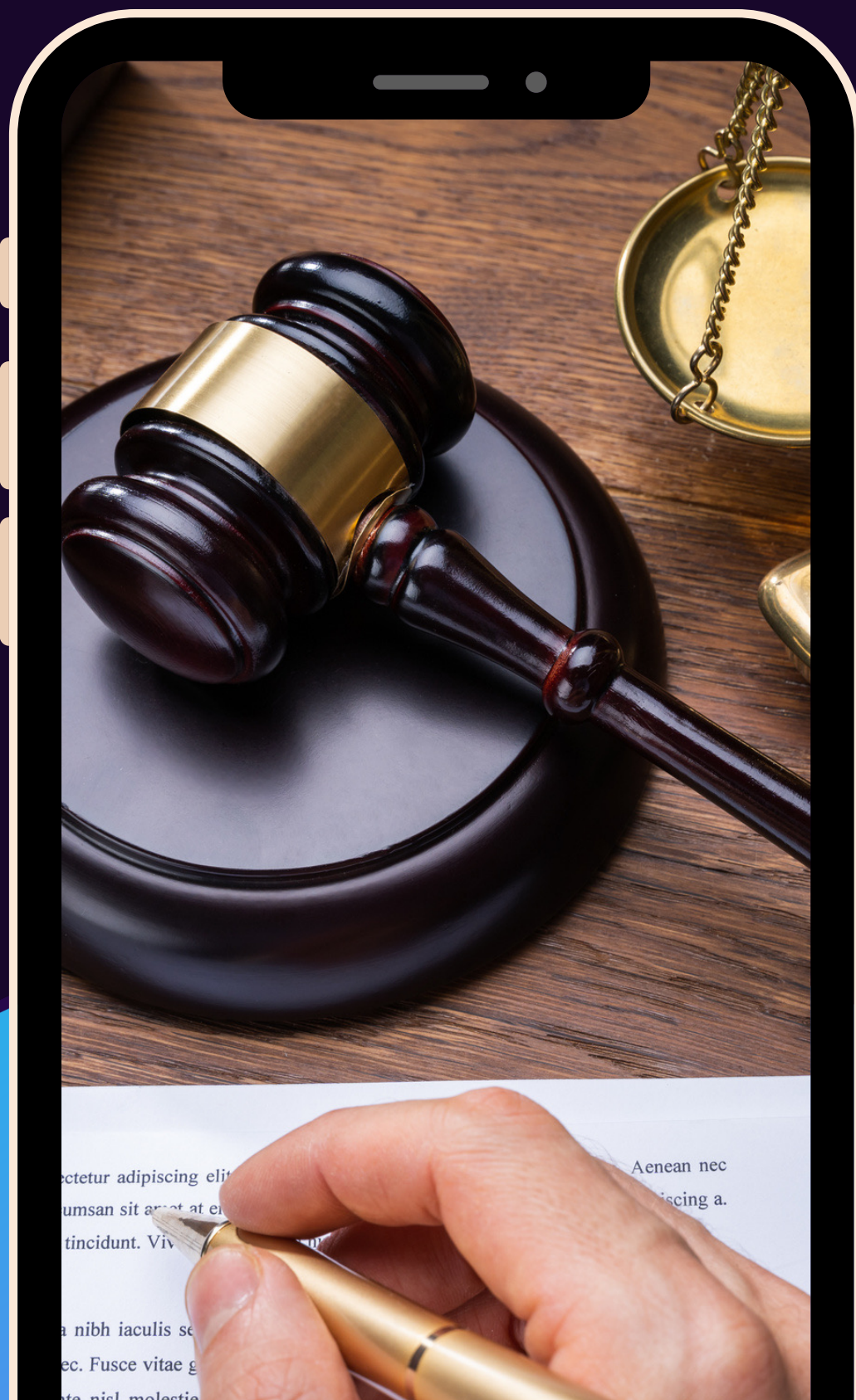
You can block the new video outright and the user simply can't put it up on their channel. You can monetize on that upload and run ads for your original content when people watch the other video. Or you can allow the video to go up while gaining access to that video's analytics.

Live performance cover will not be IDed by YouTube content ID but if they hear the master, it will be tracked. Vimeo won't track at all so you as the poster are responsible.

## Covers & Sampling

If you use samples from other songs in your music, you must ensure that you have the proper permissions or licenses. Unauthorized sampling can lead to copyright claims, which can result in your videos being blocked. It's crucial to secure the necessary rights for any third-party content used in your videos to avoid potential legal issues and maintain a good standing with YouTube.

Understanding Fair Use – Parody, Transformative Value, Public Domain



# Legal Aspects Cont



## Ownership & Permissions

Saying something like, “I don’t own this music” is not the same as having permission or the license to use the music on your channel. The infringement is that you are using it without permission, not that you are [claiming it as your own](#). So simply saying that it doesn’t belong to you, does not absolve you of wrongdoing.

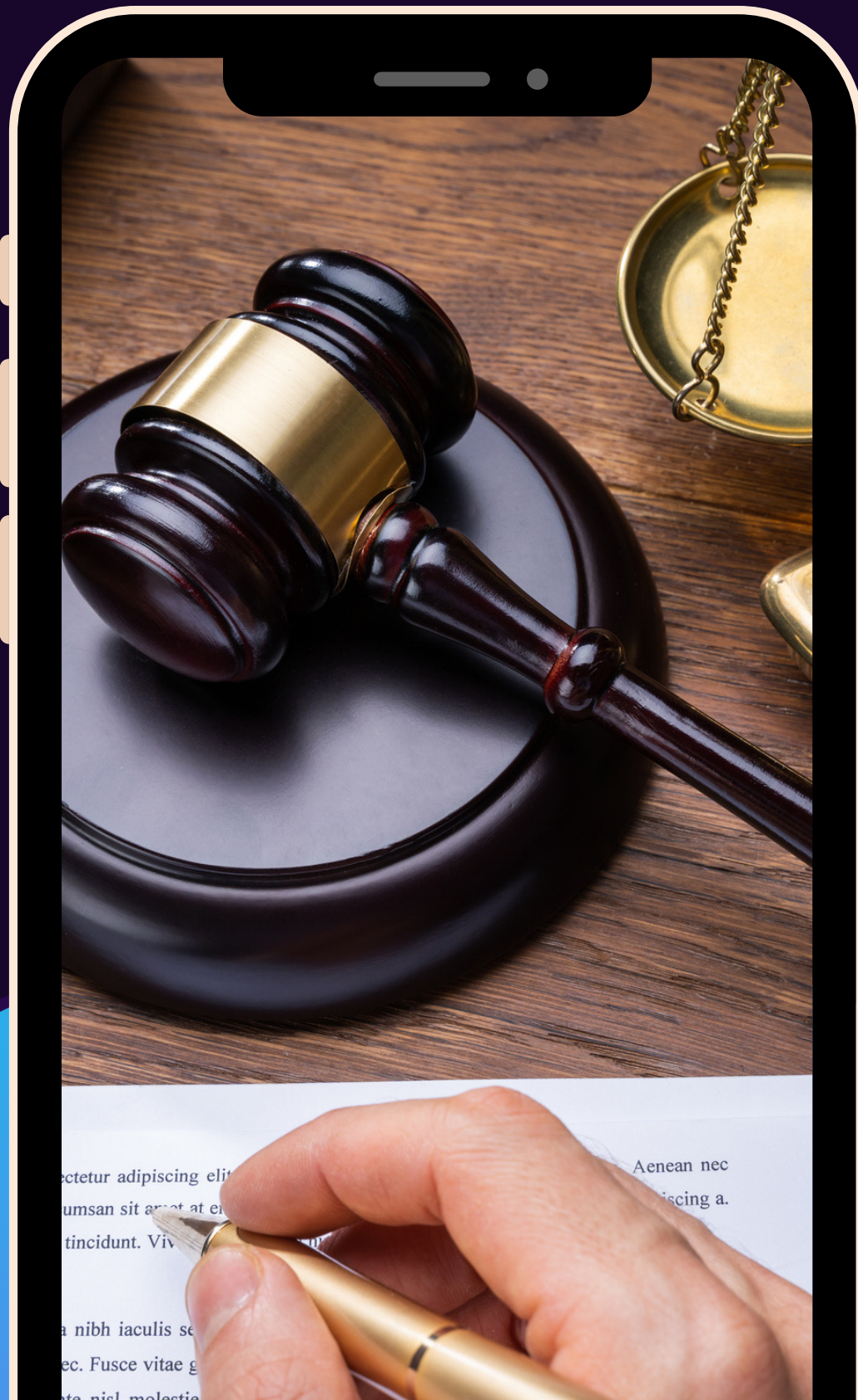
If putting music to video, one needs a sync license. If you’re doing a cover, only need publisher/writer permission. If you plan on using the full song, you need the master’s license as well.

### WHERE TO FIND OWNERS:

- MLC
- Copyright Office
- Soundview and other PRO databases
- Spotify (for indie artist master’s)
- Major labels (for big artist master’s)

### WHAT TO INCLUDE IN REQUEST:

- A description of who you are
- An accurate but brief identification of the copyright-protected material in question
- How you’ll use the content
- Where you’ll use the content (e.g., in a seminar, book, course materials or online)
- For how long you’ll use the content







## HOW DO I GET PAID

YouTube has blanket license. So it will working with a PRO/CMO. Then the PRO/CMO will pay you out so ensure your works are registered with ASCAP, BMI, SESAC, etc.

Please note: Not all video platforms are the same like Vimeo.

# YouTube's Commitment to Responsible AI



Artificial Intelligence (AI) is no longer experimental or a fad. It's already firmly established in several areas of our lives. In music, [AI already assists](#) in distribution, marketing, editing, and to some extent, even in songwriting.

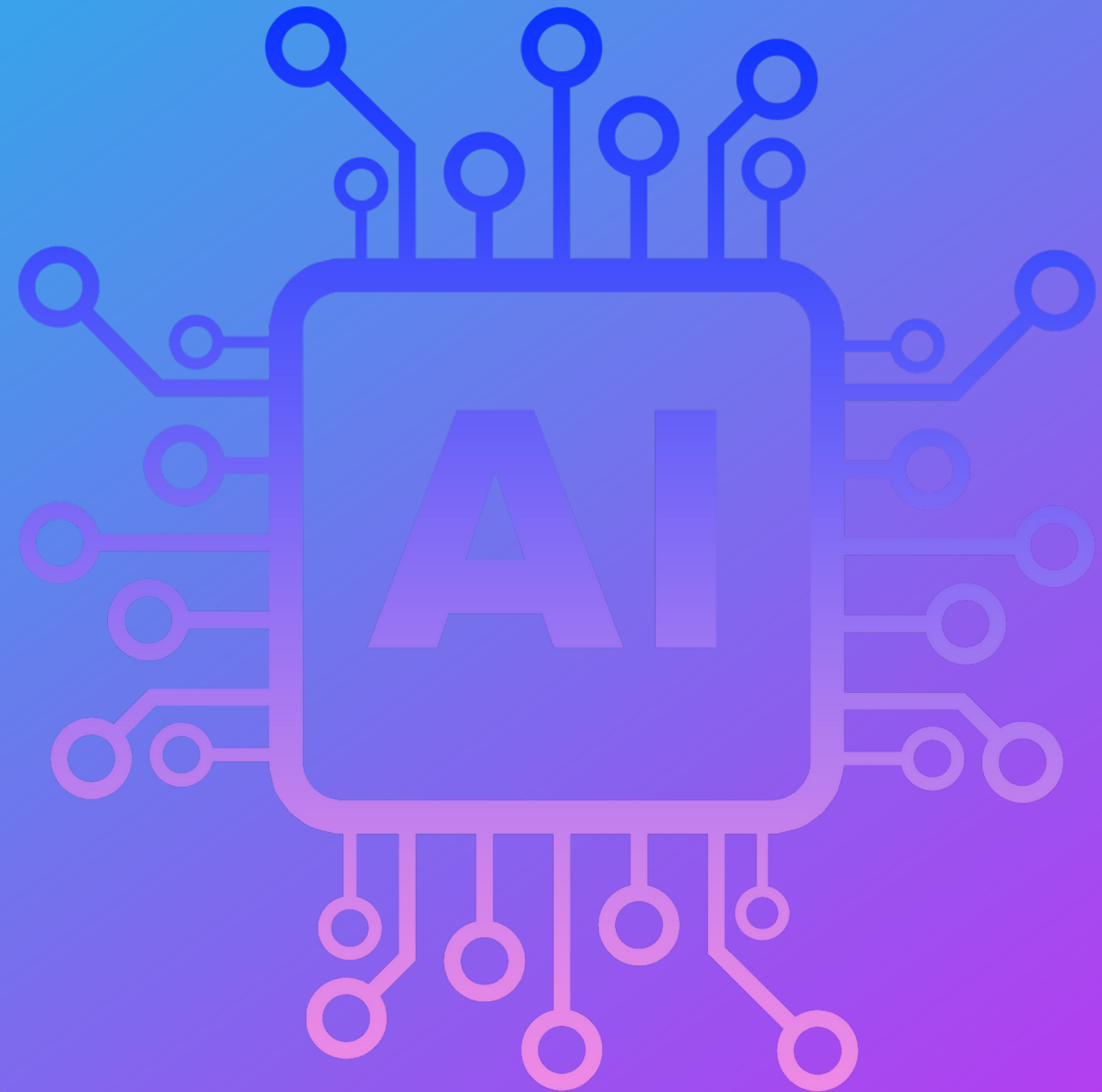
AI has also already been used to duplicate voices in music. Most recently, Drake used it to simulate a [Tupac Shakur featured verse](#) on his song. [Drake](#) himself was at the other end of it not too long ago and voiced his displeasure with AI's ability to replicate voices.

YouTube's [use of AI](#) for content moderation and recommendation has its own legal and ethical implications. After all, it's essentially using AI tools to police the use of AI in content generation.

What's clear in the argument of AI is that it's in its nascent stages and regulations around its use will likely change several times and when done in response to events, they will likely change quickly. As artists, you will need to pay attention to these regulations and ensure you use AI constructively and responsibly.

## WHAT'S NEW:

YouTube Music will offer a "hum-to-search" discovery feature. YouTube is experimenting with a new AI radio station generator. YouTube will host tens of thousands of short music videos, in partnership with [Universal Music Group](#) and the AI company [MatchTune](#).



# THANK YOU

**Please Stay in Touch:**

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**Any Questions?**