

Industry Trends Questionnaire

A reflective self-review to keep you current and translate what's changing in the industry into concrete moves for your roster. The music business shifts fast — platforms, formats, revenue models, and audience behavior all move under your feet. Set a recurring time (monthly or quarterly) to work through these prompts. Don't just observe trends — decide what each one means for *your* artists.

Completed by: _____ **Date / period reviewed:** _____

Roster / focus lane: _____

For every section, end with the same question: **“So what — what do we do differently because of this?”**

1. Platform & Distribution Shifts

- What changed on the major DSPs recently (Spotify, Apple, Beatport, SoundCloud, YouTube) — features, payout structures, playlist/algorithm behavior?

- Which platform is currently driving the most discovery in our lane, and is that shifting?

- Are there new or rising platforms we should test before they're crowded?

- Has anything changed in distribution, monetization, or Content ID that affects our income?

- **So what — what do we change in our platform strategy?**

2. Audience Behavior

- How is our audience discovering, consuming, and sharing music right now (short video, playlists, live, DMs, communities)? _____
 - What content formats are getting attention this period, and what's fading?

 - Are attention spans, posting norms, or “what feels authentic” shifting?

 - How are fans expecting to interact with artists (access, community, behind-the-scenes, IRL)?

 - **So what — what do we change in our content & community approach?**

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3. New & Changing Revenue Models

- Are new monetization options emerging (memberships, superfan tiers, direct-to-fan, tipping, exclusive drops, licensing markets)? _____
 - How are peers in our lane making money in ways we aren't?

 - Are sync, brand, or events opportunities growing or shrinking for our genre?

 - Is our income too concentrated in one stream? What's the diversification opportunity?

 - **So what — which revenue stream do we test or build next?**

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4. Genre & Scene Trends

- What's happening sonically in our lane (e.g., house/tech-house) — sub-styles rising or cooling?

 - Which artists, labels, or parties are setting the pace right now, and why?

 - Are tempos, formats (edits, IDs, B2Bs), or release types changing in the scene?

 - Where is the scene physically hot (cities, clubs, festivals, regions)?

 - **So what — how does this shape our sound, releases, and bookings?**

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5. Technology & Tools

- Are there new tools (AI, production, marketing, analytics, fan tools) changing how work gets done? _____
 - What are competitors using that gives them speed or reach we lack?

 - Any tech raising new risks (rights, AI-generated content, deepfakes, voice cloning) we should get ahead of? _____
 - **So what — which tools do we adopt, test, or guard against?**

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6. Industry Structure & Rights

- Any notable changes in how labels, publishers, distributors, or PROs operate that affect deals?

- Updates in royalties, rights, or regulation (streaming rates, mechanical/MLC, SoundExchange, AI legislation) worth tracking? _____
- How are deal structures evolving (advances, splits, ownership, term lengths) in our tier?

- **So what — how does this affect the deals we pursue or advise on?**

7. Personal & Roster Application

- Which single trend this period has the biggest implication for our roster?

- Which artist is best positioned to capitalize, and how?

- What are we currently doing that a current trend suggests we should STOP?

- Where am I personally behind the curve, and how will I close the gap (who do I learn from, what do I read/watch/attend)? _____

Action Items (from this review)

| # | Insight | Action | Artist / area | Owner | By when |
|---|---------|--------|---------------|-------|---------|
| 1 | | | | | |
| 2 | | | | | |
| 3 | | | | | |

One thing I'll do differently this month because of this review:

Staying current is a competitive advantage. Observing trends is worthless without translating them into action for the roster.