



2008 Nashville Recording Studio Survey Release

The Entertainment Industry Center at the University of North Alabama conducted its annual Nashville-Area Recording Studio Survey this past summer. Below are a summary of the results:

Most studios are commercial and for-profit. Most studio owners and managers stated that their studio was commercially available to the public (89%) rather than a private facility or one that was closed to the general public.

Studios are used primarily for tracking. Almost half of the studio owners and managers surveyed said that their studio was primarily used for tracking (46%), with mixing being the most popular secondary purpose of the facility owned/managed (40%). Editing (21%) was also a popular secondary function of the studios owned and managed by respondents.

Out of those studios that owned at least one tracking room, most owned more than one (average of 1.92 per facility that owned at least one). Less frequently, respondents owned rooms for editing (average of 1.69 editing rooms for studios that owned at least one), and mixing (average of 1.63 mixing rooms per facility that owned at least one).

The average age of the facilities owned or managed by the respondents is 17.33 years. Additionally, the reported average gross revenue for the previous tax year was \$161,772.73.

Country music is still the primary style of music produced at Nashville facilities. Contemporary Christian, Rock, and Gospel music were also popular styles produced at the respondents' facilities.

Most respondents operate their business as Sole Proprietorships (36%). Respondents also reported operating their businesses as Corporations (25%), Limited Liability Companies (18%), and General Partnerships (14%) as well.

Studios that use interns on a full-time basis use more interns (an average of 2 interns per studio that used full-time interns) **than studios that use full-time engineers** (average of 1.5 engineers per studio that hired full-time engineers at all).

The primary use of studios in the Nashville area is for music production. Mastering and Sound for Picture work followed in popularity.

Most studio owners and managers (89%) say they offer DAW multitrack formats at their facility. 57% of studio owners and managers that responded say they offer digital multitracking, while only a little more than one-third (36%) say they offer 24-track analog multitracking at their facilities.

Overall, most studio owners/managers say that worldwide, conditions for being successful in the recording studio business are getting worse (67%) and not better (11%) this year compared to last year. 18% of owners and managers feel conditions for being successful in Nashville getting better.