
LERA GHANIE
AKA
"FATE SISTER"
ARTIST CAMPAIGN

Group Budget £5000

EMMA- PROJECT MANAGER Cost- £1500

Press Release- No Cost

Social Media Plan- £1500

LERA- CREATIVE DIRECTOR Cost- £2129

Single- £500

Remix- £500

Single Cover Mood Board- £229

Music Video Mood Board- £700

Press Shots- £200

WINNIE- PLATFORM & DISTRIBUTIONS DIRECTOR Cost- £60

Online Music Platforms- Researched

Music Distributions- £60

Record Labels- Researched

TOTAL COST OF PROJECT £3689

Single "PRESSURE"

Click box to activate song with Adobe



THE REMIX OF THE TRACK PRESSURE WOULD BE SOULFUL HOUSE.
Examples of oringinals and their soulful house remixes are below.

COST- £500
(Budget for the track)

Alicia Keys - In Common (Official Video)
https://www.youtube.com/watch?v=4HazJhPnrB8

Alicia Keys - In Common (Black Coffee Remix - Official Audio)
https://www.youtube.com/watch?v=G6KuhTsiLVI

Angie Stone - Wish I Didn't Miss You
https://www.youtube.com/watch?v=9PWz-NubVpM

Wish I Didn't Miss You (feat. Billie Brown) (Nikos Diamantopoulos Mix)
https://www.youtube.com/watch?v=qvv61BLLFaE&t=205s

Isley Brothers- Living for the Love of you
https://www.youtube.com/watch?v=WMdBs7uTLHw

D'MOOVE FT NICOLE HENRY - FOR THE LOVE OF YOU (FRANKIE FELICIANO RICANSTRUCTION MIX)
https://www.youtube.com/watch?v=_2jF5t7mU3c

Single cover Mood Board





(Discogs, 1974)



(Gaar, 2015)



(Lumezia, 2003)



(Love, 1986)



(Young, 2021)



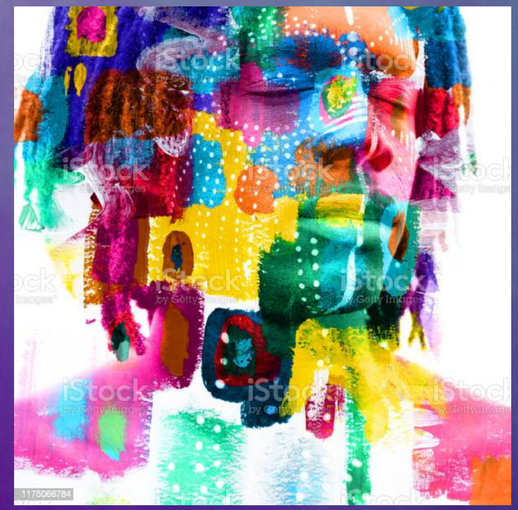
(Yqo, 2013)



(dwsiddall, 2019)

Single cover Mood Board

The images above display the art of various Single covers from Funk groups and works from artist. When researching artwork, I became astonished to realise that nearly almost all of these Funk acts had images of themselves on the cover. They would only concentrate on the band name, creating bold fonts in bright colours or the covers would have a woman or man with a big afro, but still the title would be bold. The colours above all represent different meanings, but they too are associated with pressure, exhaustion, etc., but equally they can represent strength and power, depending of the context.



AFRO- This is a black woman artist who goes by the name Shae. Through her drawings, she wants to empower women. Her drawings display black women with many different hairstyles and using the hairstyles to express themselves. Eyes are always closed within the drawings, indicating that the women are shutting out negativity and wanting peace.



Whilst trying to get inspiration, I came across Lumezia Studio. They combine art with the commercial word, believing it would give a deeper expression to their work, but at the same time being unique.

Dripping paint: Agnes is known for her extravagant dripping paint art and she does create powerful pieces. She uses a combination of black enamel paint that she drips and flips off her brush and charcoal, which she then smears using her fingertips.



Single cover

The single cover would be a picture of the artist herself. The artwork would be a combination of styles, using both the dripping technique and the style of lumezia. The Artist would have a large afro in bold colours covering her eyes; she would also have beautiful and voluptuous lips with the song title 'Pressure' written across, as though she has lipstick on. The words pressure should be written in bold colours, but the colours should be entwined and the font should be pleasing to the eye.

THE COST: £229

Company: PRODUCT LONDON DESIGN (www.productlondon.com)



MUSIC VIDEO MOOD BOARD
PRESSURE

GENRE

(Ochs, 1970)





(Keefe, 2020)

These images represent the genre of the track. The track is predominately funk, but has an element of rhythm & blues; this is because the vocals on the track have a soulful tone.

(Rick James-Wikipedia, 2021

(Corio, 1985





Funk music originated in the 1960s and derives from a mixture of soul, jazz, and rhythm and blues. James brown was one of the first artist to use the soul's rhythmic sounds to make dance music. The bands Earth Wind & fire, SOS band, Kool & the Gang and Rick James all adopted James Brown's style, adding rhythm, & blues to their mix, in order to create a smooth yet funky track. The Brand New Heavies, represents the more current funk band in todays industry.



(McCarter, 2018)

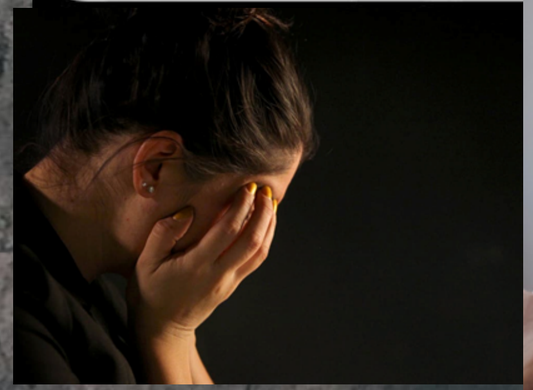


(Besel, 2018)

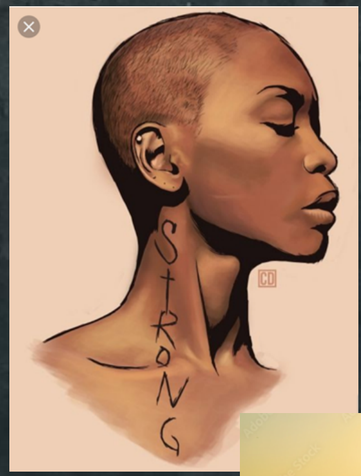
TONE













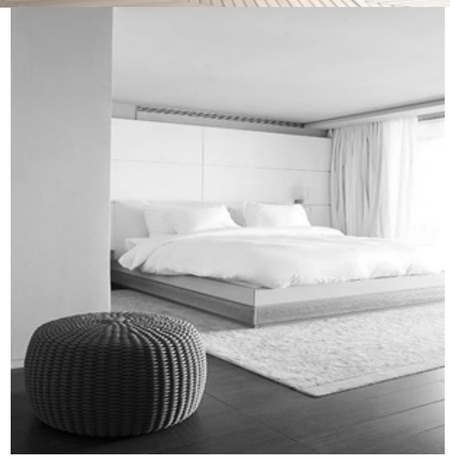
These images set the tone for the music video. The images show that the woman and husband/partner are constantly arguing. This creates a negative vibe in the video. The woman in this music video is trying to leave her partner. She is seen as feeling low and depressed. She feels abandoned, as everyone has abandoned her. She is wasting her life away being in that particular relationship, as her partner no longer loves her. The last two images create that mood of feeling strong, fierce and having the courage to run away and be free.

SETTINGS

These images represent the heartless and unfeeling nature of the relationship in the music video. Everything in the property is minimalistic, showing no warmth and love, also the property is in the middle of nowhere. The woman is separated from family, friends, everyone that loves her. SHE IS ALONE. The lighting of the pictures could have been darker, but I wanted to stay with the clear and bright tones. The reason is that I wanted to show that everything in life is visible. It may not be visible to the eye, but everything is visible to one's self, even if it takes longer to act on your emotions. I believe everyone can relate to this topic. The images sourced, are from various home designs looking to give inspiration on home décor. They truly capture the settings that have been envisaged.

















CAMERA ANGLES



StudioBinder, 2020)



StudioBinder, 2020)



StudioBinder, 2020)

Most of the video will use the long shot angle, capturing as much as possible within the shoot. However, there needs to be a mixture of eye level shots and low angle shots. The eye level shot is when a character is at eye level. It mirrors how we see people in real life. Examples of this are the Jon Snow images from the game of thrones. Finally, the last image of the thieves in Home Alone 2 is an example of a low angle shot. This shot is supposed to indicate the power change between characters. In this instance, it will place the camera from down low making the partner feel less important and looking up to his woman.

Promotional Video

Once the production of the video has been executed, a snippet (twenty seconds of the chorus) of the video will be taken to create the promo video. The art produced for the single cover (Please see single cover mood board) will be the first shot, followed by the twenty second clip and as the music fades out, the art for the single cover will be the final shot.

THE COST: £700 (1 DAY SHOOT)

Company: DIGITAL FILM MAKERS

(www.digitalfilmmakers.co.uk)

FATE SISTER

INTRODUCES
HER NEW SINGLE
‘PRESSURE’

[*INSERT LINK TO TRACK HERE*]

U

“A live music act with a difference; Lera sings and writes directly from the heart” - Kismet Girls Trust

“Powerful track with a deep meaning and story behind it; beautifully put together!” - Elixir

SINGLE ARTWORK TO GO HERE

Fate Sister releases her highly anticipated new single ‘**Pressure**’ next Friday the 25th of March.

A punchy, catchy track with a unique backing track and vocals that really encapsulates Leras powerful vocals and impressive writing ability. You simply cannot help but want to listen to this again and again.

‘**Pressure**’ was inspired by a breakup that caused **Lera Ghanie** AKA **Fate Sister** to question her position and put pen to paper and write this funky, fantastic song with a strong message behind it. In a short space of time Lera has achieved some amazing things, with a UMA nomination for best unsigned act, and an internationally broadcast performance in St. Lucia, supporting some of the biggest names in the business already under her belt. Her music is undoubtedly mainstream pop, but with an intelligent twist of Funk, which she performs solo or in front of a high energy four piece live band.

‘**Pressure**’ is a welcomed release from the London based Pop and Funk singer and composer. Lera has had a passion for all things Funk, Soul and music oriented since a young age and in 2010 decided to give it a go herself - enjoying a fruitful and ever flourishing career since picking up the pen and mic.

Since 2010 **Fate Sister** has released a multitude of singles - all of which showcase Leras captivating voice and her enviable song-writing ability matched with undeniably catchy backing tracks and beats that match perfectly with her stand-out sound.

Fate Sisters tracks are a real testament to her seemingly endless musical talents and the strong lyricism on every track really captures her passion, raw skill and drive to succeed in an industry that she is so very invested in.

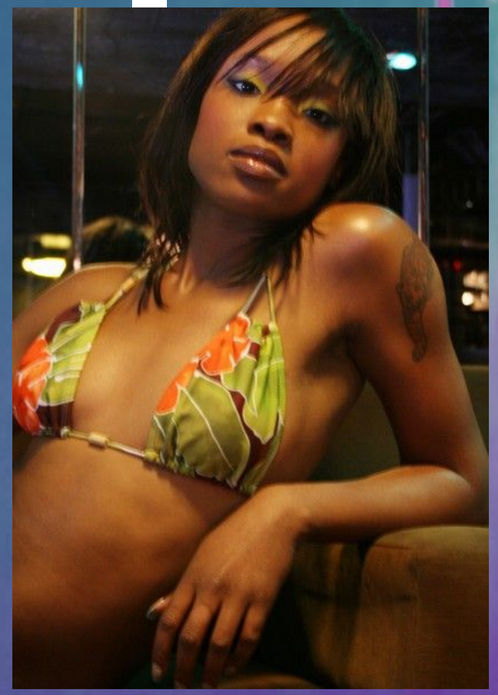
Pressure will be available for streaming and downloads on all digital platforms on Friday 22nd of April 2021. The music video will be premiering over on YouTube at 7pm on Thursday 21st of April.

Socials:

[INSTAGRAM]
[SOUNDCLOUD]
[SPOTIFY]

[APPLE MUSIC]
[TIDAL]

NOTES: This press release clearly lays out the details around the release of the upcoming single release from Fate Sister. Giving an insight into the story behind the track as well as highlighting who Lera is and some previous achievements to improve credibility. A detailed description of the track and Fate Sisters unique sound helps to peak interest from those receiving the release and therefore entices the publishers/press/labels/radio into wanting more and potentially wanting some involvement in the pushing of this track.















Fate Sister is not a well known group but they came out to impress with their music and their outfits!





Social Media Plan - 'PRESSURE' SINGLE LAUNCH PLAN

TEASER BUILD UP POSTS

Date	Time	Outlet	Content	Media
Early February 2022	-	Instagram	**£500 DARK PAID AD: WORKING AWAY IN THE BACKGROUND FOR 2 MONTHS WITH TEASER CAMPAIGN & RELEASE/PRE-SAVE DETAILS** New highly anticipated single from the incredible Jazz singer @Fate Sister is incoming on Friday the 22nd of April 🎷🎶 Pre-save 'Pressure' NOW through all major streaming platforms by clicking here: *INSERT PRE-SAVE LINK* www.FateSister.com	NEW SINGLE TEASER PROMO VIDEO / 20 SECONDS / TRACK NAME, ARTIST, RELEASE DATE - PRE-SAVE NOW ON ALL MAJOR STREAMING PLATFORMS
Early February 2022	-	Instagram	**£500 DARK PAID AD: WORKING AWAY IN THE BACKGROUND FOR 2 MONTHS WITH TEASER CAMPAIGN & RELEASE/PRE-SAVE DETAILS** New highly anticipated single from the incredible Jazz singer @Fate Sister is incoming on Friday the 22nd of April 🎷🎶 Pre-save 'Pressure' NOW through all major streaming platforms by clicking here: *INSERT PRE-SAVE LINK* www.FateSister.com	NEW SINGLE TEASER PROMO VIDEO / 20 SECONDS / TRACK NAME, ARTIST, RELEASE DATE - PRE-SAVE NOW ON ALL MAJOR STREAMING PLATFORMS
	-	Twitter	**£500 DARK PAID AD: WORKING AWAY IN THE BACKGROUND FOR 2 MONTHS WITH TEASER CAMPAIGN & RELEASE/PRE-SAVE DETAILS** New highly anticipated single from the incredible Jazz singer @Fate Sister is incoming on Friday the 22nd of April 🎷🎶 Pre-save 'Pressure' NOW through all major streaming platforms by clicking here: *INSERT PRE-SAVE LINK* www.FateSister.com	NEW SINGLE TEASER PROMO VIDEO / 20 SECONDS / TRACK NAME, ARTIST, RELEASE DATE - PRE-SAVE NOW ON ALL MAJOR STREAMING PLATFORMS
EARLY	-	Faceboo	**£300 DARK PAID AD: WORKING AWAY IN THE**	NEW MUSIC

MARCH 2022		k	**BACKGROUND FOR 1 MONTH 20 SECONDS WITH TEASER SHOTS OF THE MUSIC VIDEO, CLIP OF TRACK, TRACK NAME & MUSIC VIDEO RELEASE DATE (ONE DAY BEFORE TRACK RELEASE)** The music video for new single 'Pressure' from Fate Sister is out on Thursday the 21st of April 🔥🎷🎶 Pre-save 'Pressure' NOW through all major streaming platforms by clicking here: *INSERT PRE-SAVE LINK* Video will be available for streaming through @YouTube 🎥🎥	VIDEO TEASER / 20 SECONDS / TRACK NAME, ARTIST, VIDEO RELEASE DATE
EARLY MARCH 2022	-	Instagram	**£300 DARK PAID AD: WORKING AWAY IN THE BACKGROUND FOR 1 MONTH 20 SECONDS WITH TEASER SHOTS OF THE MUSIC VIDEO, CLIP OF TRACK, TRACK NAME & MUSIC VIDEO RELEASE DATE (ONE DAY BEFORE TRACK RELEASE)** The music video for new single 'Pressure' from Fate Sister is out on Thursday the 21st of April 🔥🎷🎶 Pre-save 'Pressure' NOW through all major streaming platforms by clicking here: *INSERT PRE-SAVE LINK* Video will be available for streaming through @YouTube 🎥🎥	NEW MUSIC VIDEO TEASER / 20 SECONDS / TRACK NAME, ARTIST, VIDEO RELEASE DATE
EARLY MARCH 2022	-	Twitter	**£300 DARK PAID AD: WORKING AWAY IN THE BACKGROUND FOR 1 MONTH 20 SECONDS WITH TEASER SHOTS OF THE MUSIC VIDEO, CLIP OF TRACK, TRACK NAME & MUSIC VIDEO RELEASE DATE (ONE DAY BEFORE TRACK RELEASE)** The music video for new single 'Pressure' from Fate Sister is out on Thursday the 21st of April 🔥🎷🎶 Pre-save 'Pressure' NOW through all major streaming platforms by clicking here: *INSERT PRE-SAVE LINK* Video will be available for streaming through @YouTube 🎥🎥	NEW MUSIC VIDEO TEASER / 20 SECONDS / TRACK NAME, ARTIST, VIDEO RELEASE DATE
Friday 8th April	12pm	Instagram	**TWO WEEKS TO GO GENERAL POST** 🎶PRESSURE | 22.04.22 | FATE SISTER 🎶 Two weeks to go until I release my latest single for you all, and I can't WAIT for you all to hear it 💃 You can pre-save 'Pressure' NOW through all major streaming platforms by clicking here: *INSERT PRE-SAVE LINK* #PressureSingle #FateSister #NewMusicFridays #JazzMusic	SHORT TEASER CLIP OUTTAKE FROM VIDEO WITH 'TWO WEEKS TO GO' / RELEASE DATE
Friday	12p	Twitter	**TWO WEEKS TO GO GENERAL POST**	SHORT

8th April	m		🎶PRESSURE | 22.04.22 | FATE SISTER 🎶 Two weeks to go until I release my latest single for you all, and I can't WAIT for you all to hear it 💃 You can pre-save 'Pressure' NOW through all major streaming platforms by clicking here: *INSERT PRE-SAVE LINK*	TEASER CLIP OUTTAKE FROM VIDEO WITH 'TWO WEEKS TO GO' / RELEASE DATE
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Friday 15th April	6pm	Instagram	**ONE WEEK TO GO GENERAL POST** There's only 7 more sleeps until I release my latest single 'Pressure' - and I am SO excited! 💃 A huge thank you to everyone who has pre-saved the track so far… I see you! 🖤 You can pre-save 'Pressure' NOW through all major streaming platforms by clicking here: *INSERT PRE-SAVE LINK* #PressureSingle #FateSister #NewMusicFridays #JazzMusic	ONE WEEK TO GO / VIDEO OF LERA SPEAKING TO CAMERA SAYING PRE-SAVE OUR TRACK, THANK YOU FOR SUPPORT + RELEASE DATE
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			You can pre-save ‘Pressure’ NOW through all major streaming platforms by clicking here: *INSERT PRE-SAVE LINK*	OUR TRACK, THANK YOU FOR SUPPORT + RELEASE DATE

TEASER POSTS NOTES:

When releasing a new track, it’s highly important to ensure you’ve ample time to build up to the release date across social media platforms to gain maximum reach and exposure and to over-all get your target audiences excited and talking. By running dark ads from your page, these will work for the set amount of time and with the budget that you’ve set to reach the chosen target audiences and bring in potential listeners that you may not have otherwise reached. The dark ads are written in a more formal tone however the non-paid postings directly from the Fate Sister page are written in a more personal manner to gain interest from the current audience and connect with them on a more ‘friendly’ level.

LAUNCH WEEK POSTS

Date	Time	Outlet	Content	Media
Mon	6pm	Instagram	My new single PRESSURE is out this coming FRIDAY, and to celebrate - i’ll be giving away 5 signed copies of the single to 5 people who’ve pre-saved the track! 🖤 I’ll be choosing these at random and drawing the winners over live on release day! 💃 Pre-save the track on all major streaming platforms by clicking here: *INSERT PRE-SAVE LINK* #fatesister #newrelease #releaseday #jazzmusic	CAROUSEL OF BTS IMAGES FROM THE VIDEO SHOOT + RECORDING SESSIONS
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Weds	6pm	Instagram	The music video for my new single Pressure drops tomorrow at 7pm! 🎥🎥 We'll be video premiering it over at YouTube; you can follow this link to tune in tomorrow: *INSERT YOUTUBE PREMIER LINK* 💃 Pre-save the track on all major streaming platforms by clicking here: *INSERT PRE-SAVE LINK* 🖤	MUSIC VIDEO DROPS TOMORROW IMAGE
Weds	6pm	Twitter	The music video for my new single Pressure drops tomorrow at 7pm! 🎥🎥 We'll be video premiering it over at YouTube; you can follow this link to tune in tomorrow: *INSERT YOUTUBE PREMIER LINK* 💃 Pre-save the track on all major streaming platforms by clicking here: *INSERT PRE-SAVE LINK* 🖤	MUSIC VIDEO DROPS TOMORROW IMAGE
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Thurs	7pm	Instagram	**£200 PAID ADVERTISEMENT ON POST** 'PRESSURE' MUSIC VIDEO IS OUT NOW! I've put my heart and soul into this one for you all, and I hope you enjoy it as much as I enjoyed creating this for you all 🖤	CLIP OF MUSIC VIDEO

			Watch the music video here: *YOUTUBE LINK*	
Thurs	7pm	Twitter	**£200 PAID ADVERTISEMENT ON POST** ‘PRESSURE’ MUSIC VIDEO IS OUT NOW! I’ve put my heart and soul into this one for you all, and I hope you enjoy it as much as I enjoyed creating this for you all 🖤 Watch the music video here: *YOUTUBE LINK*	CLIP OF MUSIC VIDEO
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Friday	6pm	Twitter	**£500 PAID ADVERTISEMENT ON POST** PRESSURE IS OUT NOW! My new single ‘Pressure’ is out now on all platforms!! 🎉🎉🎉 Click here to listen: *STREAMING LINK TO ALL DIFFERENT MUSIC PLATFORMS* Music video 👉 *INSERT YOUTUBE LINK* A huge THANK YOU to everyone supporting me so far on this! 🙏	PRESSURE OUT NOW IMAGE WITH YOUTUBE/STREAMING LOGOS ON
Friday	6pm	Facebook	**£500 PAID ADVERTISEMENT ON POST** PRESSURE IS OUT NOW!	PRESSURE OUT NOW IMAGE WITH

			My new single ‘Pressure’ is out now on all platforms!! 🎉🎉🎉 Click here to listen: *STREAMING LINK TO ALL DIFFERENT MUSIC PLATFORMS* Music video 👉 *INSERT YOUTUBE LINK* A huge THANK YOU to everyone supporting me so far on this! 🙏	YOUTUBE/STREAMING LOGOS ON

LAUNCH WEEK POSTS NOTES:

Release weeks see a higher frequency in posting to continually build up the hype for release day. The competition at the start of the week will provide some urgency and a bit of a call to action from the fans for the final few days ahead of release date, adding the prize just gives more reason for action.

By releasing the music video the day ahead of the single release date on an exclusive ‘premiere’ on YouTube, you’re again creating excitement, telling the story of the song and in turn the inspiration and feelings behind the writing and meaning of the song.

Continuation of the more personal posting addressing the audiences further builds the artist to fan bond and makes them feel as though they’re a part of a sort of ‘community’. The video of Lera thanking those who have signed up again solidifies the personable aspect and puts a face to the singer.

Summary of selected Music Distribution Companies

Total Estimated cost for music distribution of "PRESSURE" for first 4 year : £60 – DistroKid

Summary for distribution fee by company

Distribution company	**Fee**
DistroKid	£15 every year
CD Baby	£7.67 per song or £38 per album
ReverbNation	six streaming platforms at only £7 per album, per year
Landr	£0.77 monthly, working out to £9 billed yearly, for 10 tracks
TuneCore	£7.67 a year for a single
RouteNote	Free
Amuse	Free
AWAL	Free but takes a 15% share of the revenue
Ditto Music	Unlimited Distribution for £16 per year
Sounddrop	Free , keeps 15% of your download and streaming revenue
Fresh Tunes	Free

The main features of the music distribution companies

DistroKid (https://distrokid.com/)

Pros:

- Massive network of partners and stores
- 10 to 20 times faster than any other distributor to get artist music into digital download and streaming platforms
- Artists can distribute unlimited songs for an annual fee and get paid 100% of their royalties monthly
- allows artists to set up royalty "splits" covering different portions to others,
- Allow distribution of cover songs legally and play with features in backend music sales administration.
- offers value-added services depending on different price tags from their music distribution service

Cons :

- Music will be removed if the artists stop paying their yearly fee.
- Price: Starts at £15 every year for a single artist, with additional plans for two artists, and five to 100 artists.

CD Baby (https://cdbaby.com/)

Pros :
- One of the most popular companies that charge a one-time fee.
- Better choice if the artist only plan to release music a few times a year
- Offers digital distribution, streaming, and physical distribution via CDs and vinyl, as well. Cover song licensing is also offered.
- Reporting and analytic tools, including income boosting features such as professional publishing administration and social video monetization, are available.
- massive network of over 150 stores and partners
- no annual fees, and artists are paid 100% of royalties weekly
- the company also offers marketing tools all integrated under the CD Baby brand.

Cons :
- Take a commission of 9% from any money artists make through them.

Price :
- £7.67 per song or £38 per album.

ReverbNation (https://www.reverbnation.com/)

Pros :
- An all in one platform for indie artist services.
- Can help build the brand for the artists by offering a website-builder and fan feedback for music.
- Has a free tier with direct selling, but digital distribution has separate price tiers.
- Facilitate artist's career with value-added services (come with a separate price) by offering marketing and promotional tools, social media and digital ad. Review & feedback from listeners together with sponsorship opportunities under the ReverbNation brand.

Price :
- Starts at the low price of $0 for direct selling
- Select Package deal. £7 per album per year for distribution to six streaming platforms and £0.77 per single per year, which is a good deal for artists who just want to focus on the key industry players
- £15 per month.

Landr (https://www.landr.com/digital-distribution)

Pros :
- At its core, it has a long history in the online industry, as an automated mastering service.
- distribution service is included with any of their paid mastering subscriptions.
- Has its own promotional tools and offers free sample packs for inspiration and use.
- LANDR lets producers hear feedback from fellow users.

Cons :
- The year rate is higher than most other music distributions if artists do not plan to use Landr's mastering services.

Price :
- £3 per month to £37 billed yearly for mastering and release
- £0.77 monthly to £9 billed yearly, for 10 tracks on digital distribution.

Tunecore (https://www.tunecore.com/)

Pros :
- One of the first in the market, starting the business model in 2006.
- Artists keep 100% of their royalties for an annual fee
- With a music distribution to over 150 digital stores,
- Comprehensive sales data available,
- One-time fee for value-added services, including social media promotion and music publishing administration.
- Offers payment advances to artists who have had a significant number of streams in the past year
- Provides Songwriter Services and can ensure the artists to collect all of their songwriters' royalties
- Prove useful to artists who are making a significant income off of streaming, in order to offset the costs

Price :
- £23 for their first year and £38 each following year for a full album,
- £7.67 a year for a single, meaning the artists need to pay more if they want to distribute more music.
- Distributes ringtones for £15 a year.
- Tunecore also offers distribution credits that can be exchanged for an album, single, and ringtone plans.

RouteNote (https://routenote.com/)

- Founded in 2007 in Great Britain.

Pros :
- Offers a free and a premium plan.
- With the Premium Plan, you get 100% of your earnings, but you pay per music release.
- can switch between the free and premium plan at any time
- music can be distributed to up to 200 different shops and streaming services
- Non Exclusive release agreement
- Custom Web Store with – RouteNote Direct

Pricing :
- There is no upfront cost, but RouteNote keeps 15% of the download and streaming revenue.
- RouteNote Premium - keep 100% of the royalties. £7.67 annually ongoing and one time per release (Singles £7.67, EP £15 , Album £23 , Extended Album £35)

Amuse (https://www.amuse.io/)
- Amuse was founded in 2016.

Pros :
- It is an App-based and 100% free music distribution service.
- Few days after uploading the music, then get the songs distributed to Spotify, Apple music
- Can upload your tracks in .wav format via IOS or Android APP.
- Faster release time & a Youtube Content ID together with distribution service to Instagram and Tik Tok if artists pay for Amuse Pro.
- For the artists that they believe in, Amuse offer them a record deal that includes marketing, financing, promotion and playlist pitching and splits the profits 50/50 with the artists.

Cons :
- With the free plan, it takes up to 4 weeks to release the music

Price :
- Everything is free to the artist, and artists get 100% of the royalties.

Awal (https://www.awal.com/)
- Founded in 2003
- Owned by the Kobalt Music group and represents more than 4000 Artists and Labels.
- Its Music Aggregator service is App-based and invite-only.

Pros :
- Awal distributes your music to 200 territories and many download shops and streaming services
- Keep 100% ownership of your music
- Has App to track play stats
- Provide data analytics to monitor performance

Price :
- no upfront fees, but Awal takes a 15% share of the revenue

Ditto Music (https://dittomusic.com/en/)

Pros :
- User-friendly platform that caters to the needs of independent artists, bands, and even beatmakers
- Artists own 100% of their music and retain the rights when they distribute through Ditto
- Distribute music to all major stores, social platforms & global outlets.
- Speed of distribution is fast (1-day turnaround to Spotify)
- Got full team dedicated to pushing artists on playlists
- Free ISRC & UPC codes

Pricing:
- Subscription-based model and 1 artist gets unlimited releases for the low price of £16 /year. The price per artist is reduced for multiple artists.

Soundrop (https://soundrop.com/)

Pros:
- Offer free Youtube Music, Apple Music, and Spotify Distribution
- Includes RevSplitter, so every producer or songwriter gets paid for their work.
- Automatic Revenue Splits
- Facebook / Instagram Story Fingerprint
- Use Show.co marketing tools for free
- Set up payee splits to distribute revenue automatically among multiple rights holders.
- Sell Cover Songs – A one-time fee of £15 per composition, Soundrop will pay all the appropriate publishing royalties on behalf of the artist.

Pricing :
- Soundrop keeps 15% of the download and streaming revenue.

Fresh Tunes (https://freshtunes.com/)

Pros :
- Free music aggregator.
- 24 hours turn around time to get album or EP checked and sent to those significant streaming platforms like Spotify, iTunes, Deezer and other shops (a total of 14 streaming and download services).
- Has a pre-order function for the upcoming release.
- Provide promotional campaigns via Facebook or Youtube, to promote the next Music release of the artists.
- Artists can pay Fresh tunes to get Promotion, Album Art Video production, Artwork production, or to find a producer

Price :
- Everything is free to the artists, and the artists keep 100% of the royalties.

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Selected Online Music Streaming platforms

Platform	Average payout per stream
Spotify	- $0.00437/stream
Pandora	- $0.00133/stream
Sound Cloud	- $0.00327 / stream
Apple Music	- $0.00783 / stream
Youtube Music	- $0.002 / stream
Bandcamp	- Indepdent Payout model
Deezer	- $0.0011 / stream
Tidal	- $0.0125 / stream
Amazon Music Unlimited	- $0.0082/stream
iHeartRadio	- $0.017 / stream

Summary for average payout per stream (Rachel, 2021)

The main features of the online music streaming platforms

Spotify

Pros:
- Apioneer in music streaming
- Offers many customized music discovery services
- Easy-to-use interface, comprehensive catalogue and the best device compatibility.
- Can research for Spotify distributors if the artists do not have a distributor
- Have artist profile homepage
- Can allow the artist to promote their Next Event
- Can sell merchandise

Cons :
- No live content
- Need to have a label or distributor to get the music to Spotify

Pandora

Pros :
- Artists can edit their musician station and add their tracks. Artists can submit their music using the Independent Artist Submission Tool.
- Audiences can rate the tracks by themselves.
- Fully compatible with all devices.
- Pandora's has its own algorithm to feed music to the listeners on the music that they may like

Cons :
- Need a distributor to get the music on Pandora.

Sound Cloud

Pros :
- Artists can reach their audience easily by creating an account and uploading their tracks for listening.
- Have 100 million user-generated tracks, 200 million
- active users per month.
- Allows the artist to set up a custom music library or manage their own releases.
- Offers artists many audio mastering and monetization tools
- Can allows social media comments on tracks.
- SoundCloud is great for sociability and shareability features.
- SoundCloud will investigate should there is a reported for copyright infringement, if it proceeds, it will remove the infringer's upload.

Cons :
- Music discovery depends entirely on the user, there is no discovery algorithm.

Apple Music

Pros :
- The share content feature can allow artists to engage with their followers
- real-time communication between artists and fans.
- Performance stats can allow the artists to check their milestones and understand their audience better.
- Can locate the top listeners, see their demographics and know what songs they are listening

Cons :
- no free version for anyone. A distributor is needed.

YouTube Music

Pros :
- Fewer requirements to get an official artist channel on YouTube Music
- Can distribute the music while interacting with your fans.
- Artist can answer comments, direct messages, send videos, images, gifs, make live videos.
- The live video can keep artists in touch with their fans and reinforces the community.
- Got a powerful search engine and background tagging for the content
- Can monitor the performance through YouTube analytics

Cons :
- No content besides music.
- It doesn't integrate with voice assistants.
- Need to work with a YouTube partner

Bandcamp

Pros :
- Designed for emerging artists as a way to support them with free streaming
- Artist are allowed to set price for their own music. Bandcamp will take 10% of the merch sales and 15% of downloads.
- Fans has much freedom by following the artists, add them to their wishlists, comment on the artists' tracks, and more interactions.
- Bandcamp's site design can be customized with their own image, bio, adding links & lyrics.
- Bandcamp will notify the artists' followers anytime when they release new content or merch.
- New Bandcamp app tool is developed for artists to message their fans directly
- Bandcamp can help promote the music of the artists and can connect with social media.
- Has real-time stats to know about the popular tracks, merch sales and the own audience

Cons :
- Mo money received in streaming of music

Deezer

Pros :
- Specializes in offering its users a high-quality audio experience
- Available in more than 160 countries, with over 16 million monthly active users, and with a music library nearing 73 million tracks.
- Streaming service is also perfectly supported by most Smart Home audio devices
- Offers free, Ad-supported service, but sadly, it limits users to mobile devices only

Cons :
- Need a distributor

Tidal

Pros :
- Tidal rising will select one emerging artist each week for exposure where users can discover excellent lesser-known or new international artists.
- Tidal includes music videos & it offers higher artist royalties.
- Can share music and video through the user's Facebook and Instagram stories

Cons :
- Need to do it through Indigoboom, Record Union, DistroKid, or Tunecore
- no free version. HiFi plan is expensive.

Amazon Music

Pros :
- A great place for artists with a reach for 80 million people
- Playlists can be curated, downloaded, and saved
- Offer the listeners the option to buy the artists' cd directly from amazon.
- Quick turnaround time of 24 hours once the music is submitted
- Offers Amazon HD music for better sound quality
- The availability of stats to understand the listeners' trends and interests
- Can sell merch via Amazon platform

Cons :
- Need to be submitted through a label or a distributor: The Orchard, CD Baby, TuneCore, DistroKid, STEM, AWAL, and Ditto.

iHeartRadio

Pros :
- iHeartRadio is a hybrid between live radio and a streaming platform with a library of over 20 million tracks.
- Offers live, free radio streams
- The iHeartRadio app is free to use but does have two premium plans (iHeartRadio Plus / iheartRadio All Access package/iHeartRadio All-access Family Plan)
- The platform's high pay rates earn musicians more compensation.
- iHeartRadio shares a small percentage of ad revenue and paid subscription profit to the artists with music on the platform

Cons :
- Need a label, distributor, or aggregator to get your tracks on the platform, and your analytics will have to come from them.

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Selected Record label

Warner Music Group (Atlantic Records)

Net revenue summary for top 10 Record labels in 2018 (Christian, 2021)

	Record Labels	**Net Revenue**
1	Universal Music Publishing Group	$2.53 billion ($ 8 billion in 2020, Gemtracks staff, 2022)
2	Sony Music Entertainment	$1.7 billion ($4.5 billion in 2020, Gemtracks staff, 2022)
3	Warner Music Group	$1.13 billion ($4.4 billion in 2020, Gemtracks staff, 2022)
4	Atlantic Records	$680 million
5	Republic Records	$625 million
6	Interscope Records	$600 million
7	Capitol Music Group	$530 million
8	Columbia Label Group	$500 million
9	Warner Records	$410 million
10	RCA Records	$385 million

List of Major Record Labels under BIG THREE

Music Group	**Major Record Labels**
Universal Music Group	Republic Records
	Interscope Records
	Capitol Music Group
	EMI Records,
	Geffen A&M Records
	Virgin Records
	Island Records
	Def Jam Recordings
Sony Music Entertainment	Columbia Records
	RCA Records
	Epic Records
	Sony Music Nashville, Masterworks, Music Publishingh
	Provident Label Group
	Legacy Recordings
	The Orchard
Warner Music Group	Atlantic Records
	Warner Records
	Elektra Music Group
	ADA
	Warner Chappell Music
	Nonesuch Records

Universal Music Group

- Acquire EMI in 2012
- Control around 40% of music sales
- Well-known imprints including Capitol Records, EMI Records, Republic Records, Interscope, Geffen A&M Records, Def Jam Recordings, Virgin Records, Island Records
- Maintaining offices in several U.S. states and over 60 countries around the globe
- Has approximately three-million-track catalogue, which is second in scope only to Sony Music Publishing.
- Artists include Kanye West, Taylor Swift, Maroon 5, Lady Gaga etc
- Strategy :
    - Put most of the efforts to superstars, e.g. good deals in Swift's licensing deal
    - Involve in more music investment
    - Expand globally, especially in Asia and Africa

Sony Music Entertainment

- Most distinguished imprints include Epic Records, Columbia Records, Arista Records, and RCA Records,
- Known for video game label, their vinyl production & massive distribution operation,
- SME's publishing company, Sony Music Publishing - formerly Sony/ATV – owns or administers approximately five million copyrights, the most of any publisher in the world.
- Has multiple offices in the U.S. and is available across 40 different countries
- Major artists include Kelly Clarkson, Shakira, Ricky Martin, Britney Spears etc
- Strategy :
    - Acquire more independent record labels
    - During a six-month period from 2020 to 2021, Sony Music spent $1.4 billion acquiring independent record labels like AWAL, Human Re-Sources and etc.

Warner Music Group

- WMG has a presence in multiple states across the U.S. and over 50 countries and employs over 3000 people
- WMG's publishing group, Warner Chappell Music, owns a catalogue of more than one million songs and has over 40 global offices.
- Global music company that owns the largest independent record label in the world,
- Subsidiary record labels like Elektra Records, Warner Records, Atlantic Records, Asylum, Nonesuch
- Big artists include Madonna, Katy Perry, Coldplay, Michael Buble, Ed Sheeran
- Strategy :

- Expand in media platform including investment in NFT company Dapper Labs & video gaming platform, Roblox, media properties: Uproxx, Songkick, HipHopDX and its roster of YouTube channels

- ***Atlantic Records***
    - subsidiary of Warner Music Group in 1967
    - popular for promoting music genres like soul, rock & roll, blues, rock, pop, and jazz by artists like Aretha Franklin, Ray Charles, Wilson Pickett & Otis Redding

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