

# JOKE

PUBLISHING 

## LIVE PERFORMANCE

OPEN MICS



PAID SETS

## VIDEO RECORDING

LATE NIGHT

TAPED SHOWCASE

★ HOUR SPECIAL

OTHER



## SATELLITE / INTERNET RADIO



PANDORA

SIRIUS XM RADIO

SPINS

ROYALTIES

SOUNDEXCHANGE

MASTER RIGHTS OWNER  
50%

SESSION MUSICIANS  
5%

ARTIST  
45%

SELF-PRODUCE

## AUDIO RECORDING

LABEL

## DIGITAL DISTRIBUTION

THE ORCHARD  
TUNECORE  
DISTROKID  
... OTHER

≈ PANDORA ... DIGITAL PLATFORMS ... SPOTIFY ≈  
≈ ↓ APPLE ... OTHER ↓ ... AMAZON ↓ ≈

LISTENS/STREAMS/DOWNLOADS

ROYALTIES

DISTRIBUTOR ✂

LABEL ✂

ARTIST EARNINGS



## PHYSICAL MERCH



ARTIST DIRECT SALES

LABEL SALES ✂

ARTIST EARNINGS



## KEY

- ≈ STREAMING MEDIA
- ↓ PAID DOWNLOADS
- ✂ CUT TAKEN BY DISTRIBUTOR, LABEL OR OTHER PRODUCTION PARTNER

ILLUSTRATION BY @NICKYTICKYTIPS  
LETTERING BY @EMILYRAS  
CREATED BY BLONDE MEDICINE, LLC WWW.BLONDEMEDICINE.COM.  
FOR INFORMATIONAL PURPOSES. ©2020.BE COOL.