

Friday June 12, 2020

FOR IMMEDIATE RELEASE:

#BuyMusicFriday

Music creators need support, now more than ever.

Musicians from several countries launch a campaign encouraging the general public to “buy music on Fridays and help the artists you love.”



Inspired by the restaurant industry’s #TakeOutWednesday, and the charity community’s #GivingTuesday, a group of musicians and industry people have teamed up to create #BuyMusicFriday to encourage listeners to buy (instead of stream) music on Fridays — all platforms, every Friday.

Local, national and international music scenes have been hit hard by COVID-19. In a matter of days a whole season’s worth of concerts and tours were cancelled and postponed all over the world, marking an end to live music as we knew it for the foreseeable future.

In response, online music store Bandcamp waived its percentage of sales Friday, March 20, so that more money would go to the artists (PayPal still takes a small cut). Fans purchased \$4.3 million worth of music and merch from Bandcamp

artists in 24 hours (15 times the amount of a typical Friday). It was such a success that Bandcamp repeated the initiative on May 1, with fans exceeding their support from the previous month (\$7.1 million), and Bandcamp announced that [on Friday, July 3 between midnight and midnight PDT, it will also be waiving its fees so artists can take home more money.](#)

A tweet from the band The Burning Hell about Bandcamp's fee waiving Friday, inspired France-based Canadian musician Selina Martin who thought, "Why not take this further? Why not make every Friday buy music day? And why not encourage it on all music-selling platforms so that more music creators can benefit?"

The cancellation of live music due to COVID-19 has pulled back the veil on a pre-existing issue in the music industry: artists are not paid enough for the streaming of their music. For example, as of January last year, Spotify paid out just \$0.00331 to \$0.00437 per stream which, for independent artists who don't get millions of streams, amounts to almost nothing.

"Instead of simply streaming, buy music," Martin urges. "Support music and music-makers by buying an album or even just a song, or making a contribution during an online concert. We all understand this is a difficult time for many people, but the cost of a song is only a fraction of the cost of that fancy coffee you may not be ordering."

Martin has been reaching out to her musician peers via social media to kickstart #BuyMusicFridays as a grassroots movement, and was quickly joined by colleagues in Toronto, Massachusetts, Eastern and Western Canada. Now fans and supporters in the wider community have enlisted.

"It's time to take this one step further," Martin says. "We are now contacting the media so that we can spread this idea to as many music lovers as possible."

If you are able to help, please be in touch.

Many thanks for your time, talent, eyes and ears!

[**#BuyMusicFriday!**](#) Buy an album, EP, single or song by your favourite artist at their website, their label's website, Bandcamp, iTunes, Zunior in Canada, or at a real record shop! [**#SupportCreators**](#)

FURTHER INFO AND CONTACTS:

This movement is meant to inform people that music creators do not make significant income from streaming services (pennies and fractions of pennies do

not constitute fair payment), as well as to start a shift in the current music consumption model. This model is blatantly untenable for creators, save the few at the top of the food chain. This is a critical time. Normal life has been disrupted, and despite the devastating cause of this disruption we just might be able to have some good come from it. We *can* make changes for the better.

We have no desire to limit or ghettoize music purchasing to a single day of the week. Ideally it would be every day of every week. #BuyMusicFriday is simply a tool to help remind people that music creators deserve to be compensated, and why not do it on Friday?!

The work done by music creators seeds a massive industry with countless off-shoot businesses including live music venues, studios, radio stations and record stores, just to name some of the most obvious. Music is a product that is consumed every day by almost everyone, yet it is nearly impossible for music creators to earn a living wage. (The use of the terms 'product' and 'consumed' are disagreeable but necessary for the purpose of illustrating this inequity, in comparison to other industries.)

Making music is a specialized skill. It requires considerable amounts of time, training and talent. It also requires the ability to distil ideas from the various cultural, social, philosophical, political and environmental forces at work in the world and turn them into pan-dimensional yet intangible pieces of art that move, enrich and soundtrack people's lives. It's no exaggeration to say that music can change, even save you, so how about we support this vital art form and the people who create it?

Music makers have been too long divided and conquered, forced into competition with each other for meagre income. Supporting them in this time and into the future will lead to a much stronger arts community, which in turn feeds our global community on inestimable levels.

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