



AMP September Survey Results
By Liz Myers, AMP National President
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In response to questions posed by the AMP National Board in the summer of 2009, we decided to create a survey of our membership and our potential members. The initial purpose of the survey was to find out if our membership felt their business would benefit from an educational seminar for our clients which explains the process of original music making.

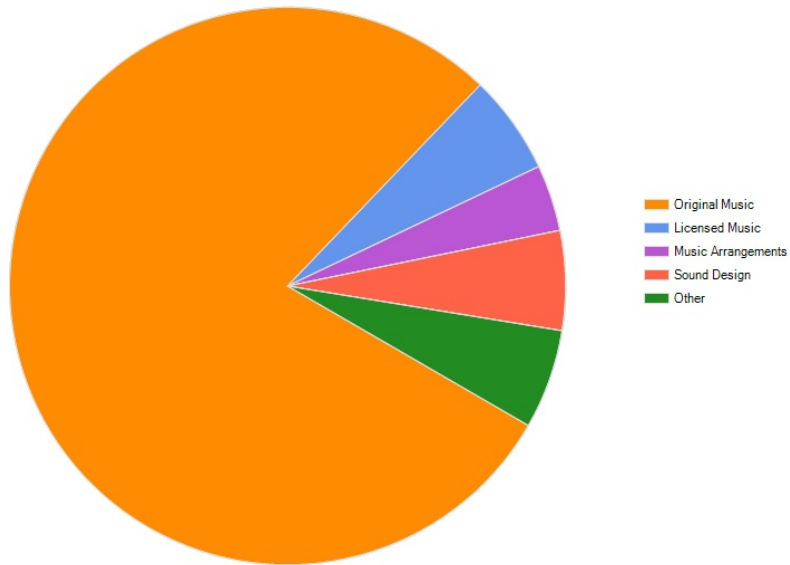
In addition, we added questions about AMP's focus and mission statement. We also posed queries about exactly how much original music is being composed by our members and our potential members, and whether or not branding with original music was considered to be an important issue.

Original Music

The perception is that licensing is overtaking original music. However we found that 78% of our membership still derives the majority of its income from the creation of custom work. The remaining 22% is split among licensed music, arrangements and other such work.

FIGURE 1

Which type of music represents the largest portion of your company's work in the past year? (Over 50%)

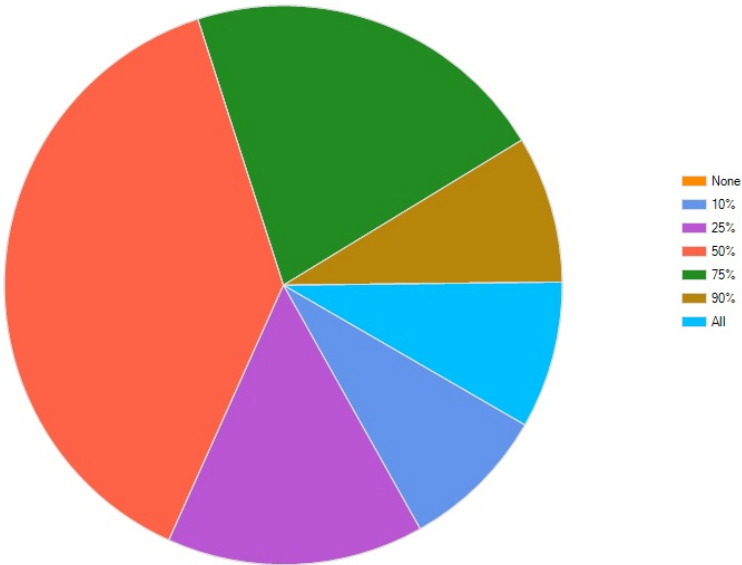


Understanding the Process

38% of our membership feels that about only half of their clients understand the musical process, whereas 31% feels the majority of their clients understand it. An overwhelming number (96%) of our membership thinks that if advertisers understood the branding value of original music it would be beneficial to our business. And a similar huge majority (89%) felt that it would be helpful if clients knew more about how original music is made.

FIGURE 2

From your experience, roughly what percentage of your clients are knowledgeable about the process of creating original music?

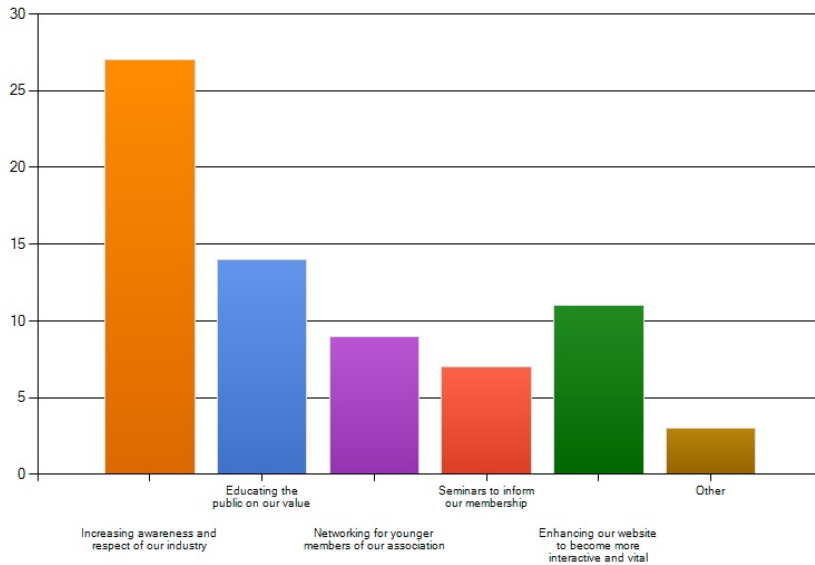


AMP’s Focus

Multiple answers were allowed for the question concerning the focus of AMP. 87% felt that our main emphasis should be increasing awareness and respect of our industry. Other choices were education (45%), networking (29%), website enhancement (39%) and seminars (22%). Several members felt that all of these things are important.

FIGURE 3

In order to maintain and maximize AMP's relevance to our membership, please tell us which areas you feel AMP should focus its efforts. Multiple answers are allowed.



One of the interesting things that came out of this survey was the fact that our potential members almost exactly mirrored our actual members. 80% make their living as music or sound production companies, 73% create mostly custom work, 69% feel that original music is preferred by their clients, 35% feel the majority of their clients DO understand the process of music making. However, this group also overwhelmingly agreed that a clearer understanding of the process and value of original music would be beneficial.

Noting this final statement, the National Board voted unanimously to pursue and educational initiative in 2010. A National Committee was formed and if you would like to be part of this, please contact Liz Myers at liz@triversmyersmusic.com.