

# The Truth About How the Music Business Works!

Thanks for coming to the show!  
This info sheet is to tell you about how the music business works for us and how you can support us!

## Musicians Haven't Had A Raise In 30 or More Years!

The average musician playing locally and independents who do it all themselves are playing for the same wages that were being paid in the 90's. Show fees are not rising at the same rate as inflation.

## Less Revenue From Music Sales

People are buying less and less physical music like CDs and vinyl. Streaming is the most popular but pays the least. In order to make a modest living of \$40k/year, a musician needs 8-13 million streams. Spotify pays \$.003/stream and 80% of artists have less than 1000 streams/year.

## Bands Need to Tour More Often to Survive

The odds are against musicians when it comes to touring. Many artists play solo or duo because of budget restraints. Yes, touring can help us, but still many established bands are cancelling tours because of rising costs like fuel and accommodations. Many don't break even.

## Venues Are Closing Because Audiences Didn't Return

In October 2025, CTV reported a wave of music venues closing after COVID. Unfortunately, big venues are booming; small venues are struggling. Loss of venues has rippling effects throughout. Late booking patterns, demographic shifts, and increased competition for your entertainment dollar has hurt us.

## How You Can Support Us

### \* Buy Tickets in advance

This is crucial. We need to know how many people will show up or we have to cancel.

### \* Don't Stream, Buy Music

CDs, vinyl and cassettes make more money for an artist than 1000 streams. The sale of one CD is the equivalent of over 4200 streams!

### \* Buy Our Merch

Much of our merch is handmade by us. It also brings in a better income than streaming. Please buy the t-shirt, koozee or hat.

### \* Follow Us On Social Media

We love when you do that! You can also share our posts, and interact with us. We love that too!

## It's All Up To You!

The only one who can make these changes is you - our audience, and fans. Your favourite big artist probably started out like us. We work hard to bring you our music because we do everything. Write the songs, record them, create the artwork and posters, and make the bookings. No roadies, no management, no label and no agents. Thank you!

