

# Momentum Music Fund



April 2013 – March 2016

## About Momentum

- A pioneering fund which provides career-boosting grants of between £5,000 and £15,000
- Available to English-based acts at a crucial time in their professional development
- Managed by PRS for Music Foundation with funding from Arts Council England which has invested £1million since 2013
- Spotify and PRS for Music Foundation have provided additional funding and in-kind support

No. of artist funded since 2013

122



Amount of support given to date

£1.18m



No. of applications received

2,344



Genres of funded artists



No. of new albums

72



UK tours funded

100



(over 650 UK dates)

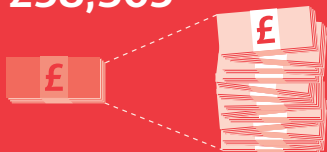
## OUTCOMES Years 1—2

ROI to UK Music Industry

Every £1 invested by Momentum has generated £7.46 for the UK music industry

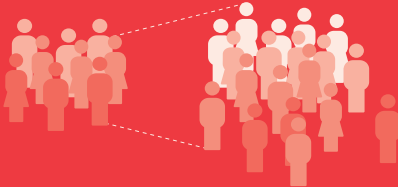


Average artist earnings increased by £58,365



Average live audience increase

Momentum bands saw a 204% increase in live audience size (average venue capacity increase from 247 to 753)



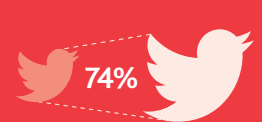
Grantees who said they had delivered their primary outcome

88%



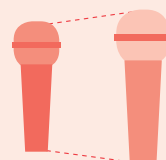
Average social media increase

Artists' Facebook likes increased by an average of 11,262 (roughly double following a Momentum award), with Twitter followers increasing by an average of 2,422 (74% increase)



Diversity in Year 3

Increase in grantees from urban music genres 18%



Grantees identifying themselves as Black, Asian and minority ethnic 37%

