

## TOUR SUPPORT, SHOWCASE SUPPORT AND EXPORT SUPPORT FOR SONGWRITERS AND COMPOSERS 2016

### OBJECTIVES, MEASUREMENTS AND COLLECTING DATA

**NB! Link to the reporting form will be sent via e-mail. Only reports made on that form are accepted.**

## 1. OBJECTIVES

### 1.1 General objectives of tour support, showcase support and support for songwriters and composers.

- Improving business prospects and competitiveness of Finnish music in the export markets
- Elicitation of international breakthroughs of Finnish artists and authors
- Transforming existing contracts and openings to concrete business on target market
- Securing continuation of operations and establishing the position of Finnish artists and authors on the international markets
- Maintaining and improving a positive image of Finnish music internationally

### 1.2 Objectives of each tour, showcase production

- Growth of revenue streams by the artist/author on the target market
- Objectives emergent from the main objective:
  - Growth of conspicuousness and value of the artist/author brand on the target market
  - Growth of the B2B-network, clientele and interest groups of the representative of the artist/author on the target market.
  - Growth of know-how related to export business and brand building of the representative of the artist/author especially from the perspective of the target market
  - Growth and enhancement of the partner network of the artist/author representative on the target market.

### **1.3 Objectives of each export operation of songwriters and composers**

- Establishing co-write partnerships significant to the writer
- Growth of conspicuousness and value of the value writer/composer/company brand on the target market
- Growth of network quality and quantity of the writer/composer/publisher on the target market
- Enhancing the profit earning capacity of business and the career of writer/composer/company

## **2. MEASUREMENTS**

### **2.1 The results of the tour and showcase are followed and evaluated by the following indicators:**

- Increasing of sales of albums or other products
- Other growth of business related to the artist or author (successfulness of the affiliated company)
- Increase of live shows or and growth of other single payments
- Increase of media recognition and other artist related marketing communications
- Increase of audience number and foundation
- Growth of quality and quality of contracts and other artist and business related partnerships and cooperation
- Contentment of partners
- Growth of export related know-how for the artist/author as well as partners

### **2.2 The results of songriter and composer export operations are followed and evaluated by the following indicators:**

- Quantity and quality of co-write partnerships relevant to the writer
- Quantity and quality of networks/partners relevant to the writer and publisher

## **3. DATA TO BE COLLECTED OF EACH TOUR AND SHOWCASE-PRODUCTION**

### **3.1 Facts**

- Performance dates and venues
- Audience numbers on each show (and for showcases, information about professionals in the audience)

### **3.2 Growth of artist brand and conspicuousness on the target market**

- Media coverage: which media, what kind of articles (copies, scanned files or links to websites)
- Other marketing efforts and their results: coverage, which media, amount of gained contacts (estimate)

### **3.3 Growth of fan base**

- All recognition in social media and especially data such as growth of page followers and data of views and plays.

### **3.4 Contracts and partners**

- Contracts born and other possible impact on the artist career on the target market or other markets
- Quantity, quality and increase of partners affiliated to the tour (such as sponsors and other brand cooperation)
- Growth of investments by partners (such as support for touring, support for PR, use of person-years for promoting the artist/author)

### **3.5 Financial significance**

- Overall view of the financial activity and value on the market in question (estimate if numbers are not available) – income streams originate from the following sectors among others:
  - Live shows and concerts or other single payments
  - Albums/digital distribution
  - Publishing and synchronization
  - Merchandise
  - Brand cooperation

### **3.6 Documentation**

- Sufficient amount of visual documentation that Music Finland can use in reporting to the Ministry of Education and Culture as well as in their marketing communications
  - At least two high-resolution live photographs, which Music Finland has the right to use
  - Video and sound material in case possible