



## **DOES CREATING A MOMENT STILL MATTER?**

*Do artists & teams still need to create a moment to amplify their projects?*

Recently, we've been giving a lot of thought to, and discussing with various industry and artist teams, the concept of a 'moment.' The question is, do artists still need to engineer a significant event to launch their careers?

We're all familiar with the massive ones:

- N.W.A dropping "F\*ck the Police"
- Bob Dylan going electric at Newport
- Kanye interrupting Taylor Swift

(to name a few)

With listeners having access to an abundance of music and countless artists releasing new tracks daily, the need to create a singular "moment" to build a career is becoming increasingly irrelevant.

And as an independent artist, your career should not rely on creating an anomaly.

Let's look at the industry facts. With over 100 million tracks available, the saturation of music discovery is absolute. In this environment, a so-called 'moment' is little more than a splash in the pan. It may buy you a week of attention, but it is instantly drowned out by the noise of constant releases and narratives from others. You cannot bet your career on winning the viral lottery. Your goal isn't a flash of fame; it is sustainability.

The modern listener's consumption is primarily driven by systems that reward continuity. Most music consumption is happening algorithmically. 45% of all artist discovery globally on Spotify alone is coming from Made For You playlisting. Further to that, when a normal music consumer opens the application on their device, there is an 83% chance that the first thing they click into is one of the variations of their daily mix.

The algorithm does not care about your singular spike; it cares about consistent, reliable activity. It favours artists who feed it a steady stream of data, demonstrating continuous listener engagement. A one-time viral moment is confusing to the algorithm; relentless, sustained effort is exactly what it is designed to amplify.

Forget 'mass appeal.' That is an expensive delusion.

You have a direct funnel to connect with your listener now through social and music platforms than ever before. This direct line is the most valuable asset you possess, and it is the key to sustained development within a specific niche. Building deep roots in a niche community does not require a moment; it requires personal, continuous

presence.

To build a genuinely sustainable career, you must shift your focus entirely. Stop waiting for the one big event. Start creating continuous touch points with your audience.

This is a more reliable and effective strategy than waiting for virality.

1. **Prioritise Conversation Over Campaign:** Use your direct access to talk with your listeners - to ask questions, respond to comments, and be a visible part of the community - not just at them with promotional language.
2. **Offer Access and Collaboration:** Your content stream should include more than just finished songs. Share your process, offer early access, and collaborate directly with other niche-aligned artists. These acts foster a deep connection.
3. **Relentless Consistency:** This is not about one piece of content every six months. It means a consistent stream of content, conversation, and engagement that keeps you present in the feed and, more importantly, keeps your dedicated listener feeling seen and valued.

The moment is a relic. Sustained development is the modern strategy. Stop waiting for a moment to save your career. Start working every day to build a niche that can't live without you.