

Business Plan: Library Music Production

Business Name: FCAUDIO

Project: Music publishing activities

Date: 08/01/25

Summary:

This proposal seeks funding to support the creation and distribution of high-quality production music including the rental of professional equipment, the purchase of essential software, and musician hire. The goal is to meet the demands for content requested by my existing publishers and their sub publishers; Bibliotheque Music, Song BMG, Upright Music, Cezame Music Agency, Megatrax and Twisted Jukebox. I will also be able to more easily pursue licensing deals with new publishers by providing them with finished, highly marketable albums for their catalogue.

Summary of Business Objectives:

- Invest in Professional Tools: The industry is highly competitive and it's important to have the same tools as the competition; microphones, instruments, and software will help ensure the highest production quality.
 - Build a sustainable Revenue Stream: Focus on licensing and distribution of more music with more publishers to maximise reach with their network of potential clients such as film studios, ad agencies, and game developers.
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Skills and Experience:

I have a strong background in music composition and production, with a focus on creating versatile music tailored for the media industry. I have successfully produced and released two studio albums, both of which have been signed to UK publishers. My experience in handling all aspects of music production—from composition and arrangement to mixing and mastering has enabled me to create professional-grade music suitable for commercial use.

Target Customers:

The target customers for my library music are businesses and media creators who require high-quality music for commercial projects. These include:

- Film and Television Producers: Looking for cinematic or mood-specific music for their projects.
- Advertising Agencies: Needing music for commercial spots and promotional content.
- Video Game Developers: Requiring immersive and thematic soundtracks.
- Content Creators and YouTubers: Seeking affordable music for online videos.
- Music Supervisors: Working on large-scale projects like movies, TV shows, or ads.

The primary focus will be on attracting licensing deals with well-established media companies who can distribute my albums of music and sound effects to their network of clients.

Market and Competition:

The library music market is growing due to the increasing demand for content across platforms such as streaming services, YouTube, video games, and digital advertising. As content creation expands globally, there is a strong need for high quality music and sound effects that are easily licensable.

Key players in the library music industry include companies like AudioJungle, Epidemic Sound, Artlist, and PremiumBeat, which offer vast music libraries of music for licensing. These platforms dominate their market area by providing cheap 'royalty free' music with easy-to-navigate licensing models. However, my business differentiates itself by providing high quality content for smaller, more focused publishers who work with their composers and client base to provide bespoke, well researched albums that are primarily royalty driven.

Expenses Breakdown:

1. Microphone and Instrument Rentals:

- Microphones (e.g., KM184): £30-£40 per day (per microphone).
- Instrument Rentals: £20-£40 per day (per instrument).

2. Software and Digital Tools:

- UAD Spark Subscription: £80 per annum
- Cubase 14 (DAW): £450 (one-off)
- Musio (Sample Library): £80 per annum
- Website Maintenance: £25 per month

3. Musician Hire and Collaboration:

- Severn Duo (String Duo): £500~ for 10-track album

4. Equipment Maintenance and Repair:

- Maintenance and Repair Costs: £60 - £150

Total Estimated Costs:

Expense Category	Estimated Cost
Microphone and Instrument Rentals	£500
Software and Digital Tools	£900
Musician Hire (Severn Duo & Additional)	£500
Equipment Maintenance and Repair	£80
Total Estimated Cost	£1000~2000