

## RELEASE YOUR SONG

“Get Heard Online With SubmitHub” by Robin Frederick  
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### DIGITAL DISTRIBUTION

When it comes time to get your song out to listeners and the music industry, consider releasing it in digital format only. Digital downloads and streaming platforms are often all you need to promote and sell your songs. You can save yourself the expense of pressing up a CD and paying for packaging.

When making the decision to go all-digital or not, consider whether you’re going to be doing live shows where you sell merchandise, or your music is in a genre in which listeners prefer to buy CDs, such as the Children’s music genre or Traditional Folk styles. If either of those apply to you then you’ll want to do a CD run. Assess the demand, decide on a budget, and then order what you need. Don’t order a thousand CDs and put them in your closet. Your closet doesn’t need them and that’s where most will wind up. Believe me, I know.

### DIGITAL DISTRIBUTORS

The four best known digital distributors are CD Baby ([cdbaby.com](http://cdbaby.com)), DistroKid ([distrokid.com](http://distrokid.com)), Tunecore ([tunecore.com](http://tunecore.com)) and Ditto Music ([dittomusic.com](http://dittomusic.com)). There are many more—in fact they’re popping up almost every day. Here’s a link to a Spotify webpage with [a list of the distributors they prefer](#).

Every company is a little different in terms of how they charge for their services and how they pay out the money they collect for sales of your music. There are several Internet sites that compare these four companies and a few more. Do your research before you choose and select the one that will work best for you.

If you think you’ll be selling a lot of downloads, then you may want a company that charges a flat fee per year, like DistroKid. If you’re not sure how much you’ll be selling, then choose a company like CD Baby that takes small percentage of each sale. It might add up to less than you would pay in an annual fee.

If you’re not sure which one to choose, you can try different distributors for different songs, or you can move a song from one distributor to another. Be sure you use the same song title, artist name, and ISRC code when you upload to the new distributor.

What is an ISRC? The International Standard Recording Code is an identification tool embedded in your specific, unique recording. The first time you distribute a song, an ISRC code will be assigned to it. Keep a list of your ISRC codes tucked away somewhere. When you move a song to a new distributor, you’ll be asked for the code.

### WHERE TO MAKE YOUR SONGS AVAILABLE

When you sign up with a distribution company you can choose where your music will be available for streaming and/or downloading. You can select everything or limit your selection and add more later.

Here’s CD Baby’s list of available sites. You can opt in or out of any site.

## DIGITAL DISTRIBUTION OPTIONS

Choose a digital distribution option for your album. ?

**Downloads + Streaming services**

Includes all download partners, plus streaming services like Spotify, Apple Music, Pandora, YouTube Music, Deezer, and more.

**Downloads Only**

Includes only stores that sell downloads of your music and does not include streaming services that provide users with access to tracks they haven't purchased or previously owned. This will not include services like Spotify, Youtube, or Apple Music.

**Do it all. Even unpaid.**

Includes places that offer free downloads and streaming.

**CD Baby only**

This selection does not include distribution, to make this release available on other sites please update your choice to include at least one distribution partner.

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"/> Akazoo                    | <input type="checkbox"/> Amazon Music                      |
| <input type="checkbox"/> Anghami                   | <input type="checkbox"/> Apple iTunes                      |
| <input type="checkbox"/> AWA                       | <input type="checkbox"/> Boomplay                          |
| <input type="checkbox"/> Deezer                    | <input type="checkbox"/> Hungama                           |
| <input type="checkbox"/> iHeartRadio               | <input type="checkbox"/> iMusica                           |
| <input type="checkbox"/> InProdicon                | <input type="checkbox"/> KDigital                          |
| <input type="checkbox"/> KKBox                     | <input type="checkbox"/> Kuack                             |
| <input type="checkbox"/> Line Music                | <input type="checkbox"/> MediaNet                          |
| <input type="checkbox"/> Napster                   | <input type="checkbox"/> Napster (2008-2012)               |
| <input type="checkbox"/> NetEase Cloud Music       | <input type="checkbox"/> Pandora                           |
| <input type="checkbox"/> Saavn                     | <input type="checkbox"/> Qobuz                             |
| <input type="checkbox"/> Slacker Radio             | <input type="checkbox"/> Shazam                            |
| <input type="checkbox"/> Spotify                   | <input type="checkbox"/> SoundExchange                     |
| <input type="checkbox"/> Tidal                     | <input type="checkbox"/> Tencent Music Entertainment (TME) |
| <input type="checkbox"/> United Media Agency (UMA) | <input type="checkbox"/> TikTok                            |
|  | <input type="checkbox"/> Yandex                            |
|  | <input type="checkbox"/> YouTube Music & Google Play       |

[What is SoundExchange?](#)  
[What is TikTok?](#)

But be sure to say “Yes” to Spotify, Apple Music, Amazon Music, Shazam, YouTube Music and Google Play. These will be helpful for promoting your music and will make it easy for listeners, bloggers, and playlisters to find you.....

Here's a link to [DistroKid's distribution list](#). As you'll see, whatever distributor you choose the distribution lists are pretty similar. You'll indicate your choices when you sign up for distribution. As new music sites come along they'll be added to the list and your music sent to them if you've chosen to allow that. These distribution lists are fluid and continually updated as new outlets come along. DistroKid even invites you to request a digital outlet. If it fits their criteria, they'll add it.

### AVOID YOUTUBE CONFUSION

Although the CD Baby list of distribution options includes **Youtube Music**, this is *not* the same as **Youtube video**. YouTube Music is a stream-on-demand music site like Apple Music or Spotify. There are no videos there.

If you want your music on YouTube's video site, you can upload your own music video or allow your distributor to do that for you. Better yet, do both.