

Metadata is Money

Discovery, attribution, payment

Retail-ready music

Where your label/aggregator delivers

CD Baby dash/choices

Physical retail

Digital download platforms

On-demand streaming platforms

Radio

Forms of radio

Terrestrial radio payments

College radio playlist log

Lack of public performance for sound recordings

Digital radio composition side

Digital radio sound recording side

Discovery and attribution

Music identification/discovery platforms

Shazam interface How to submit

SoundHound interface How to submit

Lyric discovery and display

Website and Search Engine Optimization

Music Biz SEO Strategies

Wikipedia and Metabrainz

Wikipedia stats

Push content services/cross pollination

YouTube

YT Partner Program Content ID

Cue sheets

Bad cue sheets

Royalty and data flow

Retail-ready music

WHERE YOUR AGGREGATOR/LABEL DELIVERS IT

- (Physical product) Retail stores + Amazon mailorder
- Digital stores (downloads): iTunes, Amazon, Google Play, and many more
- On-demand streaming services: Spotify, Google Play, Rhapsody, TIDAL, Apple Music, Deezer and many more
- Many also push music and data to Shazam, YouTube



DIGITAL DISTRIBUTION OPTIONS

Choose a digital distribution option for your track. [?](#)



CD Baby only

No digital distribution, but your album will be available for download on CDBaby.com.



Downloads Only (iTunes, Amazon, CD Baby, and more)

Downloads (with and without cloud-access features) only, including iTunes, Amazon MP3, Google Play and more. No subscription services that provide users with access to tracks they haven't bought or previously owned.



Downloads + Streaming services (Includes all download partners, plus services like Spotify, Rdio, and more)

Includes sites that pay less than traditional models for streaming and downloads, as well as all download and streaming sites plus companies like Spotify, eMusic and more.



Do it all. Even unpaid.

Includes places that offer free downloads and streaming.

Save and continue ▶

If you do not want to sell your music to a specific company, uncheck its box.

- | | |
|---|--|
| <input type="checkbox"/> 24-7 | <input type="checkbox"/> 7digital |
| <input type="checkbox"/> 8tracks | <input type="checkbox"/> Akazoo |
| <input type="checkbox"/> Amazon MP3 | <input type="checkbox"/> Apple iTunes |
| <input type="checkbox"/> Deezer | <input type="checkbox"/> eMusic |
| <input type="checkbox"/> Google Music Store | <input type="checkbox"/> GreatIndieMusic |
| <input type="checkbox"/> Groove | <input type="checkbox"/> iHeartRadio |
| <input type="checkbox"/> Inprodicon | <input type="checkbox"/> Kdigital |
| <input type="checkbox"/> MediaNet | <input type="checkbox"/> Omnifone |
| <input type="checkbox"/> Rhapsody | <input type="checkbox"/> Shazam |
| <input type="checkbox"/> Slacker Radio | <input type="checkbox"/> SoundExchange |
| <input type="checkbox"/> Spotify | <input type="checkbox"/> Tidal |
| <input type="checkbox"/> Tradebit | <input type="checkbox"/> Yandex |
| <input type="checkbox"/> YouTube Music | |

[*What is SoundExchange?](#)

BASIC TRACK INFO

BASIC SINGLE INFO/BAR CODE

TERMS OF SERVICE

DETAILED TRACK INFO

TRACK INFORMATION

TRACK PREVIEW OPTION

SHORT SONG DESCRIPTION

SINGLE NOTES

GENRES/LOCATION/SOUNDS LIKE

CD BABY PRICING

DIGITAL TRACK PRICE

ISRC

DIGITAL DISTRIBUTION

Tracking sales and streams

- (Physical product) Retail stores + Amazon mailorder
 - **UPC barcode** scanned at point of purchase.
Points back to your distributor/label, and your specific release
 - Data + payment flow: retailer > distributor > label > artist
 - SoundScan tracking retail sales nationwide

Tracking sales and streams

- Digital stores (downloads): iTunes, Amazon, Google Play, eMusic
 - **UPC barcode** point back to your specific release
 - **ISRC codes** required. Can be assigned by your aggregator
 - Data + payment flow: digital retailer > distributor/aggregator > label > artist
 - SoundScan tracking online sales

Tracking sales and streams

- On-demand streaming services: Spotify, Apple Music, Rhapsody
 - Text-based data
 - ISRC codes for tracks
 - Data + payment flow: on-demand platform > distributor/aggregator > label > artist
 - SoundScan tracking streams

Radio and webcasting

FORMS OF RADIO

- Terrestrial radio
- Non-interactive webcasts: Pandora, iHeartRadio, Soma.fm, any digital simulcast of a radio station
- Satellite radio: SiriusXM
- Digital cable like Music Choice

Radio and webcasting

TERRESTRIAL RADIO: COMPOSITION SIDE

- PROs do sample surveys/listening audits
- Reporting data: station logs of works performed
- Royalty flow: radio station licenses > PROs > 50% publisher and 50% writer members
- Mediabase and BDS also tracking airplay nationwide. Data is used to power *Billboard* and *USA Today* charts

Artist	Song	Album	Label	
mission of burma	class war	four hands	matador	HAPPY LABOR
X	i must not think bad thoughts	more fun in the new world	elektra	
dark blue	subterranean man	7"	katorga works	
parasol	city limits	not there	nervous nelly	
positive no	automatic cars	negative fun singles club 7"	negative fun	
cayetana	mountain kids	nervous like me	tiny engines	
courtney barnett	dont apply compression gently	the double EP	mom & pop / milk!	
*****	BREAK	*****		
fireball	archangels thunderbird	blessed be	high roller society	amon duul II c
jimi hendrix experience	if 6 were 9	axis: bold as love	reprise	
magik markers	dont talk in your sleep	balf quarry	drag city	
white fence	wolf gets red faced	for the recently found innocent	drag city	
nikki & the corvettes	just what i need	experiments in destiny	bomp!	
ex hex	waterfall	7"	merge	11/4 at JB's!
*****	BREAK	*****		
amanda x	guatemala	amnesia	siltbreeze	
watery love	competing odors	decorative feeding	in the red	
dan melchior und das menace	hunger	hunger	castle face	
split feet	cat mug on secretaries day	fall 2013 demo	self-released	splitfeet.bandc
good throb	crab walk	fuck off	white denim / sabermetric	SO GOOD. YOU
sleater kinney	let's call it love	the woods	sub pop	
valet	blood is clean	blood is clean	kranky	
*****	BREAK	*****		

Example of a college radio playlist log

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Radio and webcasting

TERRESTRIAL RADIO: ~~SOUND RECORDING SIDE~~

In the United States, there is no public performance right for sound recordings.

Until Congress amends copyright law, featured performers and sound recording copyright owners will not be compensated when their music is played on terrestrial broadcast radio in the US.

[More info](#)

Radio and webcasting

DIGITAL RADIO, WEBCASTS, SIRIUS XM

COMPOSITION SIDE

- Streaming data submitted to ASCAP, BMI, SESAC
- Reporting data to PROs: station's or service's logs of works performed
- Royalty flow: webcast licenses > PROs > 50% publisher and 50% writer members

Radio and webcasting

DIGITAL RADIO, WEBCASTS, SIRIUS XM

SOUND RECORDING SIDE

- Streaming data submitted to SoundExchange
- Reporting data to SoundExchange: featured artist, track title, album name, label, ISRC (if known)
- Royalty flow: webcast licenses > SoundExchange > 50% SRCO, 45% featured artist, 5% background artists

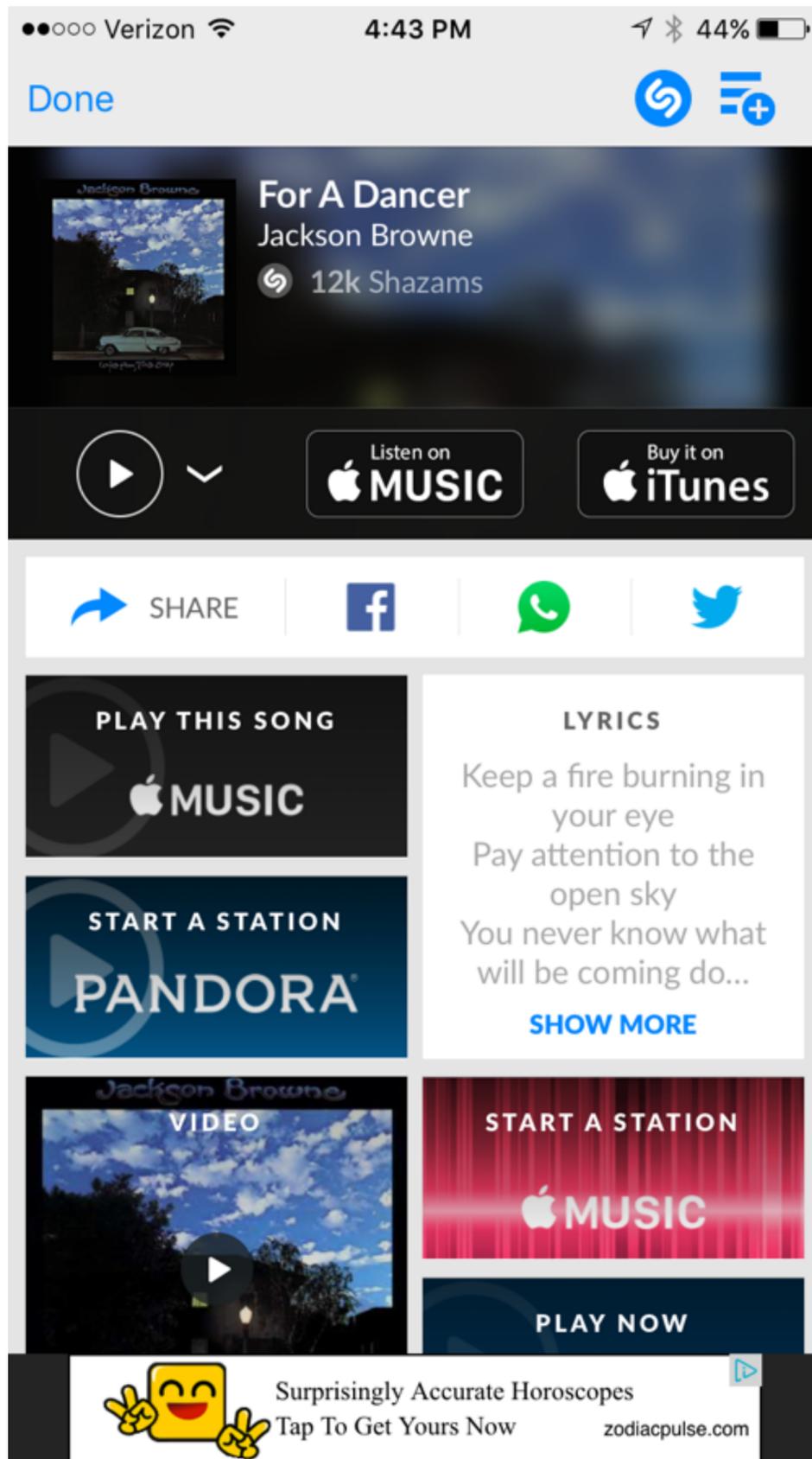
Other opportunities

- Discovery services like Shazam and SoundHound
- Lyric display engines like LyricFind
- Listening platforms like SoundCloud
- Video platforms like YouTube
- Music placement in film, TV, ads

Discovery services

SHAZAM

- Music and data will be delivered to Shazam by your aggregator: CD Baby, TuneCore, Orchard, InGrooves, Ditto, etc.
- Automatic connection to iTunes Music Store for purchases
- Lyrics piped in from LyricFind
- Bio piped in from Rovi/AMG



Shazam on iPhone

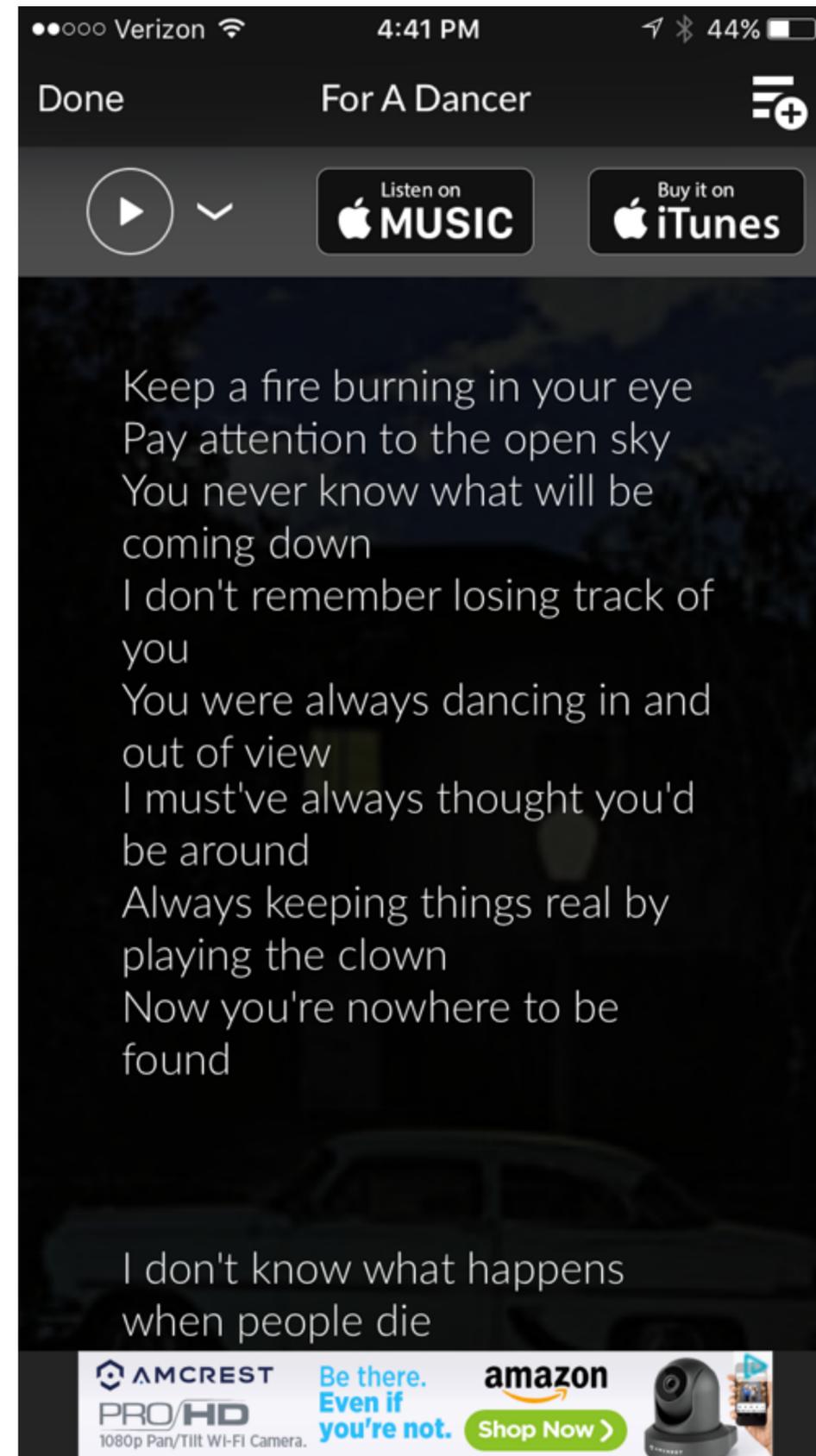
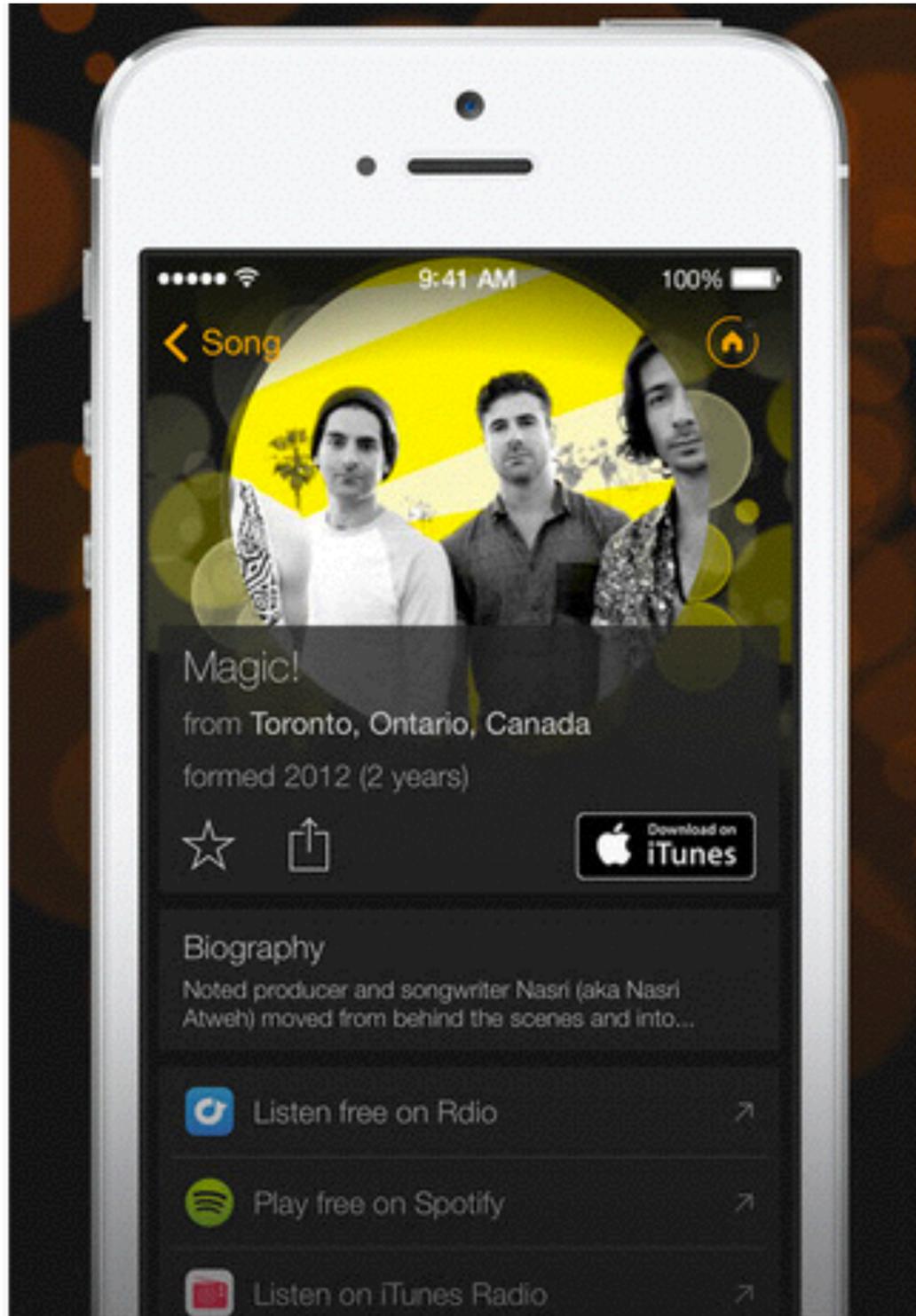


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Discovery services

SOUNDHOUND

- SoundHound seems to only accept music via Rovi/AMG
- Automatic connection to iTunes Music Store for purchases
- Users can tag a song and add to playlists on other streaming services like Spotify, Rdio, Pandora
- Lyrics piped in from LyricFind
- Tour dates piped in from BandsInTown



SoundHound app

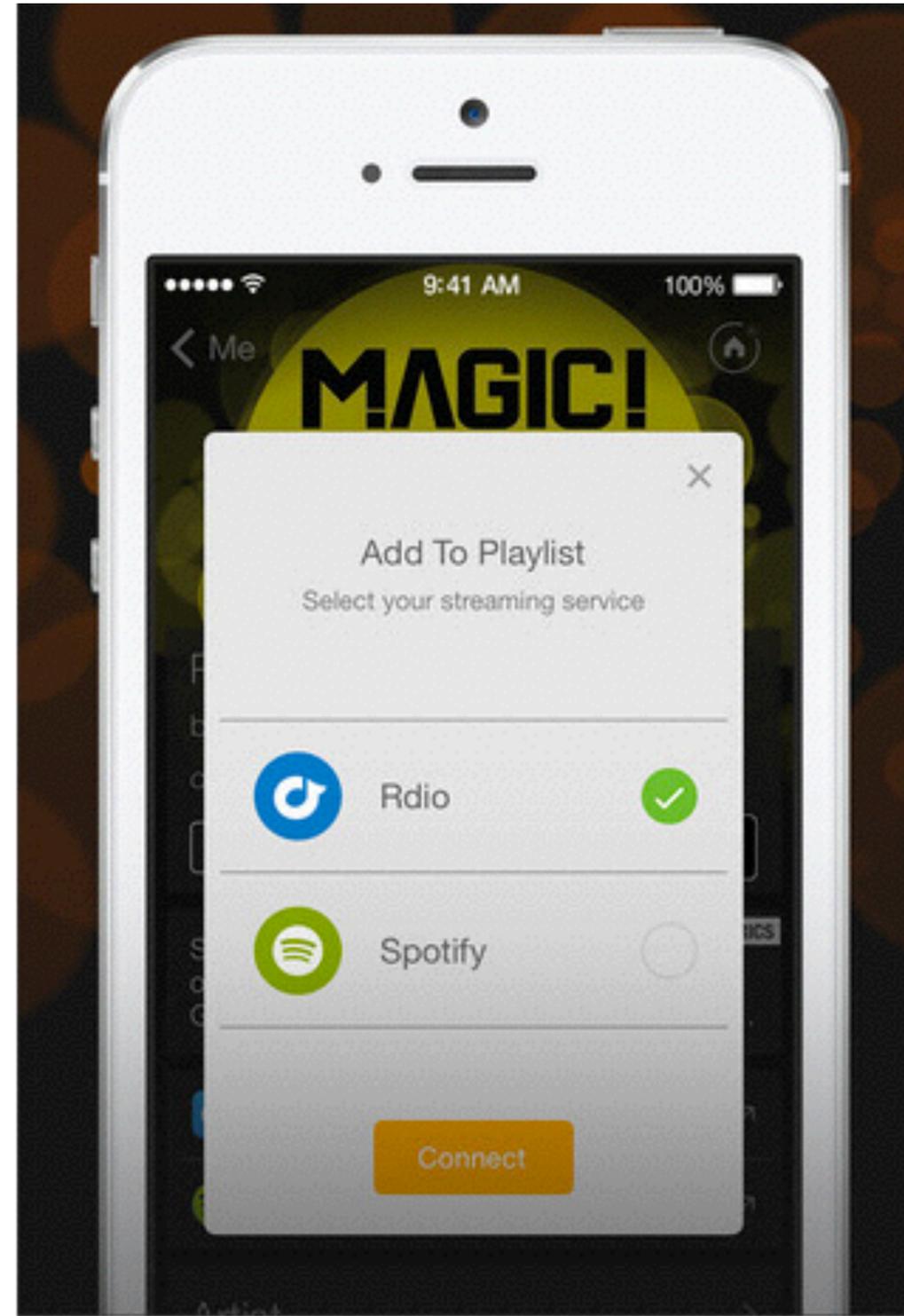


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How can I add my music to your search database?

Cheers to you for sharing your talent with the world!

We can currently accept music submissions from artists who:

- ▶ Have an artist page on [AllMusic.com](#)
 - ▶ If you're unsure whether or not you have an artist page, please visit [AllMusic.com](#) and search for your artist name.
 - ▶ If you don't have an artist page, here's how you can [submit content to AllMusic](#).
- ▶ Have music available across these 3 platforms: iTunes, Amazon, and Google Play

If both of the above are true, please copy and paste the following into an email, fill it out, include any necessary attachments, and send it to support@soundhound.com.

Copy and complete:

Artist Name:

AllMusic Artist Page URL:

Album Title:

Studio Album, EP, or Single?:

iTunes Link:



Email SoundHound



Tweet @SoundHoundHelps

Our Latest Tweets



SoundHound Support

6 Jun 14

@SoundHoundHelps

@jacfalconwe do not have a web based user account system. sorry. :(I can suggest a work around? send us an email to support@soundhound.com

Expand



SoundHound Support

10 Apr 14

@SoundHoundHelps

@andrew_bombIt's because you can still add songs to your playlist even when deleted. You don't see it but it is still being added.



SoundHound Support

28 Feb 14

@SoundHoundHelps

We are sorry to hear that. Can you tell us exactly what the problem is?@shuujis

Lyric display services

LYRICFIND

- Lyrics are delivered to LyricFind by publishers, Harry Fox Agency or SongTrust
- Lyrics are then displayed on LyricFind, Amazon, Rhapsody, Shazam, SoundHound, Bandpage, Gracenote, Pandora, many other sites
- Lyric display also generates a composer royalty
LyricFind license fees > Harry Fox or Songtrust > publisher > songwriter

DAVID BOWIE LYRICS

OVERVIEW / LYRICS (SEE ALL) / PHOTOS / VIDEOS / NEWS



#40

Space Oddity Lyrics

from The Best Of Bowie

New! Highlight lyrics to add Meanings, Special Memories, and Misheard Lyrics...



Ground Control to Major Tom
 Ground Control to Major Tom
 Take your protein pills and put your helmet on
 Ground Control to Major Tom (Ten, Nine, Eight, Seven, Six)
 Commencing countdown, engines on (Five, Four, Three)
 Check ignition and may God's love be with you (Two, One, Liftoff)

“



meaning by AmandaH, Editor

In 2013, famous Canadian astronaut Chris Hadfield released a cover of "Space Oddity"—filmed in space!

GET MORE



Listen to David Bowie songs, ad-free. Try Prime Music for free

+ Create Station

0:23

-4:23

Now Playing Music Feed My Profile

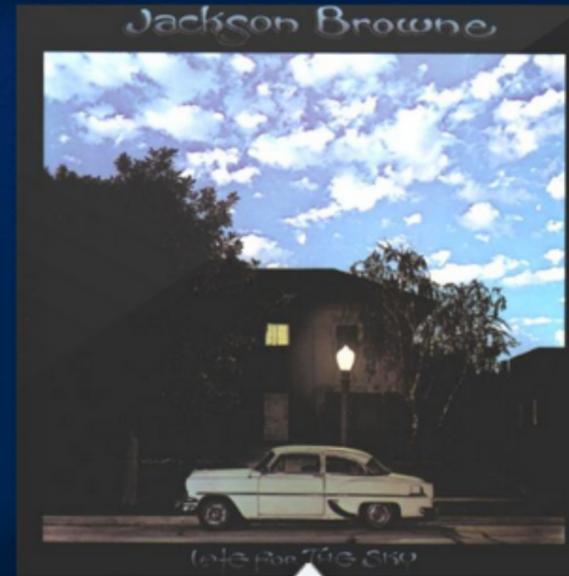
- Shuffle
- R Radio
- Red Fang Radio
- Tortoise Radio
- Fleet Foxes Radio
- Beauty Pill Radio
- Dr. Dog Radio
- Carlos Montoya Radio
- The Loved Ones Radio
- What Do You Want Fr...
- Earl Greyhound Radio

Jackson Browne Radio

add variety

options

- Grizzly Bear Radio
- Man Man Radio
- Shins Radio
- Ida Radio
- Tsunami Radio



For A Dancer
by Jackson Browne
on Late For The Sky

Publish Share... Buy

Lyrics

Keep a fire burning in your eye
Pay attention to the open sky
You never know what will be coming down
I don't remember losing track of you
You were always dancing in and out of view
I must've always thought you'd be around
Always keeping things real by playing the clown

LyricFind licensed lyrics

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Information display

- **Website:** use your website as a place to catalog information, post credits, lyrics, provide contact information for anyone seeking licenses
- **Search Engine Optimization:** Use metadata to increase searchability. [SEO tips from Music Business Association](#)



SEO FOR MUSIC WEBSITES (PART II)

Last year, MusicBiz created the first illustrated guide to SEO for Music Websites, a primer on enabling licensed services to increase rank on search engines. “**SEO For Artist Websites (Part II)**” hones in on some additional key points in optimizing websites site and keeping those pesky search bots well fed.

Tips on How to Improve Your Search Ranking

Search Engines take into account hundreds of factors to determine their ranking of a site. The following are some essential tips that can be applied to improve your site’s visibility in search results.

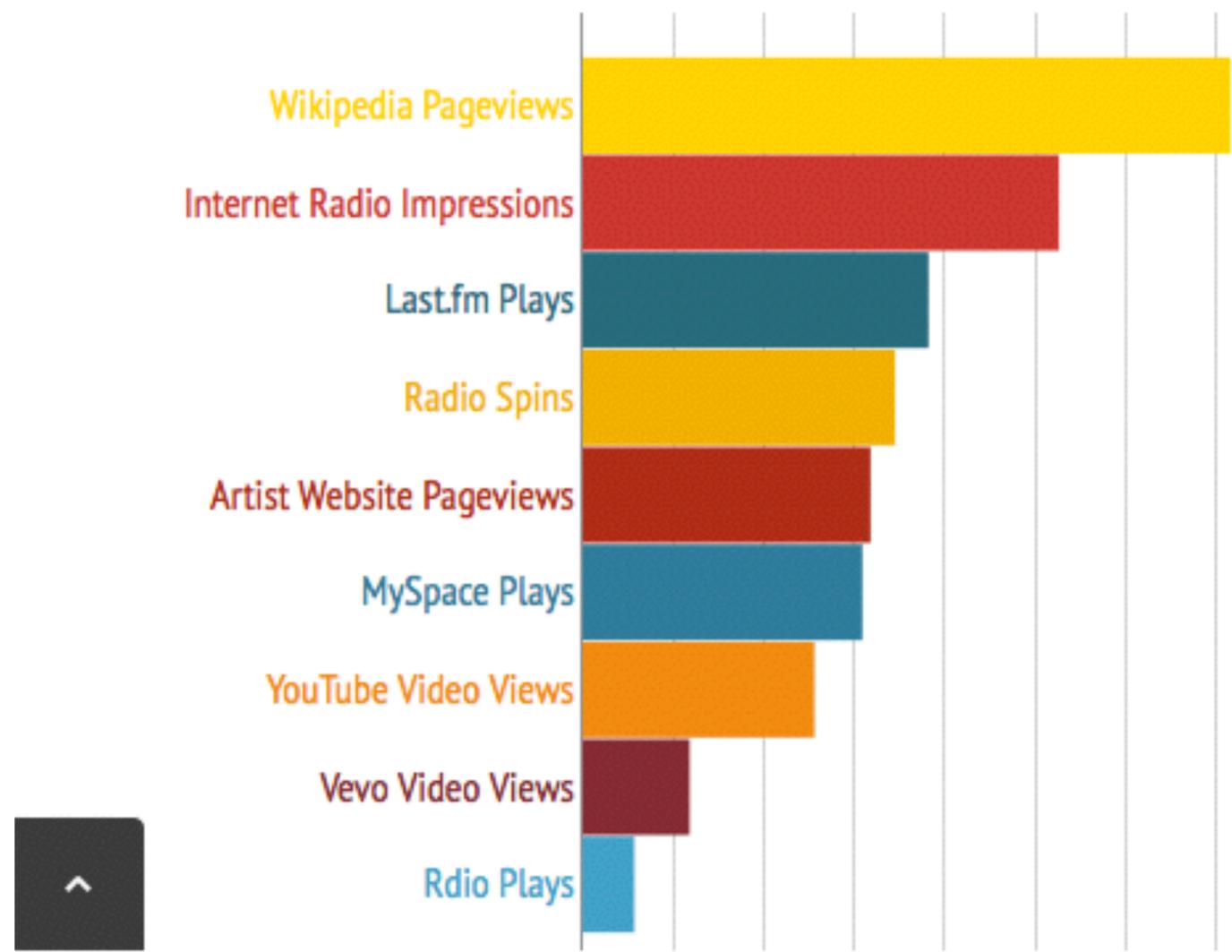
Evaluate Crawlability Using Google Webmaster Tools

- ▶ To use these tools, you must first establish ownership of your domains.
- ▶ Utilize tools such as Fetch As Google to check the crawlability of your site and to

Information display

- **Wikipedia:** Next Big Sound data shows that wiki page visits are highly correlated with consumer action.
 - Make sure your musical information, personnel lists and links are accurate.
- **Musicbrainz:** you can submit your release metadata to Musicbrainz, which is an open source music database, like a free, public version of Gracenote.

Highest Correlating Metrics with First Week Digital Album Sales



Push content services

- There are a number of services that help artists to push information/widgets to various platforms
 - Bandpage: pushes profile information, tour dates, online store offerings to various platforms including Spotify, Shazam, Vevo, SoundCloud, XBox Music, Facebook
 - Songkick: pushes tour dates to various platforms, plus its own app.
 - BandsInTown: pushes tour dates to various platforms, plus its own app.

YouTube

- Video content uploaded by artist/label
- Identifying data: album name, track title, artist, release date, IRSC and ISWC
- Increase searchability: use up all 20 keyword options, include artist name, track name, songwriter name, album name, location, genre, mood, key lyrics
- Verify your YouTube channel via Google+ account
- Look at [YouTube Creator Playbook](#) for more optimizing tips

Video platforms

YOUTUBE PARTNER PROGRAM

- Any participant can become a Partner
- Monetize your videos by running ads, pre-roll, lower thirds around your videos
- Can also earn revenue when other people make videos using your music/lyrics (user-generated content)
- Multi-channel networks like INDMusic specialize in channel management, optimization and monetization

Video platforms

YOUTUBE CONTENT ID

- Content ID: database of files managed by YouTube. Uploads are scanned and compared to existing data.
- Only available for copyrighted content for which you have exclusive rights.

Cue sheets

- Supervisors/editors fill out cue sheets that note when and for how long your music is used
- Cue sheets are then submitted to PROs to give composers and publishers proper credit for use
- Data submitted to PRO:

Song title

Splits

Composer(s)

Duration of performance

Publisher

Type of use

PRO

HERE'S WHAT THE PROCESS OF TRACKING MUSIC RIGHTS LOOKS LIKE TODAY...

SC27 INT Olga's Studio	Piano	1:13:12:07	1:13:33:21		
SC25 INT Zappa's	Rock music TBD	1:13:52:23	1:15:09:21		
SC26 INT Strauss' Studio	Piano Recording	1:15:16:21	1:15:34:17		
SC26 INT Strauss' Studio	Piano Recording	1:16:23:07	1:16:43:12		
R6 INT Olga's Studio		2:3:06:08	2:05:20:12	2:14	Andreas tells Olga he made a mistake; Currently, Nick Drake
SC49 INT Practice Room		2:6:21:07	2:06:49:08	27 seconds 1:02	Andreas hangs up with Spencer, paces, leads into scene where he tells Olga he's switching; Waltz?
R14 INT Gundie Hall		2:13:39:01	2:14:06:23	27 seconds	Everyone is having fun but Andreas; Reprise of previous cue?
SC64 EXT Campus		2:14:07:08	2:14:59:21	52 seconds	Andreas shows Alicia his book; light, romantic, do we need this?
SC55 INT Library	Piano Concerto #1	2:16:58:21	2:19:05:16	2:20:10:45	
SC57 INT Theater Entrance		3:0:00:01	3:00:19:01	19 seconds	Light, Andreas and Alicia meet at the movies
R36 INT Gundie Hall		3:2:55:01	3:03:53:00	57 seconds	Alicia and Andreas at piano; Leads to Andreas eating in hallway; Currently, Nick Drake
SC68-74 INT Xanadu		3:11:17:14	3:14:33:02	3:25	Xanadu -- Jungle beat
SC77 Sex Scene		3:14:27:19	3:15:30:03	1:02	Sex scene, light jazz currently
R27 EXT Night		4:3:20:15	4:04:50:03	1:29	Romantic, harp?, slow
SC114 INT Olga's Studio		4:6:02:02	4:07:37:08	1:35	Currently, slow jazz. Andreas is filling out application form
SC28 INT Hallway		4:7:35:11	4:08:11:12	36 seconds	Contemplative, Andreas walks down hallway after entering Brahms instead of Tchaikovsky
SC28 INT Hallway	Brahms Piano Concerto	4:8:10:05	4:8:39:16		
R17 EXT Night		4:11:16:02	4:11:28:18	12 seconds	At end of Andreas and Alicia in park
SC134 EXT Budapest		5:0:00:00	5:00:35:14	35 seconds	Contemplative; Andreas on the train before the contest
SC39 INT Jake In Bathroom		5:2:34:19	5:04:20:13	1:45	Tension; Jake throws out cocaine, Andreas soaks hands
SC151 INT Bck		5:5:44:20	5:06:43:16	58 seconds	breaks down; Spencer gives the jury
SC152 INT Room at Academy		5:6:33:02	5:08:05:16	1:32	Spencer calls up when
SC157/159 INT Backstage/Stag	Jake plays	5:8:51:04	5:10:05:10		Spencer calls waltz?; re-called

reprise this for fourth reel?
Adele track?

used intro from last scene

Need to be 1.00

WHO IS GEORGE'S PUBLISHER?

Joe ASCAP 50%
George 50%
50%

LICENSE T.A. RICH

COMPOSE FOR R14 CUE WITH JAZZ

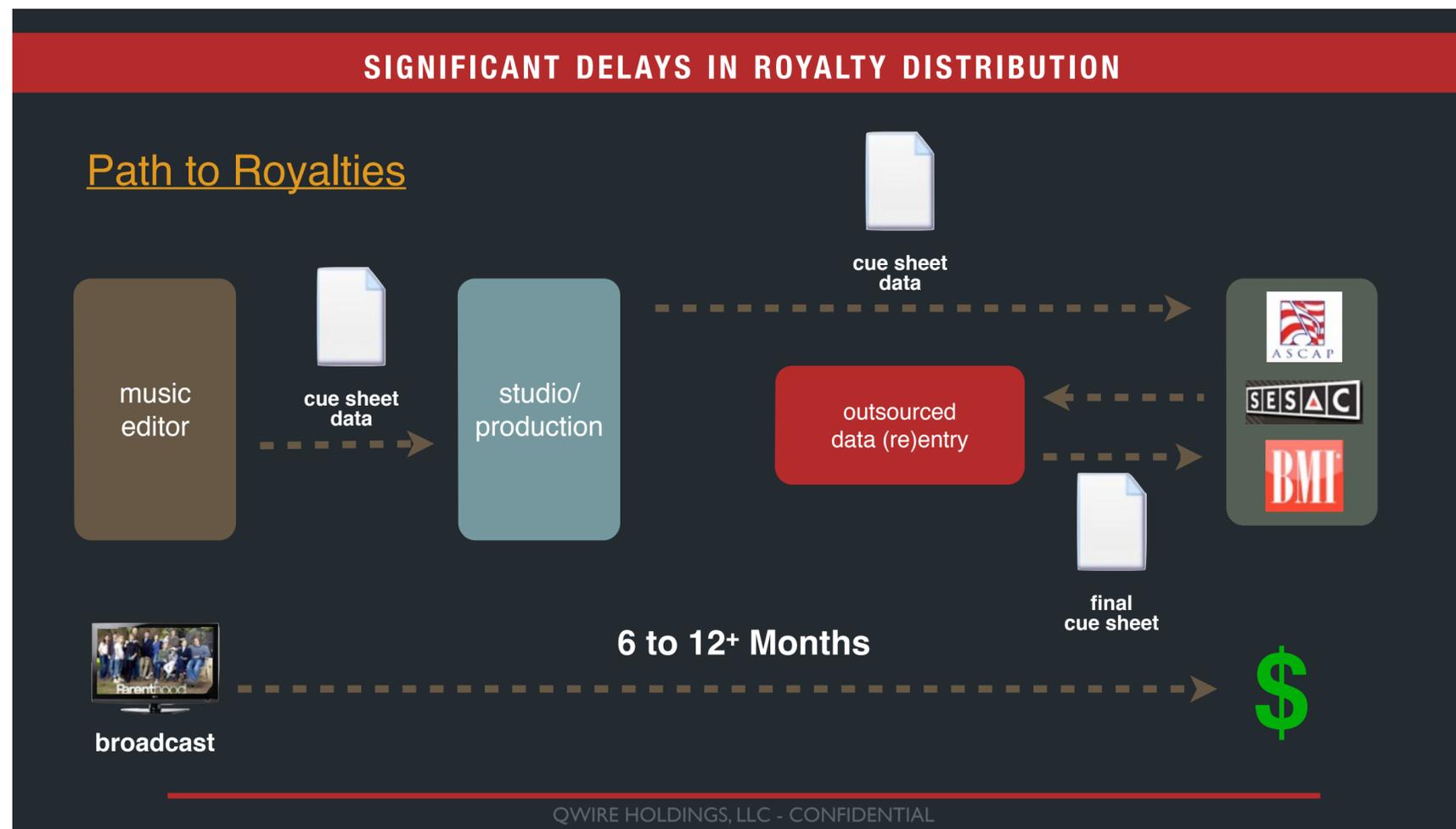
Andreas will need to use Alicia's eye here

FROM THESE OUT TO GEORGE

BRASS ARRANGEMENT?

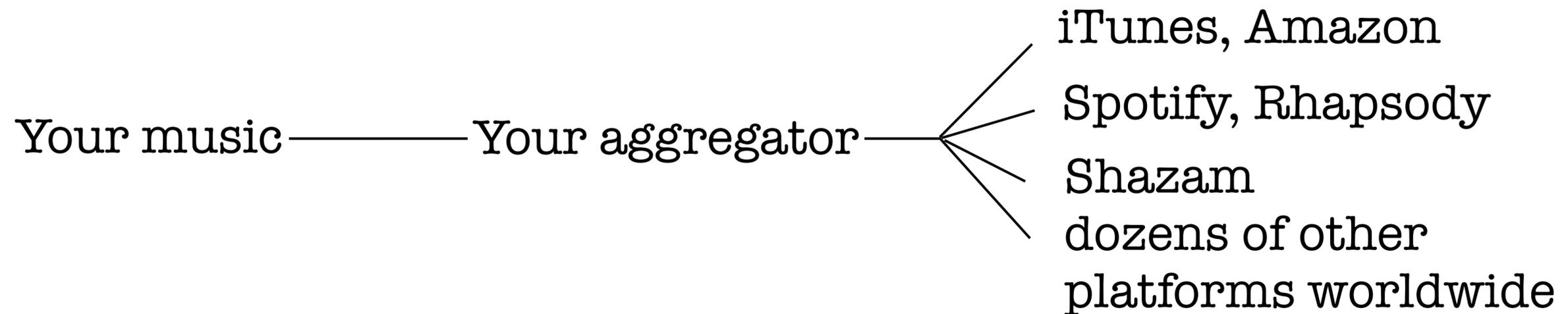
Cue sheets

- Platforms like Qwire are trying to streamline the cue sheets data process.
- Submits cue sheets electronically to PROs for attribution and public performance royalty payment.



Takeaways

- **Your music + data is frequently distributed from core sources to display on multiple platforms**



- **Careful attention to your metadata before you release your music is key**