



Program Definitions of Eligible Applicants

Guidelines
2016-2017

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Developing Artist Level I

- Have not yet realized provincial, national or international sales or exposure
- Have not yet realized a strong online presence with streaming, views or social fans
- Have not yet secured a manager, agent, publicist, and record label/distribution/licensing deal
- Have not had significant exposure outside of Nova Scotia

Developing Company/Entrepreneur (must meet all of the following)

- Nova Scotian owned business with at least a 51% Nova Scotian client base
- Be a registered Nova Scotian business with CRA business numbers (including registered sole proprietors or partnerships)
- A non-Nova Scotian Developing Company/Entrepreneur may not be the Applicant for a Nova Scotian Artist
- Be engaged in the primary activities of Artist Management, Booking Agent, Licensing/Sync, Music Publisher, Music Producer, Promoter, Publicity/Promotions, Record Label, Recording Studio or some combination of the foregoing
- Can demonstrate revenues from core business activities including the sale and licensing of recorded music, publishing and commissions

Developing Artist Level II (must meet all of the following)

- Must have a current marketing and business plan
- One (1) Qualifying Release within the past two (2) years
- Minimum of 500 lifetime units sold of all releases combined (500 streams -audio and video) = 1 unit sold, 6 single downloads = 1 unit sold)
- Upcoming booking or contract outside of Nova Scotia for a current musical Production (i.e. live performance; stage production, songwriting collaboration, composition/soundtrack interest from film/TV, etc.)
- Strong professional history within Nova Scotia
Strong record of self-management and prior project execution, or established team infrastructure
- Updated and complete online presence, including professional website, content assets, social media accounts, fans and views

- For groups band member agreements are mandatory

Export-Ready Artist (must meet all of the following)

- Must have a current marketing and business plan
- One (1) Qualifying Release within the past two (2) years
- Minimum of 1,000 lifetime units sold of all releases combined (500 streams = 1 unit sold, 6 single downloads = 1 unit sold)
- Upcoming booking or contract outside of Nova Scotia for a current musical production, i.e. live performance; stage production, songwriting collaboration, composition/soundtrack interest from film/TV, etc.
- Strong professional history, including regular touring and/or exposure outside of Atlantic Canada
- Independent or established team/infrastructure
- Significant online presence, including streams, social media fans and views (to be assessed by Program Manager)
- For groups band member agreements are mandatory

Export-Ready Company/Entrepreneur

- Nova Scotian owned business with at least a 51% Nova Scotian client base
- Be a registered Nova Scotian business with CRA business numbers (including registered sole proprietors or partnerships)
- A non-Nova Scotian business **may** be the Applicant for a Nova Scotian Artist
- Be engaged in the primary activities of Artist Management, Booking Agent, Licensing/Sync, Music Publisher, Music Producer, Promoter, Publicity/Promotions, Record Label, Recording Studio or some combination of the foregoing

a) Record Label - must meet three (3) of four (4)

- Have core business activities that include recording, marketing and selling sound recordings and artist development
- Can demonstrate revenues from core business activities and a Minimum of 1,500 lifetime units sold of all releases combined (500 streams = 1 unit sold, 6 single downloads = 1 unit sold)
- Have existing distribution for the Canadian market
- Hold the master copyright, or license, for a minimum of two (2) Canadian-artist releases

Mandatory

- Have released at least one Canadian-artist recording within the last 12 months
- Must demonstrate the capacity to contribute a minimum financial investment (non-recoupable) of 50% of the project's total budget

b) Music Publisher - must meet three (3) of four (4)

- Can demonstrate revenue from core business activities

- Have an active roster of at least two Canadian songwriters in addition to any principals in the company
- Own a minimum of 10 original works in the catalogue with at least 50% or equivalent of those works created by Canadian songwriters
- Have published a minimum of 5 new complete Canadian works or equivalent, per year for the past two years, by two or more songwriters who are not shareholders or owners of the publishing firm, deemed by the publisher to be worthy of commercial exploitation, and with consequent demonstrable efforts to do so.

c) Music Manager

- Have artistic management as the core business activity
- Can demonstrate revenue from core business activities
- Be managing at least two artists (although exceptions may apply to managers with one artist should the artist's career be at an advanced, international level)
- Be guiding the professional careers of artists in the domestic and international entertainment industry by overseeing their day-to-day business affairs
- Be advising and counselling the artists concerning professional matters, long-term plans and strategic decisions which may affect their careers
- Undertake marketing, promotion and consulting on all facets of the artists' careers

In addition, the music manager must meet two (2) or more of the following criteria:

- At least one artist has commercially released an album within the last 24 months
- A minimum of 30 paid engagements from artist roster over the last 24 months
- At least one artist on roster has sold a minimum of 1,500 units (500 streams = 1 unit sold, 6 single downloads = 1 unit sold)
- At least one artist on roster is either signed to a record label or has licensed a product to a record label with a distribution deal in place.

d) Booking Agents, Licensing/Sync, Promoters, Publicity and Promotion, Producers and Recording Studios

- Please contact the Program Manager to determine your status as a Developing or Export-Ready Company/Entrepreneur

Community Presenter

For Music Nova Scotia's purposes' a Presenter is a non-profit organization or society committed to providing musical experiences for their communities. Some undertake only a handful of presentations a year, others may present dozens, but most will stage anywhere from three to eight presentations a season. Some community presenters may have some paid employees on staff, but most rely on community volunteers. Music festivals that wish to present non-festival presentations must contact the Program Officer to confirm eligibility.