

MUSIC & ENTERTAINMENT

With live music of all genres being performed every night of the week, more than 190 recording studios and more than 5,000 working musicians, Nashville is a hub for the music industry. The Nashville region's concentration of musicians and music businesses is the highest in the nation. Music industry activity in Nashville is as much as 30 times greater per capita than the nation overall – 10 times greater than New York or Los Angeles and even greater compared to other cities such as Atlanta, Austin and New Orleans.

Nashville has evolved alongside the music business and has maintained its status as a global center for the entertainment industry. The local music scene has been

praised in major publications such as *Travel + Leisure*, *The New York Times*, *SPIN* and *Rolling Stone*.

The Nashville region has been a magnet for creative talent since the 1930s. Today, that energy is stronger than ever, and is drawing not only songwriters and instrumentalists from all genres, but also filmmakers, artists, authors and digital entrepreneurs. The Nashville region is home to some of the world's most popular entertainers, including Tim McGraw, Justin Timberlake, Jack White, Sheryl Crow, The Black Keys, Paramore and Kings of Leon. Nashville's incredibly diverse music and entertainment industry continues to expand, making the city a creative core for the region and the country.

LEADING MUSIC & ENTERTAINMENT EMPLOYERS

ACM	Gibson Guitar Corporation
Apple Music	LiveNation
ASCAP	Musicians Hall of Fame & Museum
Big Machine Records	Ryman Hospitality Properties
Billboard	SESAC
BMG/Chrysalis Publishing	Sony Entertainment
BMI	Sony/ATV Music Publishing
Broken Bow	St. Jude Country Cares
CAA	Third Man Records
Capitol Records	Universal Music Group
CMT	Vector Management
Country Music Hall of Fame & Museum	Viacom
Curb Records	Warner Music Nashville
GAC	William Morris

HEADQUARTERED MUSIC & ENTERTAINMENT ASSOCIATIONS

Americana Music Association	Gospel Music Association
Academy of Country Music	International Bluegrass Music Association
Barbershop Harmony Society	National Museum of African American Music
Country Music Association	Nashville Songwriters Association International
Country Radio Broadcasters	

\$10 BILLION
TOTAL ANNUAL INDUSTRY IMPACT
WITHIN THE NASHVILLE MSA

\$5.5 BILLION
ANNUAL CONTRIBUTION
TO THE LOCAL ECONOMY

56,000
MUSIC INDUSTRY JOBS
IN THE NASHVILLE REGION

4X MORE
MUSIC INDUSTRY EMPLOYMENT
THAN ANY OTHER CITY IN THE U.S.

"In 2016, Warner Music Group decided to relocate a number of its financial, legal and administrative services. We chose Nashville because of its position as a long-standing hub for the music industry, its vibrant economy and creative culture, its low cost of living, and its low cost of doing business."

**-Kris Ahrend, President,
U.S. Shared Services –
Warner Music Group**



MUSIC AND ENTERTAINMENT OCCUPATIONS	2018 JOBS	MEDIAN HOURLY EARNINGS
Accountants and auditors	7,488	\$30.06
Agents and business managers of artists, performers, and athletes	356	\$31.93
Audio and video equipment technicians	559	\$20.12
Entertainers and performers, sports and related workers	264	\$17.27
Executive secretaries and executive administrative assistants	6,039	\$24.73
Financial managers	4,085	\$51.12
Graphic designers	1,323	\$24.19
Human resources managers	648	\$44.19
Musicians and singers	2,335	\$27.28
Photographers	193	\$14.07
Producers and directors	562	\$29.41
Public relations specialists	1,165	\$25.54
Radio and television announcers	182	\$18.41
Sound engineering technicians	296	\$24.00

Source: Chmura Economics, 2018