

A Letter to the Global Music Industry

When Artists Prosper, Culture Thrives



The global music industry appears to be thriving generating \$28.6 billion in revenue in 2023 alone. But the reality for most artists who power this machine is far from glamorous. Behind the awards shows and viral hits lies a systemic crisis affecting the very people who create the music we live by. The numbers speak for themselves:



Nearly 60% of musicians earn less than \$30,000/year from music-related income. Many report needing multiple jobs just to survive.
(SoundCloud Artist Income Report, 2023)



Mental health struggles in the music industry are 3x higher than the general population. Anxiety, depression, and suicide ideation are common, driven by financial instability, lack of support, and industry pressures.
(Record Union, 2019)



Only 12% of that \$28.6B goes to artists. The rest is absorbed by labels, distributors, and intermediaries.
(Citigroup Report, 2023)



Most artists lack control over their data, ownership of their work, and access to long-term financial tools all while their content fuels billion-dollar empires.



Streaming pays most artists less than one cent per stream, about \$0.003 on average. It takes over 800,000 streams on Spotify just to earn minimum wage in a month.
(Tidal, Spotify payout data)

**THESE ARE NOT OUTLIERS.
THEY ARE THE NORM. THEY
ARE RED FLAGS WAVING
ACROSS A GLOBAL INDUSTRY
THAT HAS FAILED TO EVOLVE
IN FAVOR OF ITS CREATORS.**

It's Time to Change

At Prosper XO, we believe music can still be a source of liberation not just for listeners, but for creators. We are not just building tech. We are building a movement centered on justice, transparency, and sustainability for artists everywhere.

OUR MISSION IS SIMPLE: TO SEE ARTISTS PAID, PROTECTED, UNDERSTOOD, AND EMPOWERED.

Ownership and control of one's art and data is a right not a luxury.

Mental health matters. Community matters. Artist lives matter.

Revenue must reach the creators, not just the corporations profiting from them.

Real reform means rethinking power, equity, and opportunity in every corner of the industry.

**No more starving artist mythology.
No more silence behind the curtain.
Let's make music sustainable.
Let's build the future artists deserve.**

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