

TUNECORE



Nevershoutnever

FOLLOWING ON FROM MY FUTURE PATHS OF MUSIC AND IT'S PROMOTION ARTICLE IN A RECENT MUSIC MAKER:

There is now solid evidence as to what I and others featured in that article said. Namely that the whole future of how to promote and sell recorded music is changing.

This is a Newsletter from Jeff Price, founder and CEO of TuneCore, the American digital distribution company and it makes very interesting and encouraging reading for Independent Artists



'A TuneCore Artist named **Drake** used TuneCore to distribute his music about 14 days ago. Since then, he has sold over 300,000 copies of his single "Best I Ever Had". As far as I can tell, Drake is the best selling unsigned artist of all time. Congratulations Drake! (In an ironic twist, Drake did a deal with Universal about 10 days after he used TuneCore to distribute his music).

This also goes to show how confused things are out there in the world. "Unsigned" artists selling more songs than signed artists is becoming more of the rule than the exception.

Artists selling less music are making more money than signed artists. Many Artists, using social networking sites, a video uploaded to YouTube and their Facebook page, are becoming more popular than artists getting hundreds of thousands of marketing dollars put behind them. Without playing a single gig, some bands are selling more music than bands that have been touring for months.

Media outlets, newspapers like the New York Times, aren't even sure how to talk about what is going on. The best selling Music Downloads chart in the Monday, June 29th New York Times Business Section shows Drake charting at #4 (between Sean Kingston and Lady Gaga) and mistakenly lists TuneCore as the record label. TuneCore is such a new/unique concept that they don't know how to even refer to us. But that's the point, things are changing so rapidly that the traditional tried and true charts are now wrong and there is uncertainty as to what the chart represents.

Take for example the TuneCore Artist Nevershoutnever. When he was still "unsigned" (he is now signed to Warner) he sold hundreds of thousands of songs in a 45 day period off of a collection of EPs /demos and, in a six month period, over 30,000 t-shirts through the regional Hot Topic program. By my calculation, based on the number of songs he sold across his releases, he is outselling many of the Billboard Top 40 artists. So what is it the Billboard charts now represent? They certainly do not represent fame as there are a LOT of very famous bands that sell out huge gigs but sell very few albums. It does not represent wealth as artists can make money in a multitude of ways; from endorsement deals to gig income, merchandise sales, etc. It does not represent the best sellers as music fans buy songs from an artist across a swatch of releases as opposed to just one group of songs from one album.

So what does the Billboard chart represent? And what criteria should be put together to create new charts that reflect more of what is going on in the world ?"

These facts are quite stunning and it is proof of a major change in the way the public are buying their music and more to the point, from whom. This could be the first crack in the iceberg to break away from the mainstream of major signed acts and many of them, including their Record Labels would give their right arm to sell 300,000 copies in 14 days of an unsigned artiste. The vultures are still preying however as you will notice Drake has been signed by Universal, 10 days after he signed to TuneCore to distribute his music. Strange pattern that, as why on earth would he want to do that with the money from so many sales going into his bank account without the need to wait years for royalties that may never come.

So what is Tune Core ?

It is a music delivery and distribution service that gets artiste's original music (even cover versions) and record label releases up for sale on iTunes, Rhapsody, Amazon MP3, eMusic, Sony Connect, MusicNet and Napster without asking for your rights or taking any money from the sale or use of your music. You receive 100% of your royalties and retain all the rights to your material.

The site is very easy to access and upload your artwork and music files. It will even create artwork for you if you have none of your own. TuneCore's charges are extremely reasonable for this service. They charge \$0.99 per track, \$0.99 per store per album, and \$19.98 per album per year storage and maintenance. Or, just put up one song as a single for a flat price of \$9.99 per year, all stores included. Once you sign up, there are a host of tips available as to how to promote your music, get licencing deals, how to get your music noticed on iTunes, how to get press and much more.

Remember, this company does not own the rights to your music once you sign up and it is on a purely non-exclusive basis that you enter into an association with them. UK artistes have to have a Pay Pal account in order to get paid.

Time will tell if TuneCore and similar operations will indeed be the future for independent artistes and bands to get their music out there without having to go through the hassle and hype of trying to get a Major interested. It may not work for everyone, but for a small outlay, you have the chance to get your music sold in the same outlets worldwide as those signed to Majors, thus reaching a global marketplace that you can add to by linking your TuneCore releases to your MySpace, Facebook and other such fan sites. You can even release your demos !

We will update this process regularly for readers so that you can check out all the latest ways to promote and sell your music. In the meantime, check out TuneCore www.tunecore.com

Paul Brett

