

Releasing a Record

Things to consider

The Music

- Make sure it is well mixed and mastered.
- For certain genres you need:
 - Radio edits
 - Acoustic mixes ready,
 - Tracks without vocal
- Take good pictures when recording.
- Any reason why you cannot video parts?

The Brand

- You're not just selling your new music tracks.
- You, the person, is a brand e.g. Paris Hilton or Justin Bieber.
 - Merchandise
 - Videos
 - Photos
 - Website
- Social Interaction
- The PR story (no story = no interest).



What is your aim / objective?

Local to friends and family?

Raise Profile / Development?

Make a bang?

Get deals?



How much money have you got?

It's free

- Band Camp (% taken on sale and uses PayPal).
- PayPal (% taken on sale)
- Google Alerts and Analytics
- Twitter, Facebook, MySpace
- Ping – If on Apple iTunes
- Last.FM and other similar internet radio stations.
- Fanzines like digitalspy.
- Taste Makers: We are hunted (wearehunted.com) Tune Glue (audiomap.tunegluenet) etc.
- Google YouTube
- PPL and PRS for Music
- Rumble Fish and similar (but take 50% if successful)
- Word Press and themes
- Sound Cloud (Free to a point)
- Mail big file etc.
- Zazzle – Merch (www.zazzle.co.uk)
- <http://business.ilikemusic.com>

Not Free but worth considering

- Mobile Apps
- Fan Corps (www.fancorps.com)
- Sonic Bids (www.sonicbids.com)
- IMD Fastrax (www.fastrax.co.uk)
- PR company
- Regional Radio Plugger
- National Radio and TV Plugger
- Advertisements / Billboards???

Timing

- Are other artists similar releasing?
- Period e.g. January / Summer / Q4.
- Long cook or bolt out of the blue?
- School holidays.
- Other events e.g. Olympics.
- Internally are you / members available at all times for performances and interviews etc?

Distribution

1. Traditional Distributor

- Will take a percentage anywhere from 5% to 35%.
- Huge fees e.g. Returns.
- Selective
- Will Require Digital as well as Physical.
- They take full control.
- Payments taken months and could be up to a year.

2. D.I.Y

- Obtain own contracts.
- Do all own sales.
- Are you a registered company.
- No middle man cut.
- Get paid far quicker.

- Use an aggregator. Deals vary from 100% back to 20-35% cuts from earnings.
- Find a company to deal with physical product especially Play.com.
- You get world wide coverage.
- Paid in one currency and generally avoid banking fees and get paid fairly quickly.

Distribution Considerations - Contractual

- Cash on delivery better but not usual.
- Payment terms: 2x a year bad, weekly a dream.
- Make sure title does not pass from you until you are paid in full (retention of title clause).
- If possible, income from sales should be held in trust away from main operating accounts.
- Ensure you can terminate quickly in cases of insolvency.

Distribution Considerations - Structural

- If you have worries about a distributor be careful which releases you give. Can you spread the risk to other companies?
- Q4 is highest earning month so try and get money before end of December not in January.
- Watch middle men such as Avarto. If something went wrong, relationship is with middleman not distributor.
- Sometimes you can get personal directors guarantees.

Distribution Considerations – Commercial Options

- Does the distributor have debt insurance?
- Is the parent group strong e.g. EMI?
- Make sure you know all members of the company well in case of difficulty.
- If the distributor is in trouble, you need to get a 'charge' on the company quickly otherwise bank debts etc take priority.

Recipe for Success

Ingredients



■ Fan Interaction

■ Industry (Networking & Awareness)

■ Performances

■ Media Support

■ Branding

■ Product Availability

Finally

- There is no secret ingredients, but you need a mixture of everything to make a brand and product successful.
- Distributors, digital and physical, want to see all these things happening.
- When something takes off, e.g. Some good radio support, opportunities start to arise such as rack packs or a place on the front page of a digital store. Without any marketing, these opportunities will not come your way.
- Nothing is done over night so make sure you are aware of lead times for print and promotions.
- Keep everyone posted as to what is happening e.g. Radio and press updates are very important.
- Keep sales sheets up to date without them you are not likely to get any promotions from a distributor or digital store.

Good luck. It's not easy, but it should be a good experience and if done right make you some money to help you move forwards with the next release to continue building the brand that you have.