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Global Certificate in Music Tour Management

## Global Music Market

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**All-Ages Venue:** All-ages venues are concert locations that allow people of all ages to attend shows, as opposed to venues that only allow individuals over 18 or 21. These venues can be crucial for emerging artists to build a fanbase, as they provide opportunities for young fans to see live music.

**Artist Advance:** Artist advances are payments made to an artist before a concert to cover expenses such as travel, lodging, and sound equipment. These advances are usually recouped from the artist's share of the concert revenue.

**Artist Rider:** Artist riders are a part of an artist's contract that outlines their specific needs and requirements for a show, such as food, drinks, and technical equipment. Riders can be used to ensure that artists have everything they need to put on a great performance.

**Booking Agent:** Booking agents are responsible for securing performance opportunities for artists. They work with venues, festivals, and promoters to negotiate contracts, dates, and fees.

**Box Office:** Box offices are locations where tickets for events are sold, either in-person or online. Box office staff are responsible for managing ticket sales and providing customer service.

**Catering Rider:** Catering riders are a specific type of artist rider that outlines the food and beverage requirements for an artist. These riders can vary widely depending on the artist's preferences and dietary restrictions.

**Ceiling Quota:** Ceiling quotas are limits placed on the number of tickets that can be sold for a concert. Ceiling quotas can be used to prevent overselling and to ensure that there are enough tickets available for fans who want to attend.

**Cities of Size:** Cities of size are mid-sized cities that are often overlooked by major tours. Touring in these cities can provide opportunities for artists to reach new audiences and build a following.

**Concert Promoter:** Concert promoters are individuals or companies that organize and promote concerts. Promoters are responsible for securing a venue, booking artists, and managing ticket sales.

**Crew:** Crew refers to the team of people who work behind the scenes to support an artist's live performance. This can include tour managers, sound engineers, lighting technicians, and roadies.

**Day Sheet:** Day sheets are documents that provide a summary of the details of a concert, including the venue, date, time, and artist lineup. Day sheets are used to ensure that everyone involved in the concert has access to the same information.

**Door Deal:** Door deals are agreements between artists and venues where the artist's compensation is based on a percentage of the tickets sold at the door. These deals can be beneficial for emerging artists who may

not have a large enough following to command a guaranteed fee.

**Economies of Scale:** Economies of scale refer to the cost advantages that can be gained by producing or distributing a large number of goods or services. In the music industry, economies of scale can be achieved by booking larger tours or festivals, which can reduce the per-unit cost of producing and promoting live events.

**Exclusivity Clause:** Exclusivity clauses are contract provisions that prevent artists from performing in certain geographic areas or venues for a specified period of time. Exclusivity clauses can be used to protect the interests of promoters and venues, but they can also limit an artist's ability to reach new audiences.

**Festival:** Festivals are large-scale events that feature multiple artists performing over the course of several days. Festivals can be a great way for artists to reach new audiences and build a following, but they can also be challenging to organize and promote due to the logistical complexities involved.

**Festival Buyout:** Festival buyouts are agreements where a promoter pays a fee to an artist to secure their performance at a festival. Festival buyouts can be used to ensure that key artists are available to perform, but they can also be expensive and can limit the promoter's flexibility in negotiating other aspects of the festival.

**Flat Fee:** Flat fees are fixed payments made to artists for their performance at a concert. Flat fees can be beneficial for artists who have a large enough following to command a guaranteed fee, but they can also be risky for promoters if ticket sales are lower than expected.

**Flying Fee:** Flying fees are additional payments made to artists to cover the cost of travel to a concert. Flying fees can be used to ensure that artists are compensated for the time and expense involved in traveling to a show.

**Force Majeure:** Force Majeure is a legal term that refers to unforeseeable events that prevent a party from fulfilling their contractual obligations. In the music industry, force majeure clauses can be used to protect promoters and artists from unforeseen circumstances such as natural disasters, strikes, or pandemics.

**GA Ticket:** GA tickets (General Admission tickets) are tickets that allow fans to enter a venue without a designated seat. GA tickets can be standing-room only or allow fans to sit in any available seat.

**Gross Revenue:** Gross revenue refers to the total amount of money generated by a concert before any expenses are deducted. Gross revenue is used to calculate an artist's compensation, as well as to determine the overall success of a concert or tour.

**Guarantee:** Guarantees are minimum payments made to artists for their performance at a concert. Guarantees can be used to ensure that artists are compensated for their time and effort, even if ticket sales are lower than expected.

**Hard Ticket:** Hard tickets are physical tickets that are printed and sold in advance of a concert. Hard tickets can be used to create a sense of exclusivity and can be a great way to generate revenue for a concert.

**Hospitality Rider:** Hospitality riders are a type of artist rider that outlines the accommodations and amenities required for an artist, such as hotels, transportation, and green rooms. Hospitality riders can be used to ensure that artists have everything they need to be comfortable and prepared for their performance.

**House:** House refers to the total capacity of a venue, including both seated and standing areas. The house size is an important factor in determining the potential revenue and ticket sales for a concert.

**House Account:** House accounts are financial accounts set up by venues to manage ticket sales and other revenue streams. House accounts can be used to track sales data and to ensure that revenue is distributed properly to artists, promoters, and other stakeholders.

**Impresario:** Impresarios are individuals who organize and promote large-scale cultural events, such as operas, ballets, and concerts. Impresarios are responsible for securing funding, booking talent, and managing logistics.

**Indie Venue:** Indie venues (Independent venues) are small- to medium-sized concert locations that are not affiliated with major corporations or promoters. Indie venues can be crucial for emerging artists, as they provide opportunities for artists to develop their craft and build a following.

**Key Venue:** Key venues are locations that are important for an artist's career development. Key venues can include iconic concert halls, festivals, or other high-profile events that provide opportunities for artists to reach new audiences and build a following.

**Loss Leader:** Loss leaders are concerts or events that are intentionally priced below cost to generate interest and attract fans. Loss leaders can be used to build buzz for an artist or to launch a new tour, but they can also be risky for promoters if ticket sales are lower than expected.

**Merchandising:** Merchandising refers to the sale of branded merchandise, such as t-shirts, posters, and hats. Merchandising can be a significant source of revenue for artists and can also help to promote their brand and build a following.

**Minimum Guarantee:** Minimum guarantees are payments made to artists to ensure that they are compensated for their time and effort, even if ticket sales are lower than expected. Minimum guarantees can be used to protect artists from financial risk, but they can also be expensive for promoters.

**Multi-Artist Bill:** Multi