CROWDLABEL
Unlocking the creator-
economy for musicians

CrowdLabel gives DIY musicians the tools to make money and manage their brand in the creator economy.

Creators are cashing-in on the creator economy...

but musicians are being left behind

Avg. creator earns about twice as much as musicians

Creator's avg. income is $23k / year
Musician's avg. income is $13k / year

Streaming is neither sustainable nor sufficient

8 million artists are on Spotify, but only 57,000 earn a livable income

Creators have access to more & higher value revenue streams

The creator economy is valued at 4x the value of the music industry

Multiple streams of income = lots of money for creatives

Few streams of income = limited money for musician

*IGroovmusic.com
Influencer Marketing Hub

Enter..

CROWD LABEL

Create.
Monetize.
Develop.
Manage.

Crowdlabel helps musicians make money.

MONETIZATION

Tools to increase revenue & growth

MANAGEMENT TOOLS

Tailormade data-driven solutions

NETWORK

Collaboration opportunities in order to scale

A SAAS Music Manager

- Analytics
- Social Media
- Wallet
- Merch
- Campaigns
- Distribution
- Collabs
- Sponsorships
- Livestream
- Physical

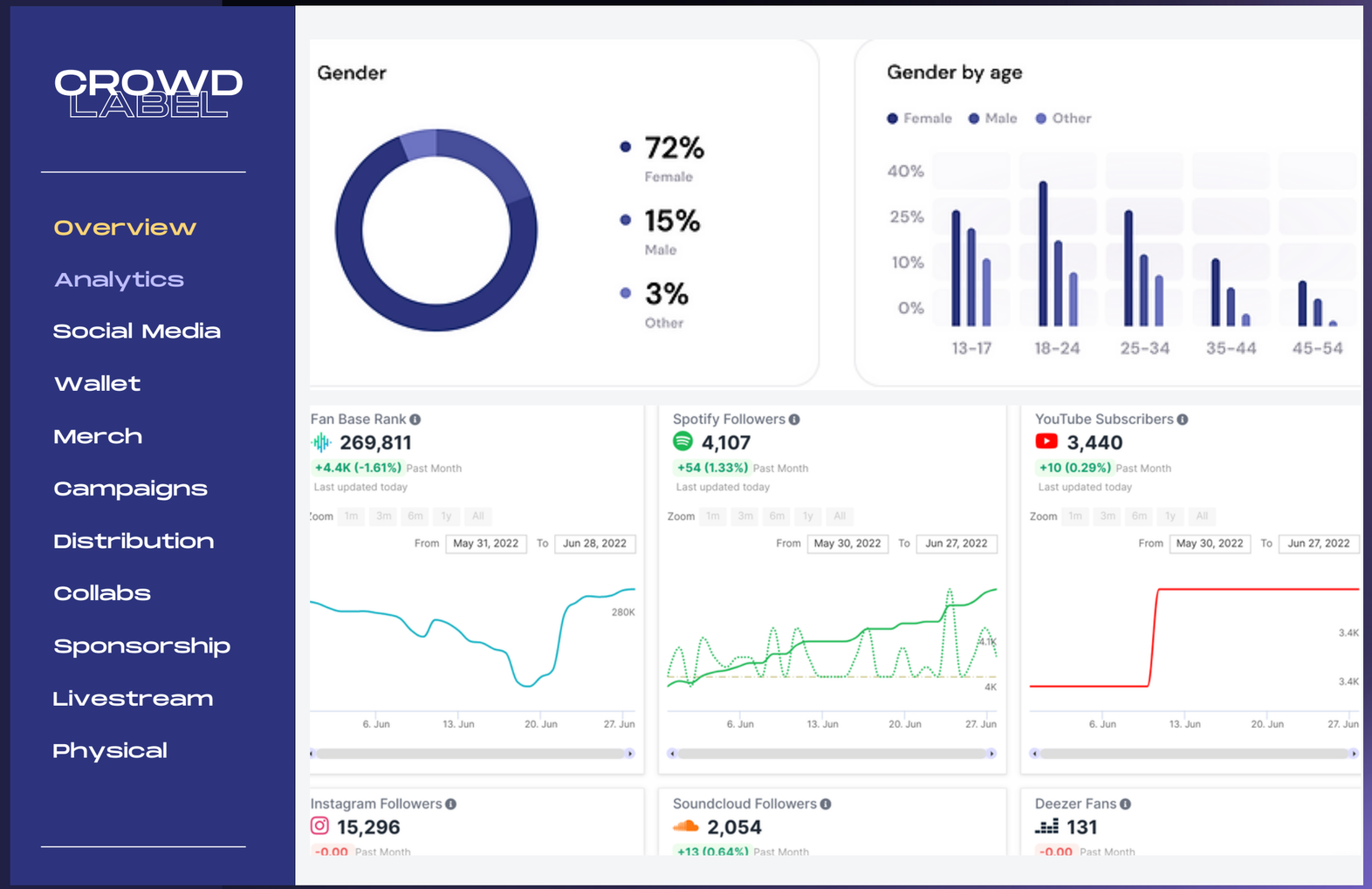


Image: Chartmetric

Social Media & Community

CROWD LABEL

Overview

Analytics

Social Media

Wallet

Merch

Campaigns

Distribution

Collabs

Sponsorship

Livestream

Physical

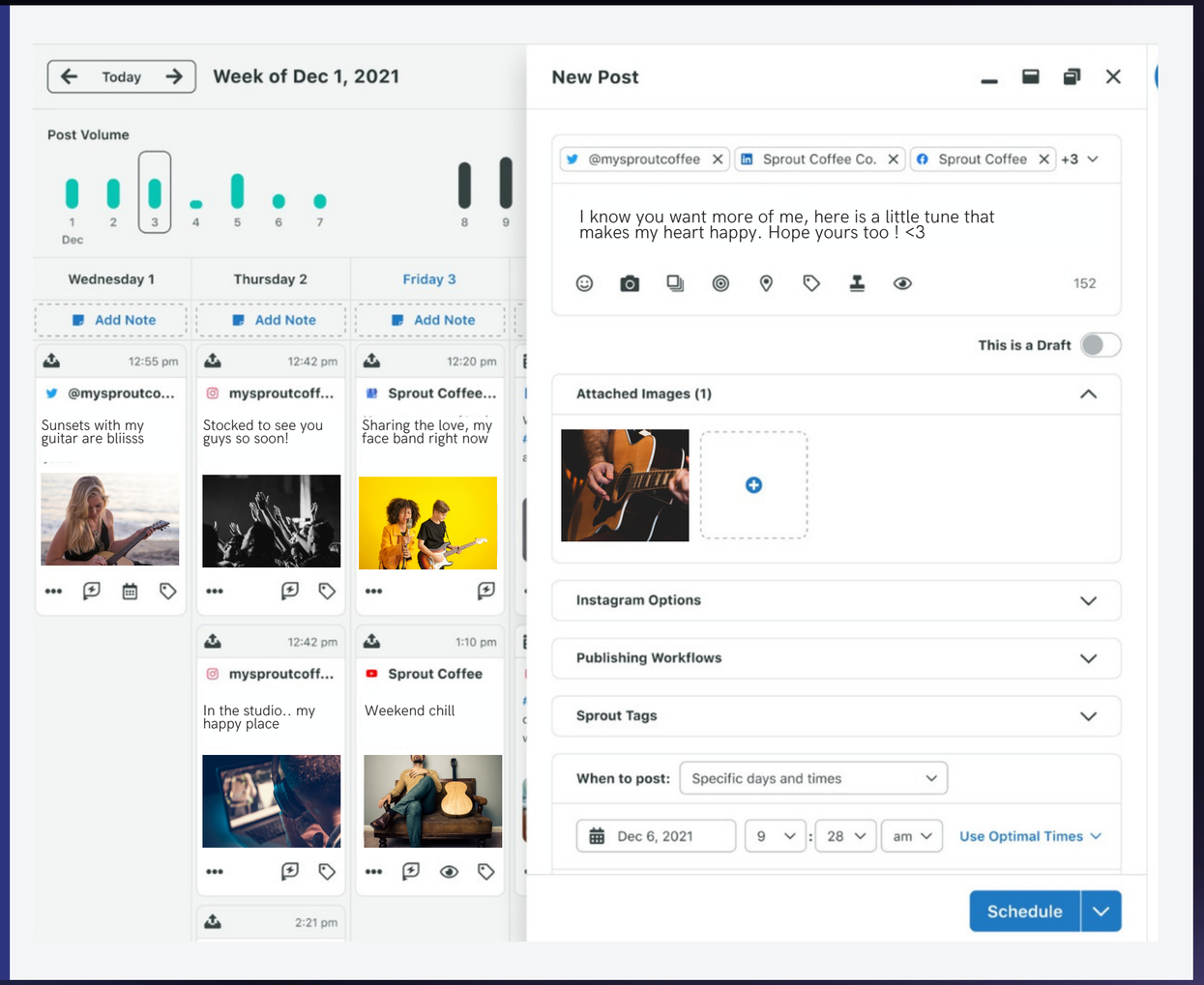


Image: Sprout

Merch

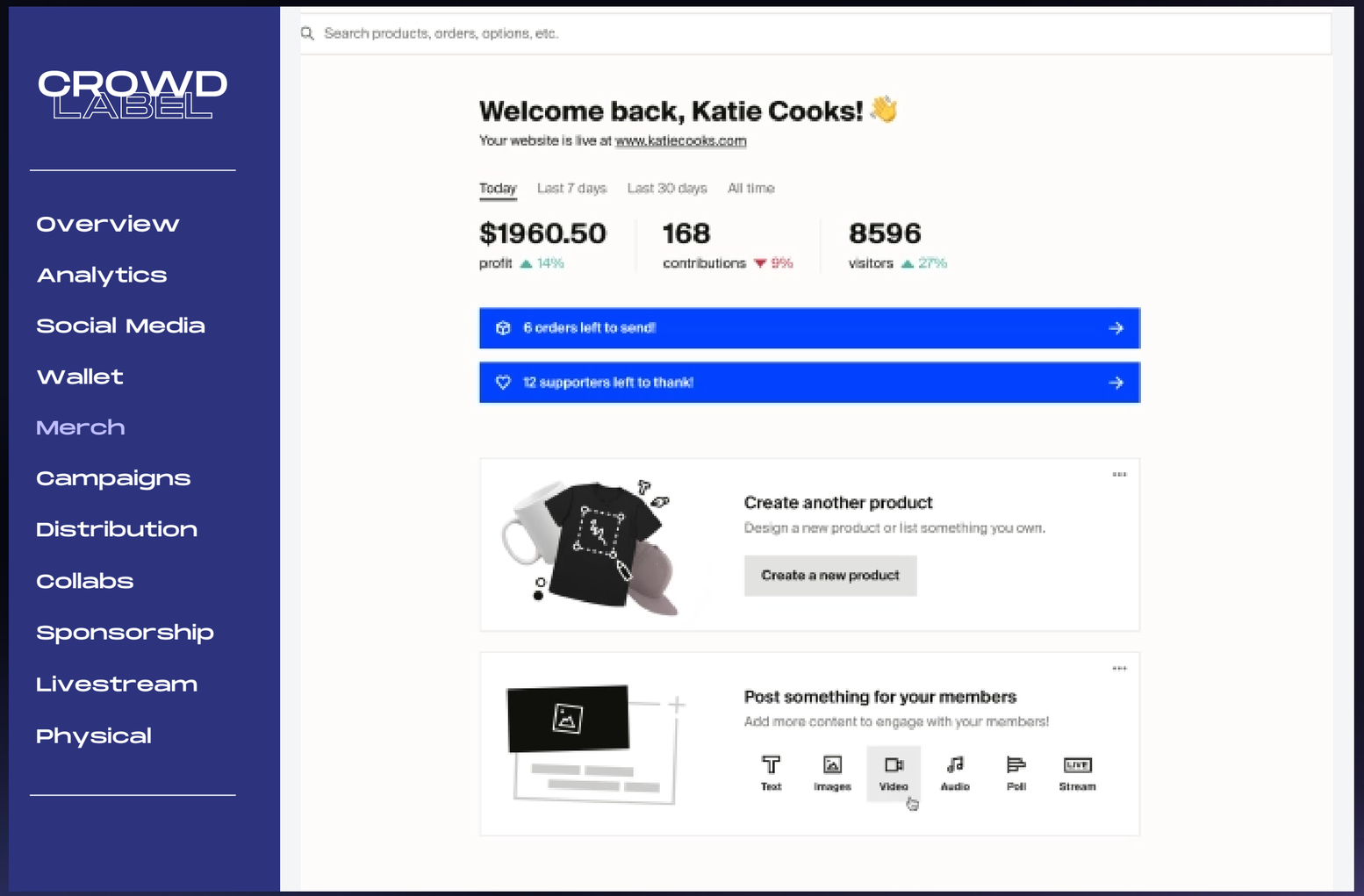
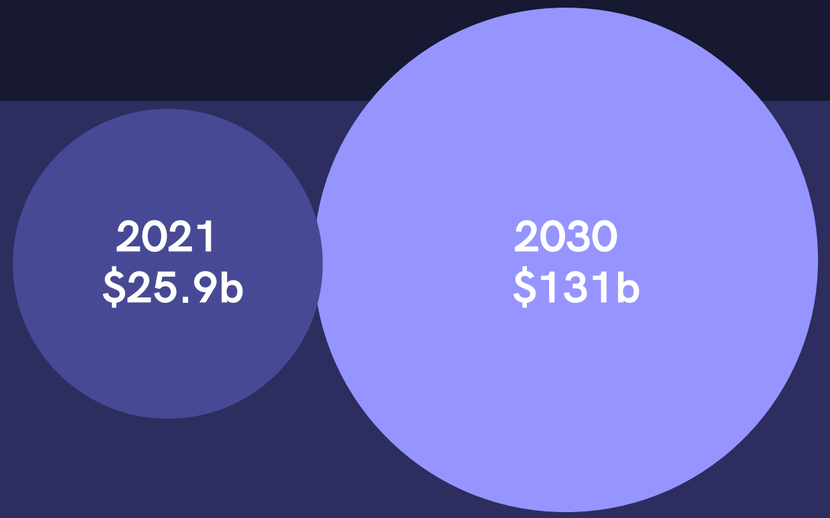


Image: Fourthwall

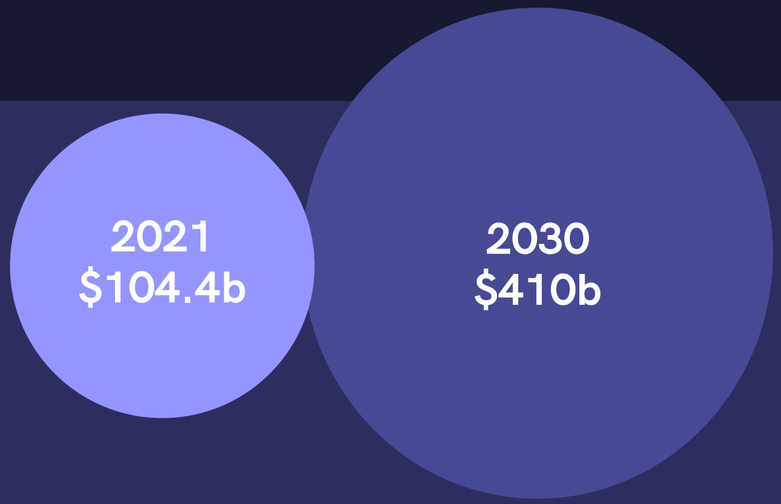
Market Size

Music Industry & Creator Economy

Total Revenue: Digital Music Industry



Total Revenue: Creator Economy



*Global State of the Industry Music Report
Goldman Sachs Report
Influencer Marketing Hub
Midia Report

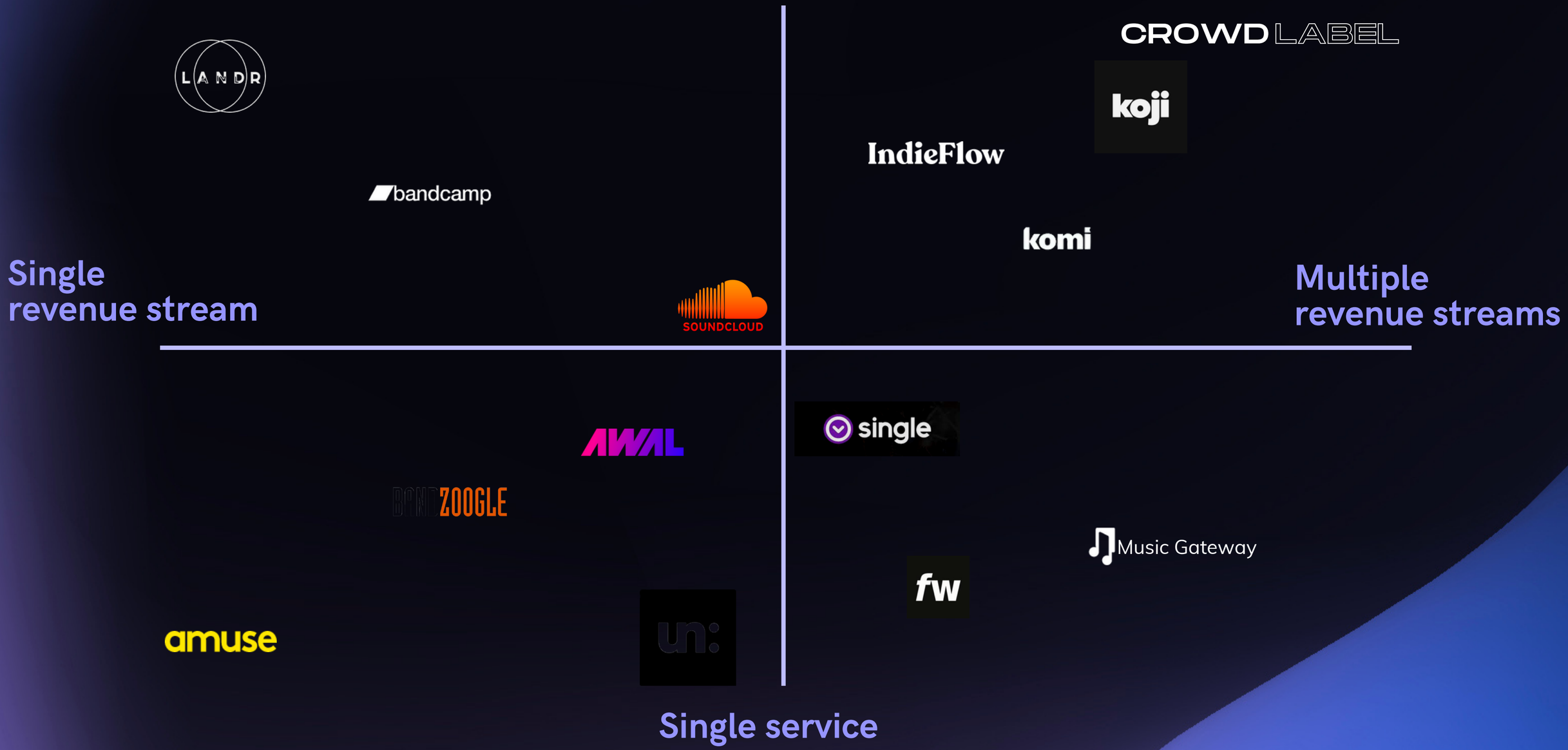
Why now?

The creator economy can revolutionize the music industry...

and close the gap between artist & fans.

01	**Direct Distribution Platforms**	The total music created through marketplaces far outweighs the number of artists releasing music via distributors.
02	**Value Chain Streamlining**	The music creator value chain is highly segmented but more companies are trying to bridge the gaps.
03	**Social Media BOOM**	The importance of social media for music discovery and promotion is only increasing.

Competitive Landscape



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Thank you

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