



# HOW DO I RELEASE MY (FIRST) TRACK?

Our guide to distributing your tracks to the world

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**Some people think that an upload to Soundcloud is called 'a release'. But it's not. That's just an upload.**

### **WHAT EXACTLY IS A RELEASE?**

The term 'release' means that a track is actually available in all the stores in the world. I'm sure you know some stores like Spotify, iTunes, Deezer and Beatport, but there are over 150 stores in the world! And you can't say "out now" when your song is actually only on Soundcloud and Youtube. Official stores are not like Soundcloud and Youtube, where you can upload a track by yourself. These stores are official stores, all connected to each other in one big web to make sure you receive your money for each and every download or stream.



## THERE ARE MULTIPLE WAYS TO RELEASE MUSIC

Releasing music is possible via a label or doing it by yourself (DIY). If you want to release music through a label, check out our template "**How to get noticed by labels?**" In there you can find everything you need to know about labels, how they work, what they do for you and more. Some blogs have their own label, some Youtube channels call themselves a label: always

ask if your track will be available "on all DSP's" or only on a few. The DSP is the Digital Service Provider, sometimes you see artists post "out now on all DSP's", now you know what that means. Right now we're talking about the DIY-method. You are going to release your own track, and it's going to be visible in all the official stores like iTunes, Spotify and all the others you might haven't heard of yet.



## HOW DO I DISTRIBUTE MY MUSIC?

There are multiple companies in the world, distributing your songs to all the digital music stores. It's quite a genius and complex system, so don't think you can just 'upload your song to iTunes". There's more to it. If you want your song to be available in all stores (what you want), you will need a distributor. They will do the distribution, you'll have to do the promotion.



## WHICH DIGITAL MUSIC DISTRIBUTORS COULD HELP ME TO RELEASE MY SINGLE?

Widely known digital music distributors are Tunecore, Distrokid, RecordUnion, AWAL and Ditto. You can just find them with Google. They usually charge you around \$10 per track, per year to have it available in every store in the world. We recommended you to plan at least 3 weeks ahead with your release, as it takes some time

for each store to process your track. Some stores are fast, others are slow. But if you want to post on your Instagram "out now", you don't want somebody commenting "I can't find it on Spotify". Posting 'out now' means 'out everywhere'. That's why you have to plan ahead.



## MAKING A RELEASE PLAN IS ESSENTIAL TO PROMOTE YOUR MUSIC

When you plan ahead, you can make a release plan. We recommend you to check out our template '**Releasing a track: social media marketing planning**', in order to have enough interesting social media posts towards your release (the 'teasing' period) and afterwards the release date (the 'pleasing' period, when the song is actually available).



## WHAT IS AN EXCLUSIVE RELEASE? AND IS THIS SOMETHING FOR ME?

If you give a store the exclusivity of your track for a short period, they might give you some promotion in return for that. For instance: some tracks are being released on Beatport, two weeks ahead of the actual release date in all the other stores. In return for this exclusivity, Beatport can give the track some extra attention by

placing a banner on the frontpage of their website. If it's your first release ever, than probably an exclusive premiere is bit unlikely. But if you have a track that's been buzzing in some of the biggest mixes of last month, it might be something a store wants to promote. Because it will also mean something for their sales, of course!



# QUESTIONS?

If you have any questions you can reach us at  
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