The Future of Music Coalition

presents...

How to get your music into digital music services

Most digital music stores do not have the capacity to deal with individual artists directly. But that doesn't mean you can't participate. If you're an artist that's self-releasing your music, you can use services like CD Baby, Tunecore, ReverbNation or Nimbit to get your music into a vast array of digital music services. And just recently, Amazon started offering physical and digital distribution plus CD manufacturing on demand. Here's a snapshot of what they offer:

CD BABY

YOUR MUSIC		SERVICES OFFERED	ARTIST'S SHARE OF REVENUE
	CD Baby pay one-time $35 fee	1. Mailorder: sends CDs to mailorder customers	Artist sets price. CD Baby gets $4 of every sale. Artist gets the rest
		2. Digital sales: offers MP3s to website customers	Artist gets 75% of any MP3 sale off CD Baby website
		3. Digital distribution: encodes and delivers your music to services including iTunes Music Store • Amazon.com • Rhapsody • Napster • eMusic	Of what the services sends to CD Baby, artist gets 91% of revenue

TUNECORE

TuneCore distributes music, video and films; markets and promotes its customers; and provides a full interactive administrative accounting solution.

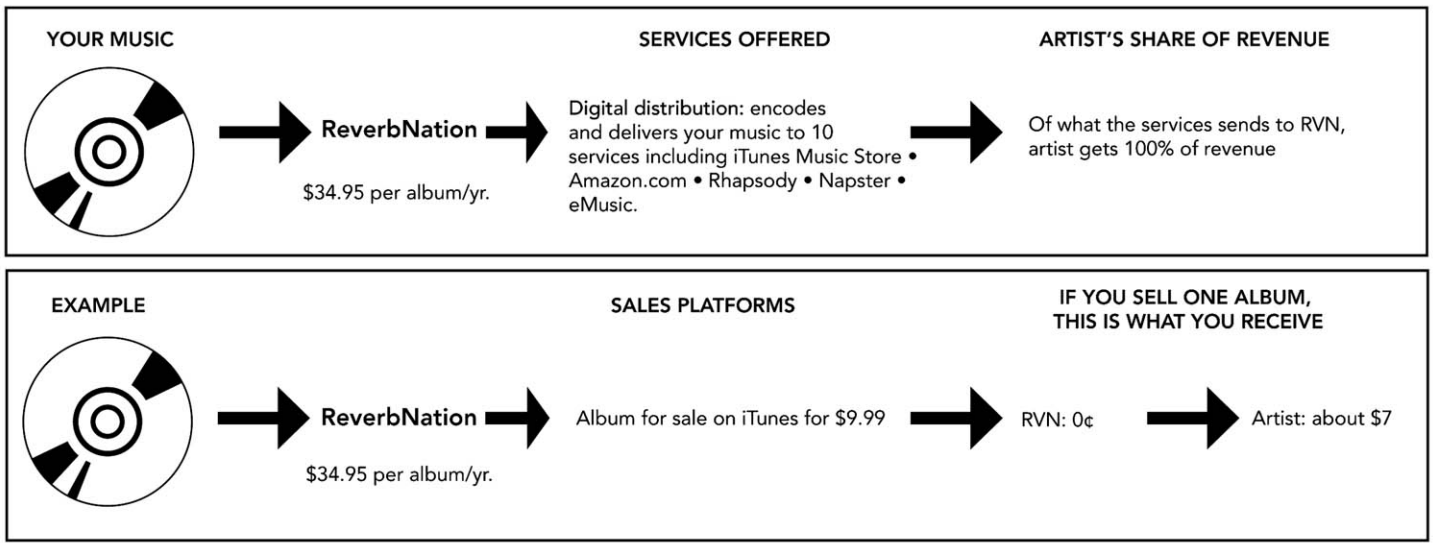
YOUR MUSIC		SERVICES OFFERED	ARTIST'S SHARE OF REVENUE
	Tunecore pay 99¢ per track, 99¢ to be added to each music service you choose, plus $19.98/yr maintenance *	Digital distribution: encodes and delivers your music to services including iTunes Music Store • Amazon.com • Rhapsody • Napster • eMusic...and many more	Of what the services sends to Tunecore, artist gets 100% of revenue

EXAMPLE		SALES PLATFORMS	IF YOU SELL ONE ALBUM, THIS IS WHAT YOU RECEIVE	
	Tunecore pay 99¢ per track, 99¢ to be added to each music service you choose, plus $19.98/yr maintenance *	Album for sale on iTunes for $9.99	Tunecore: 0¢	Artist: about $7

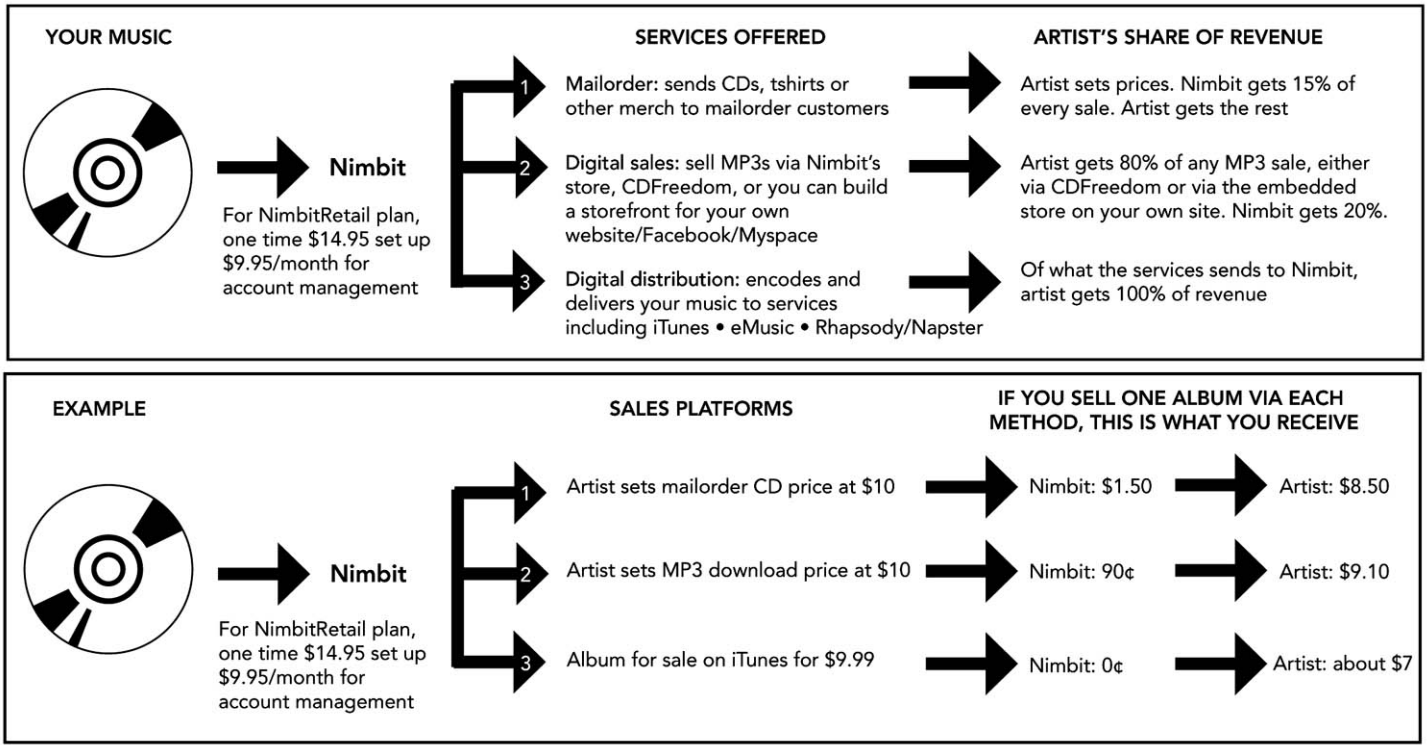
** TuneCore will also deliver a single (one song) into any 11 digital stores of the customer's choice for a flat rate of $9.99. Current stores that TuneCore delivers include: iTunes US, iTunes Canada, iTunes Japan, iTunes Australia/New Zealand, iTunes UK/Europe, AmazonMP3, eMusic, Napster, Rhapsody, LaLa and Groupie Tunes.*

REVERBNATION

Offers robust social networking platform, profile pages, widgets and much more, and provides a full interactive administrative accounting solution.



NIMBIT



AMAZON'S CREATESPACE

YOUR MUSIC	SERVICES OFFERED	ARTIST'S SHARE OF REVENUE
Createspace	1 CD duplication: manufactures CDs on demand. High quality CDs, full color printing of 4-page insert double-sided tray card, jewel cases.	CDs manufacturing costs: $4.95 each for 1 - 50, $3.96 each for 51 - 99, $2.97 each for more than 100.
	2 Mailorder sales: sends CDs to customers who order through Amazon.com store.	Artist gets 55% of any sale, after Amazon takes $4.95.
Launched in Sept 08, Amazon's Createspace makes CDs on demand (or books or DVDs). No setup fees, no minimum orders.	3 Digital distribution: encodes and delivers your music to Amazon's MP3 store (but not iTunes or others), or you can put a storefront on your own website.	Artist gets 85% of any digital sale, after Amazon takes $4.95.

EXAMPLE	SALES PLATFORMS	IF YOU SELL ONE ALBUM, THIS IS WHAT YOU RECEIVE
Createspace	1 Let's say you order 100 CDs at $2.97 each + shipping.	CDs manufacturing costs: $297 + ship. You'd need to sell 35 CDs at $10 each at shows to break even on manuf. costs.
	2 Album for sale for $10 as a physical CD via Amazon.com store	Amazon gets $4.95 for the manufacturing + 45% of revenue. Artist gets $2.77
	3 MP3 of album for sale for $10 on Amazon's MP3 store or your site	Amazon gets $4.95 for the manufacturing + 15% of revenue. Artist gets $4.29.

IODA or THE ORCHARD

If you are working with an independent record label, the label will submit your albums to the various services. It's highly likely that your label is using IODA or The Orchard as its distributor:

YOUR MUSIC			SERVICES OFFERED
	→ Your indie label	→ IODA or Orchard	→ Digital distribution: encodes and delivers your music to services including iTunes Music Store • Amazon.com • Rhapsody/Napster • eMusic... and many more. Both IODA and Orchard offer many other services including promotional networks, publishing royalty collection, and licensing assistance.
	your indie label submits your album to its aggregator for digital distribution		↓ Of the collected revenue that the services send to IODA/Orchard, they keep a small % and send the rest to your indie label. → Indie label then splits revenue with its artist based on the agreement between label and artist.