

Momentum Music Fund

April 2013 – March 2018



Momentum Music Fund
PRS Foundation



About Momentum



£2.58m awarded
£45m requested

- A pioneering fund which provides career-boosting grants of between £5,000 and £15,000
- Available to UK-based acts at a crucial time in their professional development
- Managed by PRS Foundation with funding from Arts Council England (2013-18)
- PRS Foundation, PPL and Spotify provided additional funding and in-kind support

OUTCOMES Years 1—5

No. of artist funded since 2013

273



Amount of support given to date

£2.58m

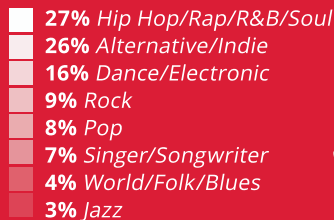


No. of applications received

3,896



Genres of funded artists



No. of new albums
160

UK tours funded

180



(over **1,000** UK dates)

Years 1-3

ROI to UK Music Industry

Every £1 awarded through Momentum has resulted in a £5.15 return on investment, meaning over £13m has been generated for the UK Music Industry



Average artist earnings increased by

£48,035



91% of Momentum artists say they have seen their streaming stats improve

89% say they have seen their Spotify followers increase

70% have directly benefitted from Spotify being a Momentum partner



Grantees who said they had delivered their primary outcome

88%

Average live audience increase

75% of Momentum artists say they are now playing bigger audiences.



84%



of Momentum artists have seen an increase in media coverage



Average social media increase

89% of Momentum artists say they now have more social media followers



34%

of total applicants were already working full-time in music at time of application

42%

of grantees were not yet working full-time on music at time of application and

43%

of those grantees are already working full-time on music now

Diversity

In Year 5 Urban genres over took Alternative/Indie as the most supported genre area



In years 1-5, grantees identifying themselves as Black, Asian and minority ethnic

49%

