



MUSIC STREAMING & PROMOTION FOR ARTISTS

WITH DAVE TAYLOR

SESSION ONE - The Basics

What's a DSP, how do they work, which ones are the best, and how do I get my music on them?

What's a DSP?

- _____ are platforms for music streaming.
- There are hundreds of DSPs
- They generate revenue through _____ and/or ads.
- A portion of the money they make is passed on to artists and songwriters based on how many _____ their songs accumulate.

As an artist, what DSPs do I need to focus on?

- S _____
 - Strongest Demos - Teens, 20s, and early 30s
 - Platform Strengths – New Music Discovery, Intuitive, High Capacity for Playlist Placement, Artist Friendly
- A _____
 - Strongest Demos – 20s, 30s, early 40s
 - Platform Strengths – Trusted and Recognizable Name, Clean and Easy to Navigate, Higher Artist Payouts, Easy To Find
- Y _____
 - Strongest Demos – Teens, Preteens, 20s
 - Platform Strengths – The Largest Music Streamer in the World by the Numbers, Young Demo = Future Growth, More Opportunity for Creativity
- P _____
 - Strongest Demos – 30s, 40s

- Platform Strengths – Unique Algorithm, Passive Listening (Less Judgement), Best Place to Reach Older Listeners
- A _____
 - Strongest Demos – 30s, 40s, and 50s
 - Platform Strengths – Easy Accessibility (Alexa), Future Potential, Strong Brand

How Do I Get My Songs On These DSPs?

- Retail _____ – [DistroKid](#), [CD Baby](#), [Tunecore](#)
- Artist _____ and Distributors
- Requirements – Audio Wave File, Cover Image, and ISRC (optional)