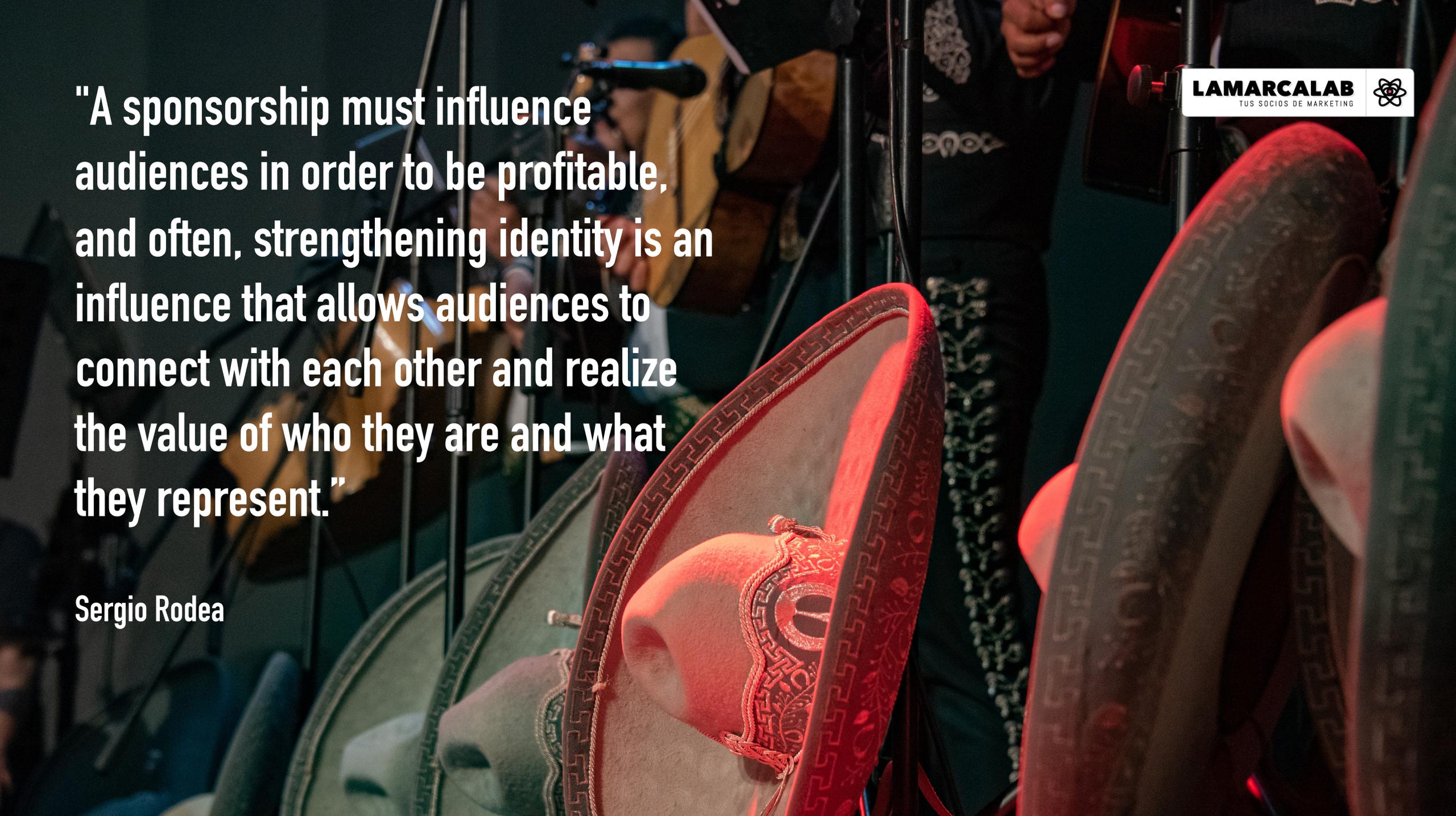


# Música Latinoamericana: the heartbeat of our identity





**"A sponsorship must influence audiences in order to be profitable, and often, strengthening identity is an influence that allows audiences to connect with each other and realize the value of who they are and what they represent."**

**Sergio Rodea**

**LAMARCALAB**  
TUS SOCIOS DE MARKETING





Survey methodology for  
artists, sample size: 74  
musical artists,  
confidence level: 90%,  
margin of error: +/- 9.4%.

*Note: This is a preliminary  
analysis of the total sample,  
prepared for today's  
presentation.*

**Which of these types of artist do you identify with?**

**46% Member of an independent music band**

**45% Independent solo artist**

**1% Solo artist signed to a record label**

**1% Member of a group signed to a record label**

**7% Other**



# Main challenges of artists

# The minority makes a living exclusively from music

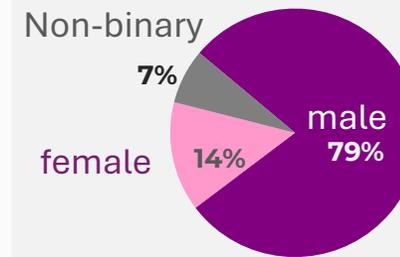
**78%** Has additional sources of income besides music

**22%** makes a living exclusively from music

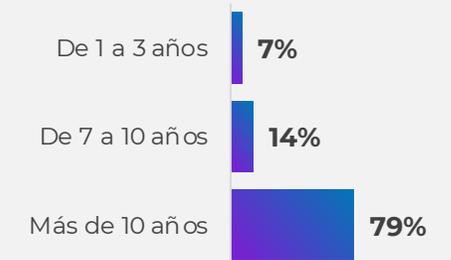


## ¿Who makes a living exclusively from music?

### Gender



### Years in music industry



### Age



# The Rythm of their work month: how they invest their time



**70** hours: music creation

Those who live exclusively from music work more in **marketing**: **59** hours, **53** hours in **music creation** and **48** hours in social media management



**50** hours: social media management

Those who don't live exclusively from music work **76** hours in **music creation**, **49** hours in **social media management** and **36** hours in **marketing**



**40** hours: marketing and public relations

# Challenges and Confusions in Music Rights Management:

Payment and royalty management 64%

Contracts and legal agreements 58%

Transparency and communication with management societies 39%

Registration processes 38%

Rights distribution 31%

# Funding: main challenge

**61%**

Lack of funding

**53%**

Obstacles in promoting music

**50%**

Social media strategic presence

**47%**

Management problems

**47%**

Live performances lack of opportunities

**34%**

Competitors

**28%**

Digital distribution and monetization

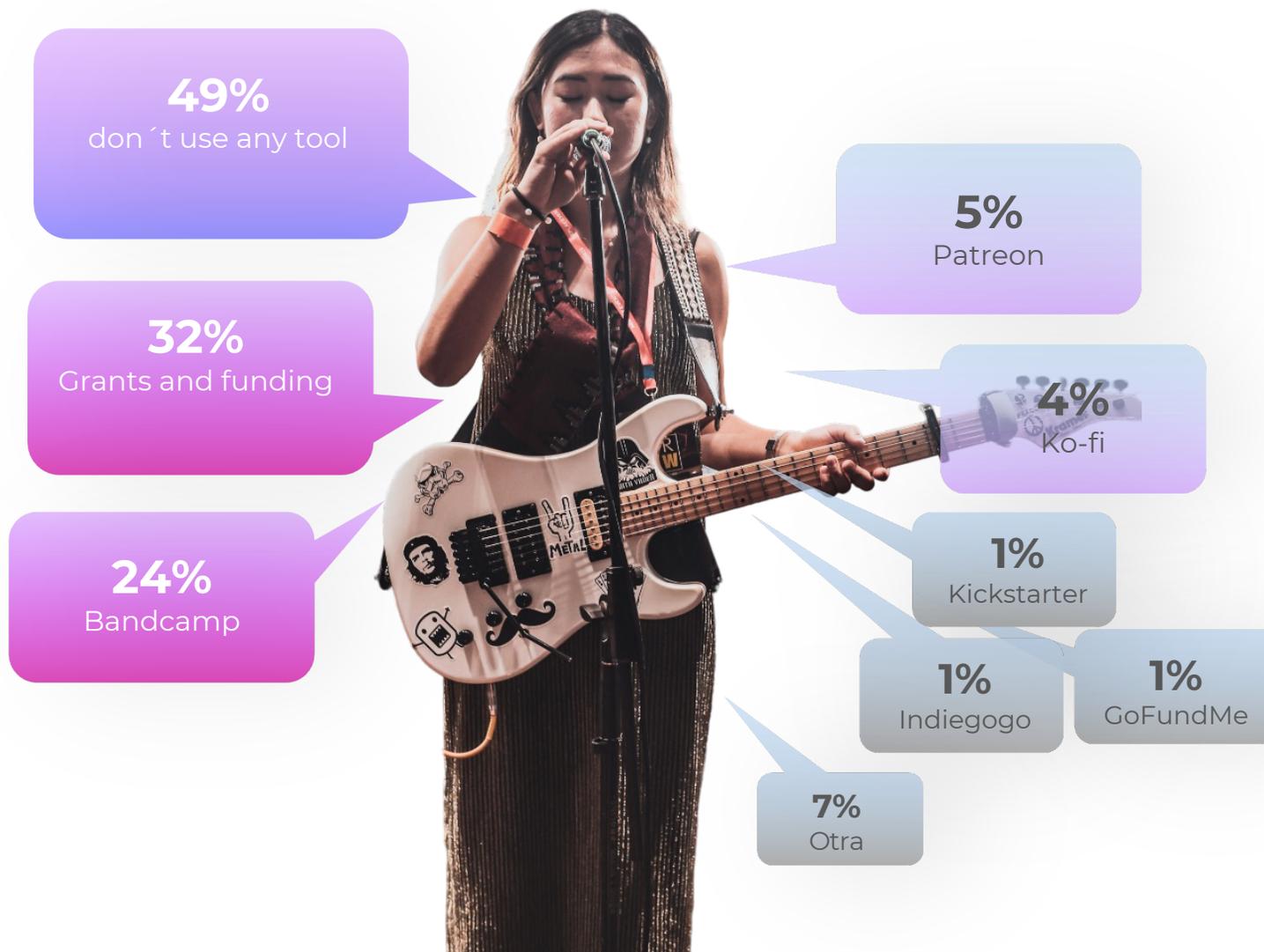
**28%**

Obstacles to collaborating with other artists

Others **35%**



# Half of artists do not use financing tools



# Digitalization and creativity in the music creation process



**77%**

It has facilitated access to creative tools and resources

**51%**

It has reduced the barriers to experimenting with new styles

**47%**

It has enabled easier and remote collaborations

**30%**

It causes me distractions



# AI in the music creation process



**34%**  
Use AI

Producers use more AI **39%**



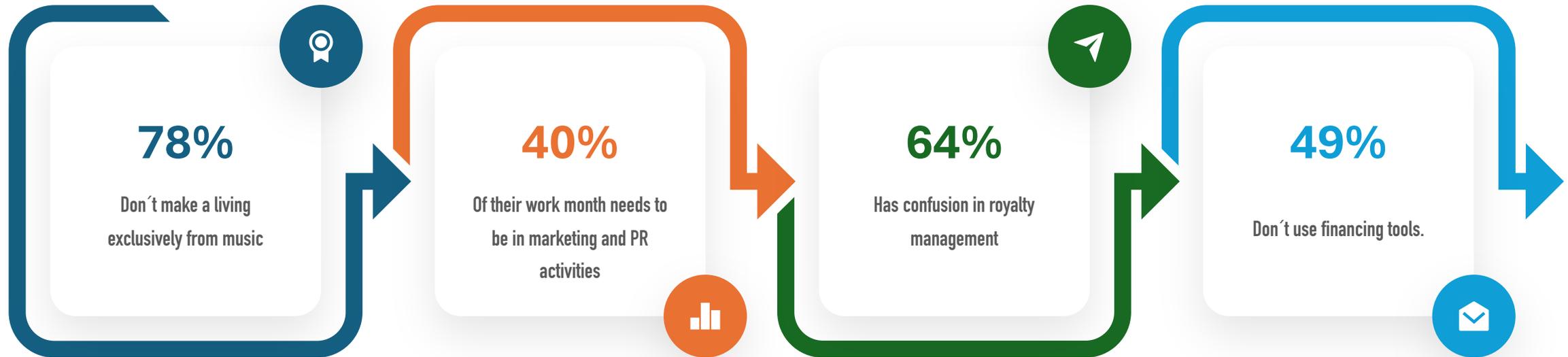
**35%** Author

**35%** Composer

**32%** Interpreter



# Some opportunities for brands to strength music careers:



Also, a good strategy for digitalization and AI solutions

# FIM GDL 2025

## DESCUBRE **FIM**

La Feria Internacional de la Música en Guadalajara es un punto de encuentro para todos los **entes clave de la industria musical** de México e Iberoamérica, donde, a través de encuentros profesionales y paneles de discusión, fomentamos un diálogo que va más allá de las notas musicales.

Más que un evento, es una experiencia que transforma a sus asistentes, conectando la música con la gastronomía y el arte para construir un futuro más conectado y responsable.



Más de **1,500 profesionales** de la industria musical



### Formatos a medida de tus objetivos



### Sé el **PROTAGONISTA** del evento

**Fecha**  
26 de Febrero - 01 de Marzo del 2025

**Lugar:**  
Zapopan, Jalisco

**Contacto:**  
gustavo@lamarcalab.com  
raul@lamarcalab.com  
contacto@lamarcalab.com

[www.fimguadalajara.mx](http://www.fimguadalajara.mx)



FIM GDL



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Este trabajo de investigación se hizo en colaboración con la Feria Internacional de la Música de Guadalajara, México y forma parte de un reporte más amplio denominado **“Música México”** que se publicará este año

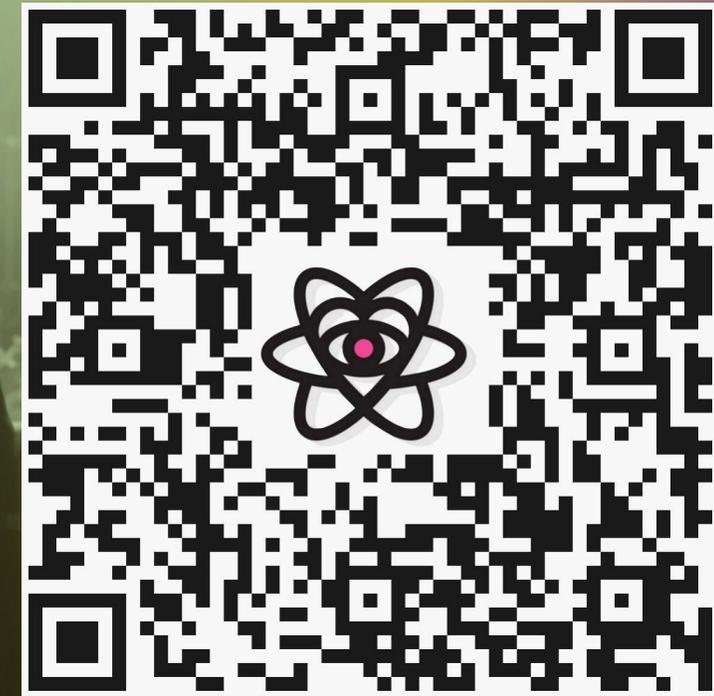
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Si conoces a algún músico  
inscríbalo en el sorteo de 5 becas  
para que visiten sin costo FIM en  
febrero 2025, lo único que hay que  
hacer es enviarme un correo y te  
comparto la solicitud de beca.

Si deseas que consideremos a  
alguna marca en este proyecto  
contáctame:

[sergio@lamarcalab.com](mailto:sergio@lamarcalab.com)



GRACIAS