



Understanding your audience (Where is the Attention):

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As an independent musician, at face value your role is to write, record and perform your passion. Diving deeper into the realms of what it takes to be a true artist in this industry means not only creating your music, but understanding the psychology of who will be influenced enough to actually buy into your art form. From there, creating a relationship of trust with that audience and providing the value you promised to them ie. releasing the music they love.

In an age where streaming is king, Spotify, Apple Music & Youtube Music are leading the race to gain ultimate supremacy for the world's leading music streaming service. According to Business Insider "*streaming accounts for 75% of all music listening in late 2019*". It is quite obvious from that statistic that the attention of the everyday music consumer is listening on one of the above, major platforms. But is just knowing where people are listening to music enough? What does an independent artist do with this information? Simply uploading onto a distribution website and having your record on Spotify or Apple and hoping for playlists is not enough.

The question then becomes, if you and everyone else are releasing on streaming services - how do you stand out in an ocean of new music? The answer is 'to know your audience', not just who they are and where they are from, but why they would like it, what would influence them to buy into your music and your brand? Then using that information to push your artform to people that will love it. As romantic and simple as that notion may seem it can be hard to grasp for most artists. The advantage that we have in learning more about our audience is our access to social media platforms where individuals have the opportunity to express themselves daily. We currently live in a world where the internet not only allows self expression, but can connect you with like minded people with the same interests.

An artist with a deep understanding of how to utilise the above has a significantly higher opportunity to have their music connect with an audience. While the focus group of the niche audience may be small, developing a relationship where you provide music to this group will lead into further opportunities for growth and development.

Reference article:

Music consumption:

<https://www.businessinsider.com.au/music-streaming-accounts-75-percent-consumption-album-sales-charts-2018-7?r=US&IR=T>