



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **CUSMGT401A Manage distribution of music and associated products**

**Revision Number: 2**

## CUSMGT401A Manage distribution of music and associated products

### Modification History

Release	Comments
Release 2	Created to fix formatting errors only. Released with CUS09 Music Training Package version 1.2

### Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to manage the distribution of music in both physical and digital formats, as well as products associated with the music.

### Application of the Unit

Those responsible for managing the process of distributing the music and merchandise associated with an artist or act apply the skills and knowledge outlined in this unit. The unit may apply to artists, musical publishers, digital distributors/aggregators in association with independent labels, as well as those who work in record companies. The market for physical products, such as CDs, is contracting as consumers turn to online stores to purchase music in more flexible ways. Therefore digital distribution of music is becoming the dominant distribution mode.

### Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

### Pre-Requisites

Not applicable

### Employability Skills Information

Not applicable

## Elements and Performance Criteria Pre-Content

<i>Elements describe the essential outcomes of a unit of competency.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.</i>
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## Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Distribute physical products	1.1 In consultation with <i>relevant personnel</i> determine the range of <i>physical products</i> to be promoted and distributed 1.2 Ensure that contracts clearly state the <i>rights</i> and <i>obligations</i> of all parties with regard to distribution of music and associated products 1.3 Manage the distribution of physical products to retail outlets as required 1.4 Ensure that accurate <i>records</i> are kept of products distributed 1.5 Ensure that income from sales of products is distributed in line with contractual agreements
2. Manage digital distribution of music	2.1 Ensure that artists, songwriters and composers understand different <i>business models</i> for digital distribution of their music 2.2 Ensure that artists, songwriters and composers understand their rights under a digital distribution deal 2.3 Supply music for digital distribution in the <i>required format</i> 2.4 <i>Contribute</i> to the promotion of music and associated products through <i>media outlets</i> as required 2.5 Ensure that accurate records are kept of music distributed 2.6 Ensure that income from sales of music is distributed in line with contractual agreements
3. Evaluate distribution strategies	3.1 Assess the impact and effectiveness of distribution strategies 3.2 Analyse costs and timelines to evaluate benefits arising from distribution strategies 3.3 In consultation with relevant personnel, revise distribution strategies as required

## Required Skills and Knowledge

*This section describes the skills and knowledge required for this unit.*

### Required skills

- research and literacy skills sufficient to access reliable information on business models for the distribution of music and associated products
- communication and teamwork skills sufficient to:
  - liaise effectively with a range artists and personnel involved in the distribution of music and associated products
  - work cooperatively in a team environment
- initiative and enterprise skills sufficient to establish and manage viable distribution arrangements
- planning and organisational skills sufficient to plan and implement viable distribution arrangements
- problem-solving skills sufficient to manage contingencies in distribution activities
- self-management skills sufficient to:
  - set priorities and apply time-management strategies
  - work within established budgets and timeframes
- technical skills sufficient to:
  - use the internet to access information
  - use software applications to track sales of music distributed digitally

### Required knowledge

- new and emerging business trends and models in the music industry
- planning processes for organising the distribution of music and associated products
- types of royalty income due to artists, composers and songwriters
- relevant legislation, regulations and codes of practice, including:
  - copyright and intellectual property
  - ethical standards, privacy and confidentiality
  - OHS
- role and functions of:
  - industry personnel
  - music retail outlets
  - music publishing companies
  - record companies
  - digital distributors/aggregators
  - national and international music industry associations
- issues and challenges that typically arise in the context of managing the distribution of music and associated products

## Evidence Guide

*The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.*

<b>Overview of assessment</b>	
<b>Critical aspects for assessment and evidence required to demonstrate competency in this unit</b>	<p>Evidence of the ability to:</p> <ul style="list-style-type: none"> <li>• develop viable strategies to distribute music and associated products</li> <li>• manage the digital distribution of music</li> <li>• work cooperatively with others involved in the distribution of music and associated products.</li> </ul>
<b>Context of and specific resources for assessment</b>	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> <li>• access to an environment where distribution of music and associated products is required</li> <li>• access to artists and digital distributors/aggregators</li> <li>• use of culturally appropriate processes, and techniques appropriate to the language and literacy capacity of the candidate and the work being performed.</li> </ul>
<b>Method of assessment</b>	<p>The following assessment methods are appropriate for this unit:</p> <ul style="list-style-type: none"> <li>• case studies to assess candidate's ability to communicate effectively in a range of situations dealing with the distribution of music and associated products</li> <li>• written or oral questioning to assess knowledge as listed in the required knowledge section of this unit</li> <li>• problem-solving activities to assess ability to manage contingencies in the process of distributing music and associated products.</li> </ul>
<b>Guidance information for assessment</b>	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.</p>

## Range Statement

*The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.*

<b>Relevant personnel</b> may include:	<ul style="list-style-type: none"> <li>• artists and performers</li> <li>• composers</li> <li>• songwriters</li> <li>• artist managers</li> <li>• publishers</li> <li>• record companies</li> <li>• digital distributors/aggregators</li> <li>• advertising agencies</li> <li>• public relations companies</li> <li>• media personnel, such as:             <ul style="list-style-type: none"> <li>• broadcasters</li> <li>• critics</li> <li>• journalists.</li> </ul> </li> </ul>
<b>Physical products</b> may include:	<ul style="list-style-type: none"> <li>• CDs</li> <li>• DVDs</li> <li>• merchandise, such as:             <ul style="list-style-type: none"> <li>• T-shirts</li> <li>• posters</li> <li>• stickers</li> <li>• mugs</li> <li>• gimmicky objects.</li> </ul> </li> </ul>
<b>Rights</b> may include the right to:	<ul style="list-style-type: none"> <li>• assign or retain all rights in the music</li> <li>• distribute through multiple agencies</li> <li>• vary the product range</li> <li>• opt out of a contract or agreement</li> <li>• set prices.</li> </ul>
<b>Obligations</b> may include the party responsible for:	<ul style="list-style-type: none"> <li>• covering the cost of making products</li> <li>• distributing products to retail outlets</li> <li>• tracking sales and returns</li> <li>• keeping records</li> <li>• distributing income from sales.</li> </ul>
<b>Records</b> may include:	<ul style="list-style-type: none"> <li>• type of physical or digital product</li> <li>• number of products</li> </ul>

	<ul style="list-style-type: none"> <li>• retail outlets</li> <li>• date when products were supplied to retail outlets</li> <li>• contact details at retail outlets</li> <li>• number of sales</li> <li>• number of returns</li> <li>• items out of stock</li> <li>• estimated date for new stock</li> <li>• back orders for stock</li> <li>• damage to stock</li> <li>• delivery method</li> <li>• contact details at delivery companies.</li> </ul>
<b>Business models</b> may include:	<ul style="list-style-type: none"> <li>• artist's music publishing company dealing through a collection agency with online outlets, such as iTunes and Amazon MP3 on their behalf</li> <li>• artists using a digital distributor to deal with online outlets using business models, such as: <ul style="list-style-type: none"> <li>• fee for service</li> <li>• subscription</li> <li>• upload fee and royalty percentage.</li> </ul> </li> </ul>
<b>Required format</b> may include:	<ul style="list-style-type: none"> <li>• single tracks</li> <li>• albums</li> <li>• audio files in format nominated by distribution agency</li> <li>• cover artwork in format nominated by distribution agency</li> <li>• barcode (universal product code [UPC])</li> <li>• international standard recording code (ISRC).</li> </ul>
<b>Contributing</b> to promotional activities may include:	<ul style="list-style-type: none"> <li>• writing media releases</li> <li>• assisting artists to compile rÃ©sumÃ©s</li> <li>• distributing artists' rÃ©sumÃ©s</li> <li>• organising media interviews for artists.</li> </ul>
<b>Media outlets</b> may include:	<ul style="list-style-type: none"> <li>• print</li> <li>• television</li> <li>• radio</li> <li>• internet, including: <ul style="list-style-type: none"> <li>• artists' websites</li> <li>• broadcast email lists</li> <li>• YouTube</li> <li>• Facebook</li> </ul> </li> </ul>



	<ul style="list-style-type: none"><li>• MySpace</li><li>• blogs</li><li>• digital communication devices, e.g. mobile phones.</li></ul>
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## Unit Sector(s)

Management and leadership - management