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# DIGITAL DISTRIBUTION *Explained*

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If you are looking to digitally distribute your music there are some basics that you need to know.

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Which stores can I sell my music on and how does it get there?

What codes do I need?

How do I get paid?

How much money do I earn?



**DittoMusic** [WWW.DITTOMUSIC.COM](http://WWW.DITTOMUSIC.COM)

## Digital music distribution

is the practice of electronically transferring content without the use of physical media such as a compact disc. Music is typically downloaded via the internet directly to a consumer's phone or computer. Using a digital distributor or aggregator means that unsigned artists can sell their music across **hundreds of online retailers**.



Start here

### What stores / products can I sell music and video on?

Firstly we have online stores such as iTunes / Amazon / HMV which allow you to sell music directly to fans. There are also streaming sites like Spotify and we7. These sites allow fans to listen to your music for free and with the help of advertising revenue, rights holders still get paid. You can also sell your music through mobile phones or as a ringtone.



### How is my music sent to stores?

You can upload your music through the website in either a wav or mp3 format. All of the stores have their own standard format and will convert your track before it is sold. Once you upload your music through Ditto we send it to digital stores. It can then take from 24 hours on stores like iTunes to 3 - 4 weeks on stores like Spotify for your release to become live. All sites have different ingestion times. Your artwork will need at 300 dpi and minimum of 800 x 800 pixels and you fill out details of publishers / writers online.

### How Do I Get Paid?

Stores usually report sales data on a monthly basis, these reports come to Ditto around 3 weeks after the end of the sales month and are directly reported to you. You can even break down where, how and when your sales were made. Around 4 weeks after receiving these reports Ditto will have received the revenue from stores. At this point we can pay all out artists and labels. You can pay yourself quickly and easily online into Paypal or directly into your bank account.

### How much do I earn by selling my music online?\*

**In the UK** 79p Single Track Sale - 60p Returned to Artist

**In the USA / Canada** 99¢ Single Track Sale - 70¢ Returned to Artist

**In Australia** \$1.69 Single Track Sale - 99¢ Returned to Artist

**In Europe** 0,99€ Single Track Sale - 0,71€ Returned to Artist\*\*

\*Figures based upon sales reports from iTunes Jan 2011.

\*\*Average based over all European Sales

### Barcodes

In the same way a CD has a barcode on the back of its packaging to track sales, digital releases also require a barcode in a digital format. You can use your own or if you do not have one Ditto will provide you with a barcode for every release at no additional cost.



### ISRC codes

The 'International Standard Recording Code' is a unique identification system for sound recordings and music video recordings. ISRC codes are embedded into your recording so that your music can be recognised and tracked for sales. Each individual track would have a different ISRC code. It is the recording not the track that it is attached to. The same applies to releasing music physically.

### An ISRC code follows a standard template and looks like this

**GB-LFP-89-13527**

Let's break that down:

**GB** is the country

**LFP** is the unique identifier assigned to a record label (At Ditto Music our code is LFP)

**89** is the year

**13527** is a unique number assigned by the label themselves. Most record labels assign them sequentially so their first recording of 2010 would be GB-LFP-10-00001.

For more information head to  
[WWW.DITTMUSIC.COM](http://WWW.DITTMUSIC.COM)



Ditto Music is a digital music distributor specialising in services for independent artists. As well as selling your music on hundreds of online stores like **iTunes**, **Spotify** and **Amazon**, Ditto help you become chart eligible, collect royalties, set up release campaigns and much more.

Ditto Music have had 11 UK Top 40 singles, all with unsigned artists. To try digital distribution for free, just go to **www.dittomusic.com** and enter the voucher code at the bottom of this page. You can upload your music and artwork online, enter your artist and track information and package your release. We supply all the barcodes and ISRC codes you require and encode everything accordingly.

## Get your Free Release Special Voucher Code

Simply go to **www.dittomusic.com/freeitunes** and start distributing your music free of charge.



For more information head to **WWW.DITTOMUSIC.COM**  
or contact us directly on **support@dittomusic.com**