

THE MUSIC INDUSTRY - STAKEHOLDER MAP

Next Gen Seminar • 2026 | ColorWorld Music | Steev Crispin

THE ARTIST & THE WORK

Music • Lyrics • Artistic identity • Creative vision

FUNDING / PRODUCTION

Independent financial producer • Production label
Management controller

MANAGEMENT

Personal manager • Booking agent • Lawyer
legal advisor & contracts • Accountant

A&R (ARTISTIC)

Artist development

A&R Director • Artistic project manager • Talent scouting

CREATIVE TEAM & PRODUCTION

Artistic producer (music producer) • Co-writers & lyricists
Arrangers • Session musicians • Sound engineer
Mixing engineer • Mastering engineer

ColorWorld Music THE SQUAD

MUSIC PUBLISHING

Music publisher • Sync licensing
International sub-publishers

DISTRIBUTION - LABEL

Major • Independent label • Self-release

MARKETING & PROMOTION

Marketing director • Digital lead • Traffic manager
Art director / graphic designer • Radio promotions manager

PRESS RELATIONS / PR

Influencer manager • Media relations manager
Publicist / press officer • Digital PR & social media

RIGHTS & REVENUE

PROs (SACEM / BMI / ASCAP / PRS)
Collective management organizations

DISTRIBUTION (SUPPLY CHAIN)

Physical distributor (CD / Vinyl) • Digital distributor (DSPs):
Spotify • Apple Music • Deezer • Tidal •
Aggregators: DistroKid • TuneCore • CD Baby

LIVE & EVENTS

Touring agent / booker • Concert promoter • Venues & festivals
Technical production (sound, lighting)
Crew & road managers

EXPOSURE / MEDIA & COMMUNICATION

Radio programmers • Music journalists / critics
TV & video platforms • Specialist & mainstream press
Bloggers • Podcasters

SOCIAL MEDIA & COMMUNITY

Social media manager • Community manager • Playlist curators
Influencers & content creators • Fans & superfans

THE AUDIENCE / LISTENER / FAN

Consumer • Spectator • Buyer • Streamer • Ambassador