

ADVANCE

CANADA'S BLACK MUSIC BUSINESS COLLECTIVE

The Journey of Black Music Professionals in Canada

This study highlights the barriers faced by Black music professionals in the Canadian music industry and the need for inclusive policies and programs to support their success.

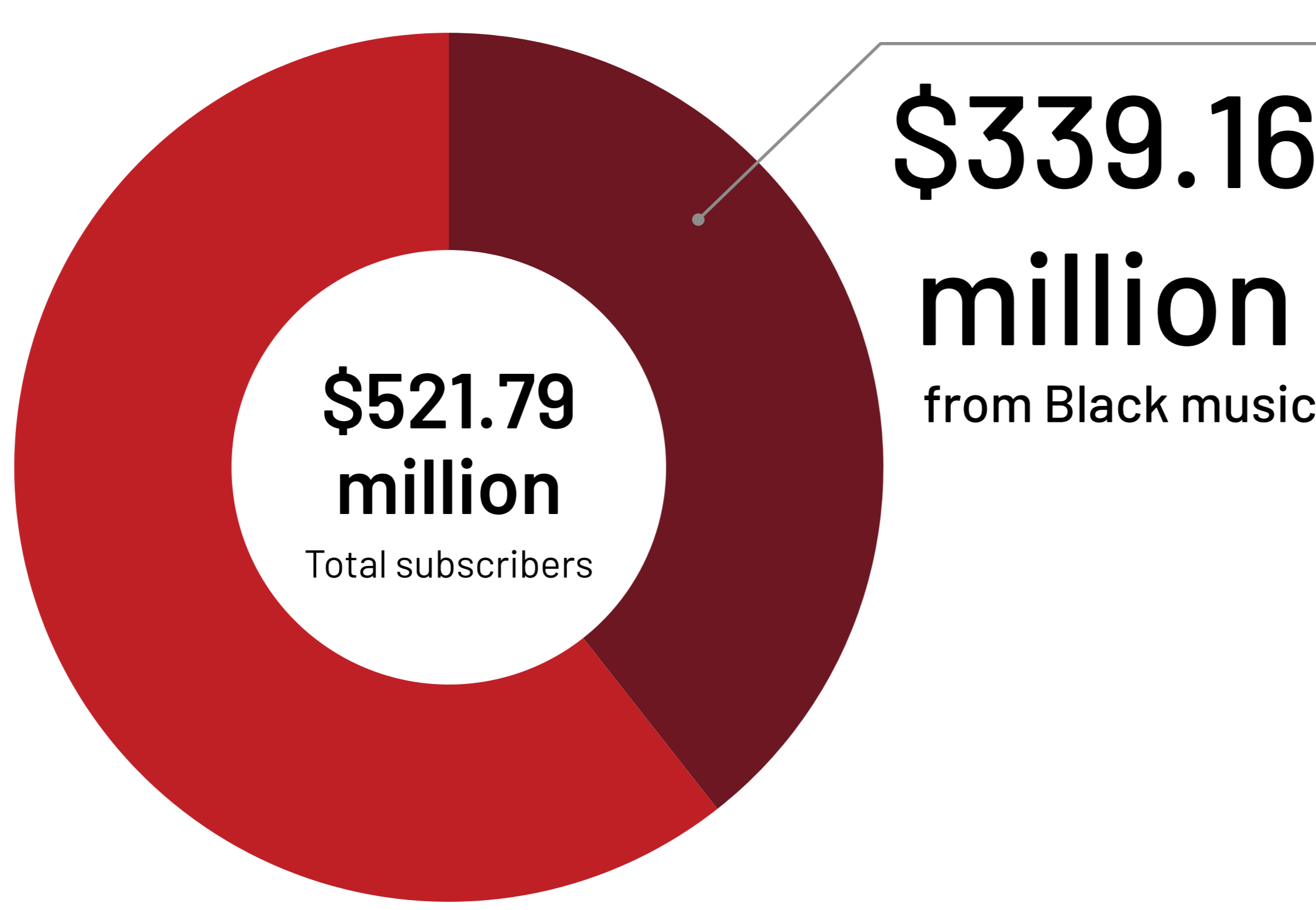


Black music dominates the top 100 streaming charts (65%).

Streaming generates 74% of Canadian music revenues.

Subscription revenue data

Subscription revenue data reported a value of \$521.79 million in 2022, suggesting that Black music accounted for approximately \$339.16 million of these revenues.

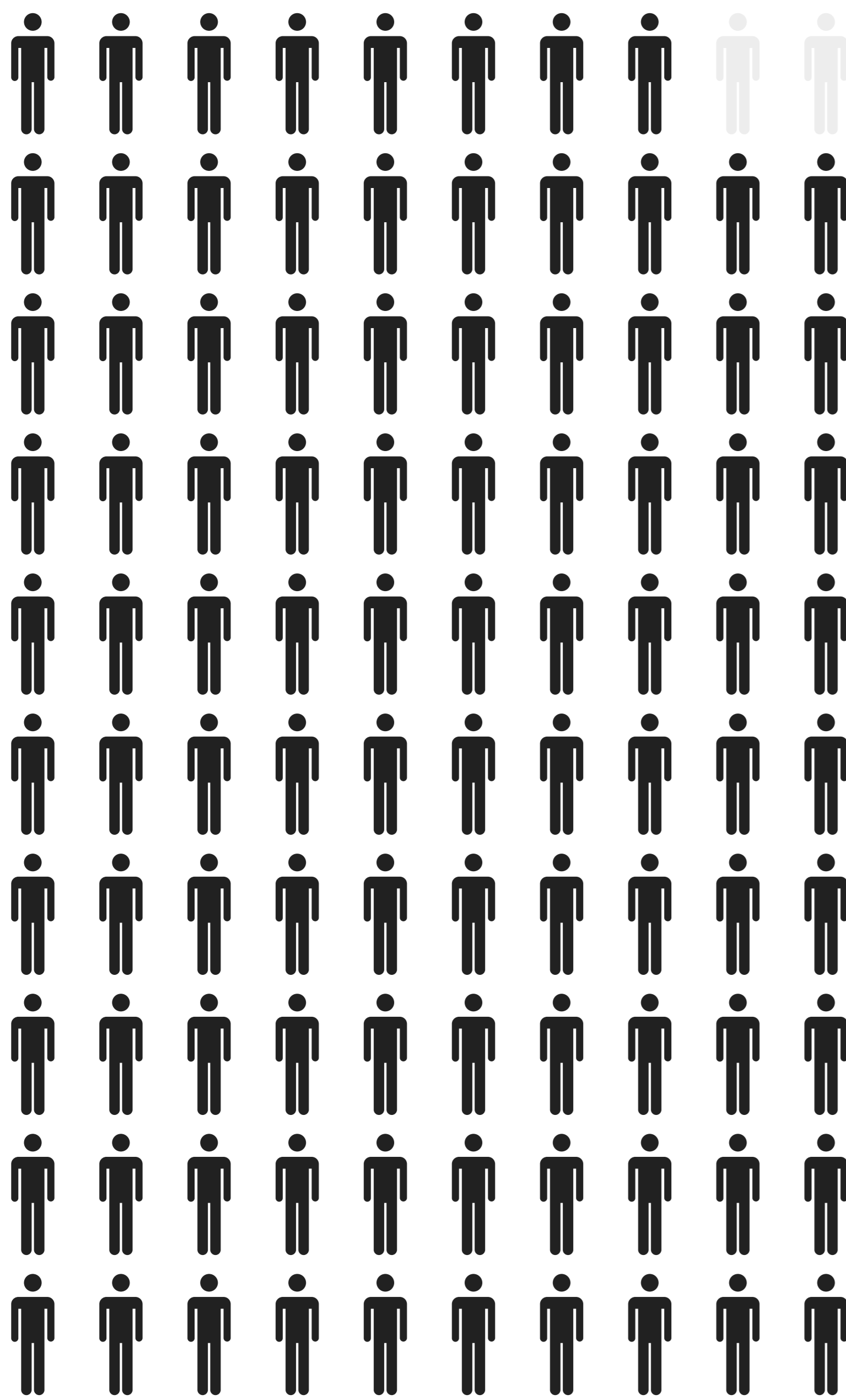


Black music brings significant economic value to the industry.

BARRIERS TO SUCCESS

Reasons Include

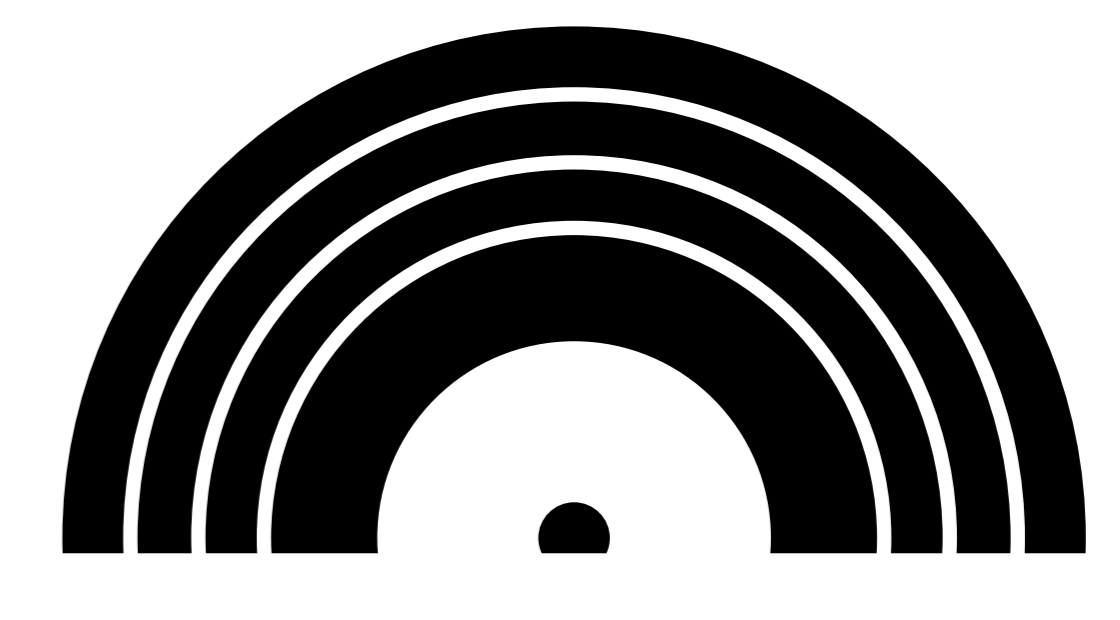
Lack of funding opportunities for Black music professionals



98%

of Black music professionals have **never applied for funding.**

Among the few who have, **89%** were **unsuccessful** in their applications.

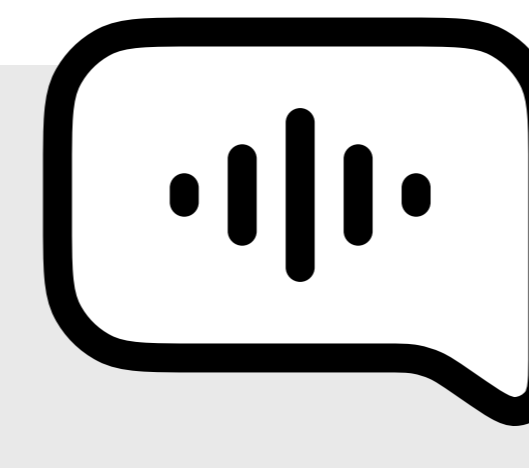


47.5%

NEARLY HALF of Black business owners surveyed **HAVE NOT RECEIVED** financial aid.



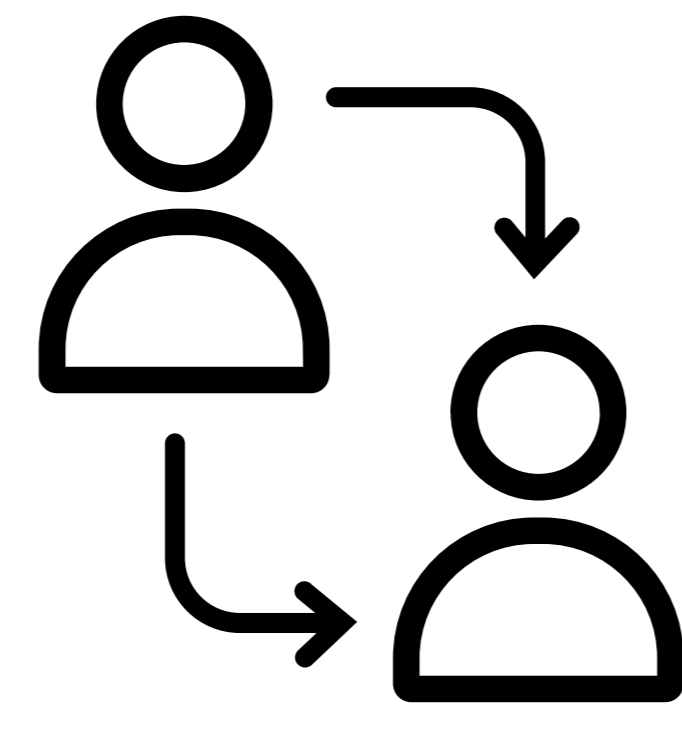
Negative experiences and discouragement from applying.



Inadequate support mechanisms and outreach efforts.

GENDER DIFFERENCES

All face challenges in support, training, and financial instability.



Black women and gender diverse people seek mentorship opportunities.

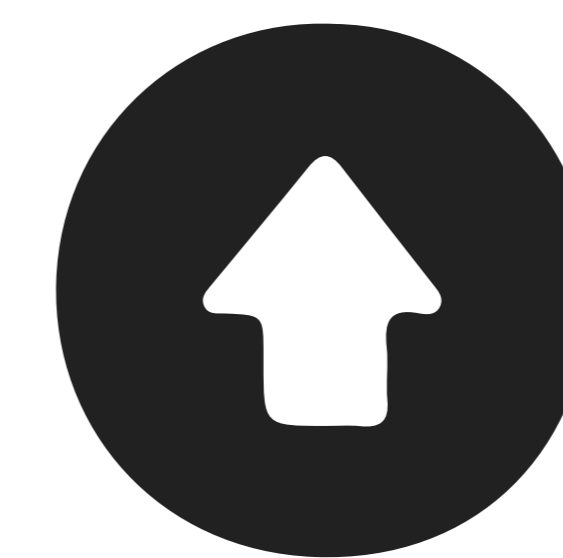


Black men see access to funding as a major barrier.

DISCRIMINATION AND REPRESENTATION

55.3% of Black music professionals

experienced ethnicity-based discrimination.



High levels of **ETHNICITY-BASED** and **RACE-BASED DISCRIMINATION.**

54.7% of Black music professionals

faced race-based discrimination.



LACK OF REPRESENTATION and support for Black music professionals.

43% of Black music professionals reported experiencing racism.

6% citing anti-Black racism.



Non-Black artists often top charts in genres **INFLUENCED BY BLACK CULTURE.**

THE INDUSTRY'S ROLE

Implement **INCLUSIVE** policies and programs.

TARGETED MENTORSHIP for Black women and gender diverse individuals.

FACILITATE NETWORKING and collaboration opportunities.

ENHANCE FUNDING application support for Black entrepreneurs.

CALL TO ACTION



Funding organizations should prioritize outreach and encourage applications.



Dismantle barriers and provide necessary resources and support.



Foster an inclusive and diverse music industry in Canada.

By understanding the challenges faced by Black music professionals and taking proactive steps to address them, we can create a more equitable and thriving music industry that recognizes and supports the contributions of Black music.

Read the full report at advancemusic.org/advocacy