What are Los Angeles economic trends and trajectories?

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Employment

1. Employment by *Industry*
2. Employment by *Occupation*
Music and Music Adjacent Industry Employment in Los Angeles


Decent increases in employment within past 5 years except for Sound Recording Studios:

- Record production and distribution: +17%
- Music publishers: +24%
- Sound recording studios: -40%
- Other sound recording industries: +17%
- Musical groups and artists: +33%

Music and Music Adjacent Industry Average Annualized Wages in Los Angeles

🎵 Annualized mean wages are nominal, not adjusted for inflation.
🎵 Workers in musical groups and artists make the highest average wages, about $100,000 more than the next highest paying industry.
🎵 Overall wage gains ranged from modest to declining, sending a mixed signal at best.

Music and Music Adjacent Occupation Employment in Los Angeles MSA

Music and Music Adjacent Occupation Average Annualized Wages in Los Angeles MSA

Music
- Music Directors and Composers
  - 1-year percent change: +9%
  - 5-year percent change: -1%

Music Adjacent
- Art, Drama, and Music Teachers (Post Secondary)
  - 1-year percent change: +0%
  - 5-year percent change: -27%

- Musicians and Singers
  - 1-year percent change: +5%
  - 5-year percent change: -1%

- Musical Instrument Repairers and Tunes
  - 1-year percent change: +9%
  - 5-year percent change: +30%

- Audio and Video Equipment Technicians
  - 1-year percent change: +7%
  - 5-year percent change: +9%

- Radio and Television Announcer
  - 1-year percent change: +33%
  - 5-year percent change: +21%

Investment Trends

1. Music Industry Verticals
2. Venture Capital Investments
3. Music Incubators
VC Investments in Music Span Across Many Industry Verticals in Los Angeles County

Over $13 billion invested since January 2010 in Los Angeles County.

Source: PitchBook
Venture Capital Investments in Firms Headquartered in the City of Los Angeles

Source: PitchBook
Many New Entrants in Music and Music Adjacent Industry

Haawk (Studio City): Copyright management platform.
Mammoth Media (Santa Monica): Mobile-first media platform
Spotlite (Los Angeles): Direct-to-fan music platform
Blue Fever (Los Angeles): Video streaming platform
SameSide (Los Angeles): Accessible grassroots political actions through music, arts, food and culture.

Source: PitchBook
What is a music incubator?

- A company that helps **new** and **startup** companies in the music and music related space to develop by providing services such as management training and office space.

Notable music incubators across the world

- Canada’s Music Incubator in Toronto ([https://canadasmusicincubator.com/](https://canadasmusicincubator.com/))
- European Music Incubator in Nantes, France ([https://music-incubator.eu/emi/](https://music-incubator.eu/emi/))

Los Angeles is an ideal place to nurture music startups and entrepreneurs!

- Los Angeles’ competitive advantages in the entertainment industry makes it a perfect breeding ground for music innovations such as new music experiences, content infrastructure, artist discovery & curation, and creation & collaboration.
## Latest Major LA Products

<table>
<thead>
<tr>
<th>Album</th>
<th>Weeks #1 on Billboard Top 200</th>
<th>RIAA Certification/ Accolades</th>
<th>Label (Location)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blonde – Frank Ocean (2016)</td>
<td>1</td>
<td>Platinum; Independent digital release</td>
<td>Boys Don't Cry (Los Angeles)</td>
</tr>
<tr>
<td>DAMN. - Kendrick Lamar (2017)</td>
<td>4</td>
<td>3x Multi-Platinum; 5 Grammy Awards; 2018 Pulitzer Prize for Music</td>
<td>Interscope (Santa Monica) Aftermath (Santa Monica) Top Dawg (Los Angeles)</td>
</tr>
<tr>
<td>Black Panther: Soundtrack (2018)</td>
<td>2</td>
<td>Platinum; Grammy for Best Rap Performance (King’s Dead)</td>
<td>Interscope Aftermath Top Dawg</td>
</tr>
<tr>
<td>Astroworld – Travis Scott (2018)</td>
<td>3</td>
<td>2x Multi-Platinum; Grammy nomination (Best Rap Album)</td>
<td>Epic (Los Angeles)</td>
</tr>
<tr>
<td>A Star is Born – Lady Gaga &amp; Bradley Cooper (2018)</td>
<td>4</td>
<td>Platinum</td>
<td>Interscope</td>
</tr>
</tbody>
</table>

Source: Billboard, Recording Industry Association of America
Industry Employment: Decent employment gains across music and music adjacent industries except for Sound Recording Studios. But wage increases have been stagnant: Only Other Sound Recording Industries and Musical Groups and Artists saw wage gains within the past 5 years.

Occupation Employment: Mixed. Music teachers, singers, directors and composers all had declining employment. Decent wage gains for music teachers and musical instrument repairers but stagnating and declining wages for music directors, composers, musicians and singers.

Venture Capital Investment: Lower volumes, both by deal count and average deal size.

BUT the music industry and workforce are ever-changing and ripe for digital disruption.

- Rise in music incubators and alternatives.
Thank You

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