

# **From Astronomy to Music**

**Edoardo Carlesi**

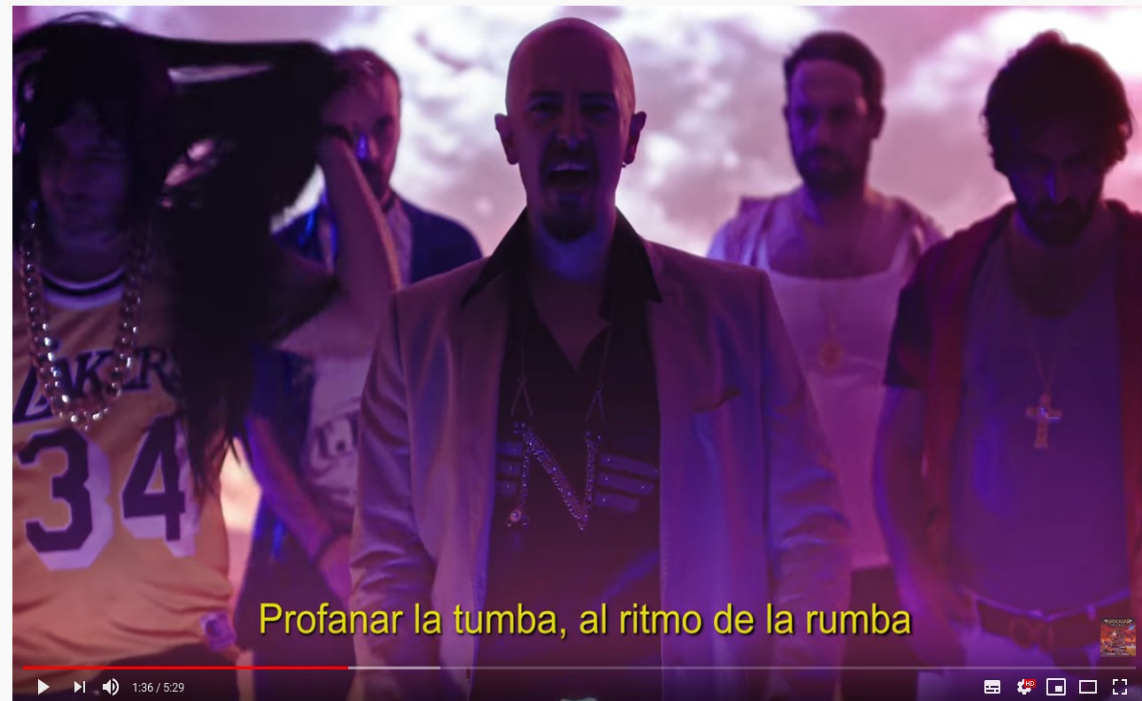
AIP Kaffeerunde 06.11.19

# Music and astronomy jobs

- Astronomy job market is very tough
- Music “job market” is close to impossible

80% of the songs on Spotify has < 10 streams (4 million songs have zero), the median # views for music videos on YouTube is 89 (mean 5k). Live music is hardly paid or pay-to-play. Low CD sales.

- Hard work + social media + LUCK



ROMA

Nanowar Of Steel - Norwegian Reggaeton (feat. Charly Glamour & Gigatron)

3.558.429 visualizzazioni • Trasmesso in anteprima il giorno 2 lug 2019

93.481 7033 CONDIVIDI SALVA ...



nanowarVEVO  
62.300 iscritti

ANALYTICS

MODIFICA VIDEO

**METAL INJECTION** 2004 XV 2019


Share This: [f](#) [t](#) [e](#)

MUSIC VIDEOS

**NANOWAR OF STEEL Is The Power-Metal-Meets-Reggaeton Band You Didn't Know You Needed**

[✉ Subscribe to our Daily Newsletter](#)  
GET OUR MAIN PAGE DELIVERED TO YOUR INBOX EVERY DAY!

ABC CULTURA



Sommer fiesta at Ragnarok beach

Una de las imágenes de «Norwegian Reggaeton» - Youtube

«Norwegian Reggaeton»: la bizarra mezcla entre heavy metal y reguetón que triunfa

TEMAZO

**'Norwegian Reggaeton': la canción del verano es un despiorre (heavy y latino) inesperado**

CULTURA [t](#) [e](#)

06/07/2019 14:34

"Unipertinencia cuba libre y col de

[f](#) [t](#) [e](#) [w](#) SIGUIENTE >

rollingstone.it

**RollingStone**



HOME > MUSICA > NEWS MUSICA

3 LUGLIO 2019

**Norwegian Reggaeton: i Nanowar of Steel hanno vinto tutto**

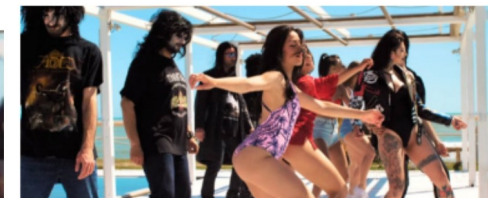
Jul 2, 2019

# “Norwegian Reggaeton” – when Metal meets Reggaeton

**Bizarro: conheça o “reggaeton norueguês” que mistura Metal e Música Latina**

**“Norwegian Reggaeton”, el videoclip del verano metalero**

3 julio, 2019 3:37 pm Publicado por [Redacción](#) – 13 Comentarios





# Audience

6.74M streams

1 JAN 2015 – 21 OCT 2019

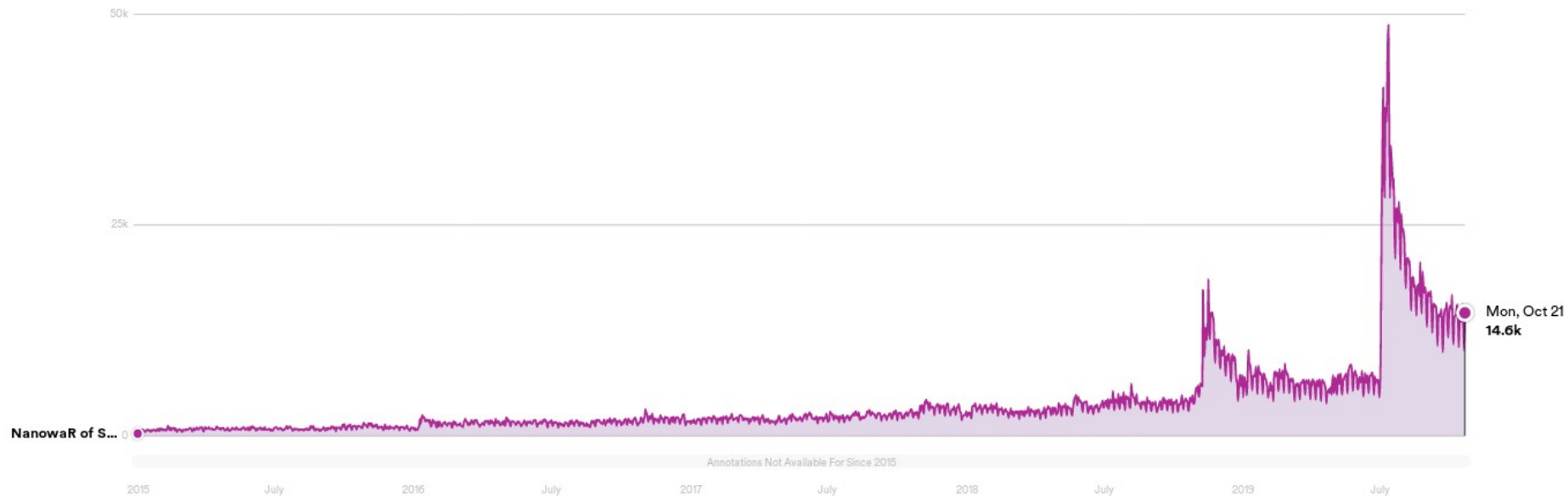


Since 2015

LISTENERS

**STREAMS**

FOLLOWERS



NanowaR of S...

🔍 Compare to other artists

# Signing with a label in 2019

In principle a band could do everything on its own on the internet

Labels only pay royalties and (rarely) some money for recordings

Gain in credibility, exposure, access to radio/festivals/magazines

# Music industry nowadays

- **18.1B \$** and growing (since the 2014 minimum):
  - > Streaming services account for 50-60%
  - > CDs (& Vinyls!) make 25-30%
  - > Rest is publishing & execution rights

# How do musicians make money?

- **Spotify** (0.004-ish \$ per stream)
- **YouTube** (0.0005-ish \$ per view)
- **Digital sales** (iTunes, BandCamp, AmazonMusic)
- **Physical sales** (online & in shops)
- **Royalties** (GEMA/SIAE/SGAE etc.)

**PLAYING LIVE & SELLING MERCHANDISE**

(> 70%)



