

# replica lv bag

How did Spotify start?

Spotify then distributes the rest to its partners: the record companies, digital distributors, collective management organizations (CMOs)/performing rights organizations (PROs)/mechanical rights organizations (MROs) in each country, and independent management entities (IMEs) like Bridger. In most countries, the CMOs/PROs/MROs take about 12-15% on behalf of the authors, composers and publishers. We have explained all this to you in a previous article about copyright.

The remaining royalties are then given out to the musicians, but before this, they pass into the hands of the record companies when these are a part of the loop according to the share of listening that each right-holder represents out of the total in a particular territory. For example, if Universal makes 38% of the listening in February in a specific country, Universal recovers 38% of the royalties generated via Spotify in February in this country, after the CMO's share and the platform's commission have been taken. And that's where the vagueness lies: we do not know what the contracts signed between artists and their record companies specify.

Spotify keeps 30% of the revenues generated on its site, gives 12-15% to the CMOs/PROs/MROs, who redistribute them to their members, and then the rest to the distributors and labels, according to the percentage of listening that the artists they represent accumulate on a given territory. The distributors and labels then distribute the revenues to their artists according to the contracts signed with them.

Since there are an infinite number of contracts, there is no foolproof way to calculate how much an artist earns on average per stream on Spotify. That said, several geeks have tried to do so, by gathering as much information as possible, including asking artists directly for their results and extrapolating this information by country. Result given by the blog The Trichordist, from their data of 2019-20: each time a track is listened to brings its creator on average \$0,00348 or 0,0030 cents (of a euro).

Finally, these extremes are similar to the inequalities that existed between 1 artists and the lesser known ones before the days of streaming which is logical when we know that Spotify's business model is built on that of the pre-digital music industry. Indeed, the distribution of revenues on a pro-rata basis favors listening volumes thus the majors, and therefore the biggest artists by default.

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