

## **DISTRIBUTING YOUR SELF-FUNDED ALBUM: ALL ABOUT CDBABY**

Independent online music retailer CD Baby has now paid over \$10 million directly to musicians for CDs sold worldwide through their online store at [cdbaby.com](http://cdbaby.com).

CD Baby's easy consignment system has given every musician access to worldwide sales and distribution, without having to sign away their music to a record label. While record labels are blaming piracy for a lack of sales, music sold through CD Baby has almost doubled every year for the past six years.

"It's easier than ever for music fans to find great non-mainstream music," says CD Baby founder Derek Sivers. "So what's reported as a sales decline for a huge pop star is actually a sales boost for the less-famous but more-talented musicians of the world. We sell thousands of CDs a day by artists you've never heard, but will love when you do."

Now, as one of the primary suppliers of music to digital download services such as Apple iTunes, MSN Music, Napster, Rhapsody, Sony Connect, MusicMatch, and more, CD Baby is helping artists everywhere get their music out into even wider distribution.

CD Baby has been a launching pad for later-famous acts such as O.A.R., Jack Johnson and Gary Jules. Other already-famous artists such as Thomas Dolby, George Clinton, Grant-Lee Phillips, and Beach Boy Al Jardine have chosen to use CD Baby's unique distribution service to release smaller projects directly to their fans. CD Baby now represents over 75,000 artists and labels, making them the largest seller of independent music on the web.

CD Baby handles online sales and distribution for independent artists and labels. Founder and musician Derek Sivers was selling his own CD online in 1998, and as a hobby offered to let a few friends use his system. Friends told friends and now over 75,000 artists sell their music through CD Baby, making it the largest seller of independent music on the web. CD Baby has sold over one million CDs sold to customers worldwide, and paid over \$10 million directly to the musicians. CD Baby's Digital Distribution program has deals with all major digital outlets such as Apple iTunes, MSN Music, Rhapsody, Napster, and Sony Connect, making CD Baby one of the leaders in the aggregation of digital content. For more information visit [www.cdbaby.com](http://www.cdbaby.com). [2004 article]

**Article source:** [http://www.send2press.com/PRnetwire/pr04\\_102301-cdbaby.shtml](http://www.send2press.com/PRnetwire/pr04_102301-cdbaby.shtml)

## **CD Baby Lowers Digital Sales Commission To 9% (2013 article)**

CD Baby, the world's largest online distributor of independent music, has announced that it will be lowering its cut of MP3 download sales on cdbaby.com.

CD Baby's online retail store sells thousands of downloads every day, and the resulting revenue bypasses the major-label system and gets paid directly to artists. CD Baby has decided to further empower independent musicians by reducing their admin fee from 25% to 9% -- lower than any other digital music retailer, including iTunes, Amazon, BandCamp, Reverb Nation, and others.

"Our mission has always been to help musicians earn the most money from their music," says CD Baby president Brian Felsen. "Towards that end, I'm excited to announce that we'll be lowering the admin fee we take of MP3 sales on cdbaby.com to just 9% -- which matches our traditional digital distribution commission."

CD Baby's admin fee for digital sales through its retail partners (including Spotify, iTunes, Amazon, Rdio, and many others) has been at 9% since 2004. Now all CD Baby digital sales are subject to this same low commission percentage, whether the music was purchased directly from cdbaby.com or from one of CD Baby's digital music partners.

The new 9% rate also holds true for digital sales through any of CD Baby's Direct-to-Fan sales tools, including the 45,000+ CD Baby MusicStore For Facebook Apps installed by artists, as well as the thousands of Music Store Widgets that allow CD Baby artists to sell music on their own websites.

Traditional digital music retailers pay artists up to 70% per sale; other direct-to-fan options pay 85% or less. With CD Baby, musicians will earn 91% of every digital sale, with no annual fees and no hidden costs.

"The 9% is effective immediately," says Felsen. "It's simple: Artists make more money when they sell music through CD Baby. We are the best place for artists to get their music to a worldwide market. With CD Baby, bands can give fans one convenient place to purchase CDs, vinyl, and MP3s -- and earn the most money doing it!"

**Article source:** <http://www.prweb.com/releases/2013/1/prweb10346689.htm>

## **Sell your CDs in record stores**

CD sales are still one of the most important sources of income for musicians. We ship thousands of discs every day to customers around the world, including many countries where CDs are far-and-away the preferred music format. If you're not offering CDs for your fans, you're missing out on sales. With CD Baby, your music will be available in over 15,000 record stores worldwide — and on CDBaby.com.

## **Start selling music on Facebook in just a few clicks**

CD Baby's MusicStore on Facebook is a customizable music player and store for your Facebook Band or Artist Page. You can sell MP3s, FLAC, CDs, and vinyl — and the best part is, it's free for all CD Baby members. We'll even handle the transactions and accounting for you, so all you have to do is turn it on!

CD Baby's customizable MusicStore makes it easy for your friends and fans to easily share, purchase, and promote your songs on Facebook — the world's most popular social network.

## **Get paid when your music is used on YouTube**

CD Baby has already paid over \$1 million in YouTube revenue to independent artists like you, and we're just getting started. When you opt in to CD Baby's free sync licensing program, you'll make money whenever your music is used in YouTube videos—even if it's just playing in the background. Encourage your friends and fans to add your music in their online videos and earn money from the results.

## **Get your music added to YouTube's content ID system**

YouTube can identify your tracks whenever they appear in a video (yes, even if it's playing in the background of some silly cat video). When your music is ID'd, YouTube will run ads on that video and you will profit from each ad-click.

## **Make your music available to video creators**

When you sign up with CD Baby's Sync program, we'll make sure that your music is added to [friendlymusic.com](http://friendlymusic.com), a website where video creators can purchase licenses for your music. Not only will you get paid for the license, you will also get paid ad revenue. The more your music is used, the more you profit.

## **Make your music available on the world's most popular music streaming service**

Get your music on Spotify Spotify boasts over 24 million active monthly users in 28 countries worldwide, and it's growing fast. With over a billion user-generated playlists, customizable radio station options, and easy social integration with Facebook and Twitter, Spotify is one of the most important outlets for an emerging artist's music.

## **How do I get my music on Spotify?**

CD Baby makes it easy. We've been helping musicians distribute music worldwide for over 14 years. We'll get your songs selling on iTunes, Amazon, Rdio, Google Play and dozens of other services. You will also be able to sell downloads, CDs, and vinyl on Facebook with our Facebook MusicStore.

## **How does Spotify pay?**

You will be paid a small streaming fee (less than a penny) when your song is streamed. The more your music is played, the more money you make. Significant plays on Spotify can also lead to increased album sales in download stores like iTunes and Amazon.

## **Why use CD Baby to get on Spotify?**

CD Baby is the largest digital distributor of music in the world. We'll make your music available for sale on iTunes, Amazon, Spotify, Google Play, Facebook, Xbox, and dozens of other digital stores at no additional charge. CD distribution, vinyl distribution, and sync licensing are included as well. Best of all, CD Baby is run and staffed by musicians just like you.

\*CD Baby keeps just 9% of streaming royalties.

## **A new way for fans to discover your music - Shazam**

Did you know that in 2012, 1 out of 14 paid downloads began with Shazam? That's the kind of statistic musicians pay attention to. The Shazam mobile app is a fun and simple way to discover new music. Music fans love it. And now, for the first time, get increased exposure when CD Baby adds your song data to Shazam.

## **How Shazam works**

Have you ever heard a song on the radio, on TV, or in a club or restaurant, and wondered who the artist was or what the name of the song was? Shazam makes it easy to find out. Simply grab your phone or tablet and hold it near the speaker or sound source. With just the push of a button, Shazam will automatically display the artist, album, and song name. It will even link to online stores like iTunes where you can buy the song. Genius right? Now when you choose CD Baby for distribution, Shazam users can discover your music too. And there's no additional cost.

Make sure that next time someone hears your music and reaches for his or her mobile device, your music is easily discoverable on Shazam. You'll be rewarded with more fans and more music sales.

**Article source:** <http://members.cdbaby.com/>

## ROBIN BROCK (ISA MEMBER) GIVES FEEDBACK ON CD BABY

*There was a request this week from a member asking about CD Baby and their services.*

*I have been a member of CD Baby for a little over a year, and I would really recommend their services highly. You have to do a few administration things, like send them bios; upload songs, send product, you know the usual stuff. But they take good care of you. They pay in a timely manner. For me, it's directly into my Paypal account.*

*They let you know who is buying your product, for mailing lists, etc. They are well up on all the new technology, such as selling individual songs, and they send you all sorts of information on the music biz and the marketing of your product. They do, however take a small percentage of your sales, but of course, who doesn't? It's a more than fair fee.*

*They also remind you everytime you sell a CD, how many you have in stock and when you should send them more product. Derek Sivers and his crew come highly recommended from me. He comes from a musician's point of view, so he knows what it's like to be on that end, too.*

## ANOTHER ISA MEMBER COMMENTS

*I have used CD Baby com. Their website is good and communication to the sellers is excellent. However, if you are planning to sell singles through them, it is not very viable since they take \$4 as commission for every sale - so if you are selling a single for say \$5, \$4 would go to them. You may wish to negotiate with them or sell albums, where the commission is the same as a single, but the sale price much higher.*

## CD BABY PRO [May 2013]

Every time your music is played on the radio, streamed on the Internet, purchased in a foreign country or played in a venue, you're owed additional publishing royalties. As an independent artist, it can be nearly impossible to collect this revenue on your own.

That's why we created CD Baby Pro. With CD Baby Pro, you get all the distribution services included with our standard CD Baby submission, and we'll also:

- ▲ Affiliate the songwriter(s) with ASCAP or BMI
- ▲ Register your songs with collection agencies around the globe
- ▲ Collect all available publishing royalties on your behalf
- ▲ Pay the money you're owed directly to you

CD Baby Pro is now available as an upgrade for any music you're already selling with CD Baby, and for all new album and single-song submissions!

You make the music. We'll sell it everywhere. And now, we'll also collect the money you might not even know you're owed and make sure it ends up in the right hands.

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### CD Baby and iTunes -

iTunes still sells more music than all other digital retailers combined, so you don't want to risk missing out on sales because your music isn't available for download in the iTunes store.

CD Baby gets your music selling on iTunes, pays you royalties from standard sales and iTunes Match, and provides weekly trending reports so you can see when and where your music is selling.

Plus, it's easy: All you have to do is upload your music or send us a disc. We get it to iTunes quickly (in as little as 2 business days!), in the correct format, and we'll also deliver your music to dozens of other popular music stores, like Amazon, Google Music, and Rhapsody.

And, best of all, when you sell with CD Baby you never have to worry about monthly or yearly fees! There's a reason we've delivered more tracks to iTunes than any other distributor: Because we do it right.

Find out for yourself. <http://tinyurl.com/n7cmfva>

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**(2014)** CDBaby.com is the biggest, best independent music store on the web, with over 1.5 million visitors shopping for tracks and albums every month! Want in on the action?

Now you can sell, stream, or give away full tracks from your very own CD Baby storefront, share music, create playlists, and make sales on Facebook, blogs, your website — anywhere! — with the CD Baby Music Player, and access our suite of promotional tools — all for the low signup fee of ZERO.

We'll handle sales just like we would with any purchase made from CDBaby.com, which means you get paid weekly. And because there's no setup fee and no renewal fees (we only keep a 15% cut

of your sales, which is comparable to similar services), we don't get paid unless you do. There's nothing to lose!

The new CD Baby Music Player has arrived! CD Baby artists can now create an unlimited number of customizable players, perfect for embedding on websites and sharing online. With the ability to build playlists from any of the tracks in your CD Baby account, you'll marvel at the ease with which reviewers and bloggers can use your music in posts and articles.

But it's not just a player – it's a store, too! We handle the secure transactions, and you get paid weekly just like you would with any other sale.

**Sell** - The Music Player is also a store that links directly to CD Baby to fulfill orders. You set the price. We do the rest.

**Create Custom playlists** - Mix and match any album or song combination in your CD Baby account.

**Easily embeddable by fans, writers — anyone!** Fans, bloggers, and the press can easily embed these players on their site. Perfect companion to the album review!

**Clips or full streams** - Feature 30-second clips or full streams of your tracks – your choice.

**Unlimited players** - Create as many players as you need; save them and use them when and how you want.

**4 Style Choices** - Choose from 4 different styles, from a mini player (perfect for blogs) to a full-page music store widget.

Want the best new music player out there? Sign up your album or song with CD Baby and create your custom music player today! See <http://members.cdbaby.com/music-store-widget>