

## GETTING YOUR INDEPENDENT SINGLE DISTRIBUTED TO ALL DIGITAL OUTLETS

### 1 . What is Zimbalam?

Zimbalam is a digital music distribution service for independent artists & labels. Zimbalam offers independent artists the ability to sell their music around the world in all major digital stores and streaming services. 90% of the royalties generated from sales are paid directly to the artist.

Zimbalam also offers a range of free online tools to help artists selling music online in the crowded digital marketplace:

- Sales reporting and analytics,
- HTML music player which you can embed in Facebook, Myspace and any other website,
- Track your fan buzz with our email capture and analytics and newsletter management system,
- With your own artist page, you can sell and stream direct to fans with your music player, add news, gigs details, mailing list sign-up, links to your Facebook & Twitter pages.

### 2 . Who is Zimbalam?

**Zimbalam is powered by Believe Digital, the leading independent digital distributor in Europe, with offices in the UK, France, Germany, Italy and the US and we employ a team of over 70 staff globally. We have been building technology solutions for the industry since 2005 and unlike other distributors our system is owned by us and built in house. We are constantly creating new and innovative systems for our clients to use.**

### 3 . How much does it cost?

**Zimbalam only charges you an up-front fee for the distribution of your release. The cost varies based on what type of release is being distributed but you will always receive 90% of the royalties generated from your sales :**

- **£19.99 for a single (1 or 2 tracks)**
- **£29.99 for an EP or album**

**Payable by credit card or Paypal**

### 4 . Can anyone be distributed by Zimbalam?

Yes! Any artist can distribute their music through Zimbalam. These days you don't need to be signed to a record label to sell your music worldwide. With Zimbalam anyone can make their music available to the world to stream and download.

### 5 . I'm having trouble seeing your site properly

It could be that your flash player isn't working or is out of date. For the best viewing experience please download the latest version of Flash here : <http://get.adobe.com/flashplayer/>.

If you're still having trouble, try changing your internet browser (Internet explorer, Firefox, Google Chrome). We recommend Firefox or Chrome

## CONTRACT

### 6 . What type of contract do you offer? Does Zimbalam own my music?

Zimbalam offers an entirely non-exclusive contract so you keep all of your rights. By using Zimbalam, you are simply granting us the non-exclusive rights to sell your album on the services and in the countries you select. You can terminate the contract at anytime simply by giving us 30 days notice.

### 7 . Am I bound to Zimbalam and if so, for how long?

You are not bound to Zimbalam and you can terminate your contract at anytime. If you wish to stop selling your music with Zimbalam please allow us 30 days to and we will remove your music from stores.

#### 8 . How do I see my contract?

You can access your contract at anytime by logging in to the Backstage area and clicking on 'My Contract' in the 'My Account' section. You will be able to download and consult it whenever you need it. If there is a change in the contract terms you will be notified by Zimbalam.

#### 9 . How can I unsubscribe from Zimbalam?

To unsubscribe, you must first remove your releases from the stores, which is called a "Take Down". To do that you must log in to the Backstage interface and click on "Manage my releases". Under the artwork of the release you would like to remove click on "More Details". On the next page you will see a red button at the top called 'Take Down'. Click here and we will then ask for it to be removed from all stores. We have to charge £29.99 because we have to manually remove it from each individual store. To close your account, send an email to [support.uk@zimbalam.com](mailto:support.uk@zimbalam.com).

### CREATING A RELEASE

#### 10 . How do I create my release via Zimbalam?

It's a very simple automated system. Once you log in to the backstage area click on either 'Create a Single' or 'Create an Album'. Then just follow the instructions at each stage.

Enter the release information, or 'Metadata' as it is called. It is very important that this is entered correctly as you will not be able to change it once your release has been sent to stores (release title, Artist name, genre etc)

At the second stage, you must set the digital release date, price and choose which stores & countries you want to deliver to.

Now upload your artwork making sure they are the right size and file format

Enter your song information and then upload the individual audio files in the correct file format

Finally check your release info again before validating your release.

Once you have validated your release you will be taken to the payment area. You will be asked to pay for your release via credit card or Paypal.

Using the 'Zimbalam Backstage' area you can stop and start as many times as you wish and can work on more than one release at a time, the process is completely online and can be accessed 24/7 remotely, so wherever you are you can continue to work on your release!

#### 11 . What do I do if my release features several artists?

When entering the metadata enter the first Artist name under 'Artist Name' and then click on 'Add an additional artist'. Make sure you only enter one name in each field.

If your release is a compilation of various artists select 'My release is a compilation of several artists' which will automatically change the artist name to 'Various Artists'. You can then add the individual's names of the artists performing on each song when you upload your tracks at the upload stage.

12 . I can't find my musical genre

We try to include as many genres as possible but we have to categorize them according to the needs of digital stores such as iTunes. For example you won't find 'Metal' as a main genre. You must choose 'Rock- Hard Rock/Heavy Metal'.

13 . Why are asking me for label name? What do I do if I don't have one?

Entering a label name is optional. If you already have a label simply enter it into the corresponding field. There is no legal or official need to create a name but for rights issues please do not choose an existing label name.

Your label name will appear on download platforms but if you do not fill in this field your producer name will automatically appear here.

14 . Can I change my label name?

Yes you can change your label name for each release. However, we advise you to use the same label name for each artist.

15 . What does «Producer» mean?

This is the name of the person or group that owns the master rights to the recording.

16 . What does «Copyright» mean?

This is the name of the publishing rights owner. If in doubt use the name of the artist.

17 . What is the release's «Album production year»?

This is the year that the album was produced and recorded.

18 . I'm not selling physical copies of my album. Why are you asking me for a physical release date?

Some stores show the physical release date but this field is optional.

19 . What is an UPC code?

This is the barcode for your release, which helps track your sales. If you don't have a UPC code, leave the field empty and we will create one for you for free.

20 . What is an ISRC code ?

An ISRC code (INTERNATIONAL STANDARD RECORDING CODE) is the standard industry code used to identify each track. Each song will have a unique code that's a series of 12 letters and numbers. They are assigned to songs and encoded onto a CD for tracking purposes (royalties, etc.). If you already have ISRC codes for your release you can enter them at the 'Track Management' stage when adding new tracks to your digital release. If you don't have any ISRC codes leave this field empty and we will create one for you for free.

21 . Can I choose the digital release date? How do I choose it?

It can be very useful to set the release date so you can fit it in with your overall release schedule which may include a launch party or a tour to promote the music. You can set the release date on page 2 of the creation process, «Release distribution».

22 . How long does it take for my music to be available in stores?

Once you have validated your release, it takes us about 48 hours to check that your release is complete and all the uploaded data is compatible, at which point, we start delivering it to all the stores. Your release will be available for sale on all the stores you have chosen, on average, within 4 to 8 weeks.

The time it takes for your music to appear on each store depends on the process specific to each outlet and unfortunately we have no way of accelerating this part of the process so please make sure you have allowed enough time for your music to clear if you are planning any activity around your release. Some stores take as little as 2 weeks to ingest content, others can take much longer.

23 . What is a pre-order?

(Please note this only applies to iTunes). This means that you can promote your new release and people can find it in selected stores and then order it before the release date. At midnight of the release day your music will be available to the world and all those who pre-ordered it will be able to download it instantly (It might be worth telling your fans that they will only be charged on the actual release date). All pre-order sales go through on the same day so if you can get a high number of these you will have a better chance of entering the genre-specific charts on that particular day, thus boosting your exposure to all the iTunes users who are looking at that genre. You then have the option whether to allow pre-plays of 30 seconds during the pre-order.

Your pre-order date must be released at least 50 days in the future (at time of delivery) and at least 15 days before the official release date. It must have at least 4 tracks. In addition, the total price of the tracks should not exceed the total price of the album, otherwise your pre-order application will not be taken into account.

24 . Can I choose which stores I'd like to distribute my music?

Yes you can either choose to sell your music in all stores we deliver to or a selection, the price stays the same and it's completely up to you!

25 . What is distribution on Youtube ?

When you upload a release on Zimbalam, if you choose the distribution on Youtube, we'll deliver your music's fingerprints, so they can track the songs anywhere on their platform and get the money you deserve for it. For example, your music is used in several videos, and there are some adverts around those videos: we collect the part of the royalties you deserve, and as for sales and streaming royalties, 90% of it is automatically added to your other royalties.

26 . What are the requirements to have my releases distributed on Youtube ?

If you choose to distribute your release on Youtube, please be aware that you must follow specific regulations before your audio fingerprints are delivered :

- For legal reasons, we do not distribute music covers on Youtube.
- For the same reasons, we do not distribute songs that contain samples of recordings owned by other producers.
- Before we deliver your audio fingerprints, your music musn't have already been claimed on Youtube, by you or by someone else. If you still try to have them delivered, Youtube will detect a legal conflict and in that case we will take the fingerprints down from the platform.

27 . I asked for my release to be distributed on Youtube but I don't earn any royalties from the platform, whereas I have videos using my music online on Youtube, why ?

Several reasons can explain why you don't get any royalties :

- One or several tracks may not follow the requirements needed in order to be distributed on Youtube (described in the previous question), so we did not deliver the fingerprints.
- You may have disabled the video advertising in your Youtube account's settings.
- Or finally, your track, or a part of the track may already have been claimed on Youtube by you or someone else, and that created a legal conflict. In that case, we take the fingerprints down

from the platform.

28 . In case of legal conflicts on Youtube, will all the fingerprints from the release be taken down from the platform?

No, in case of legal conflict, we will only take down the audio fingerprint that generated the conflict.

29 . Why are some of the services grey and unavailable?

These services only accept music of a specific genre(s), if your release is not one of these genres, you will not be able to select that service. For example, Juno only accepts Electro and Dance releases, so it is not possible to deliver a Hip Hop or Rock release to this store.

30 . What are the conditions to distribute my music on Beatport?

Through 2011, Zimbalam was distributing content to Beatport. The service became more selective with products and labels they wanted to sell, meaning the store no longer matched with Zimbalam's philosophy. Because of this reason we no longer deliver to Beatport. Beatport reserves the rights to select the music they want to distribute. This makes the store incompatible with an automated system like Zimbalam because we want to guarantee you that your releases will be systematically online on stores you chose.

Concerning releases already online on Beatport, they will stay online for 1 more year.

31 . Will my music be distributed across all the services I have chosen?

Yes, your music will be distributed on all the services you have selected when creating your output in your Zimbalam Backstage.

However, there are times that certain services are longer than the time indicated by us (8 weeks) to upload your output. If you have any problems with delivery on any platforms, please contact us so we followed the service in question for the online music.

32 . My release still isn't available from download stores, what should I do?

First, go to your Zimbalam Backstage and check that your output is neither in the "My incomplete releases" nor in "Pending releases». If your release is in one of these places it means it has not been validated, or that you must correct any information because it does not conform to the specifications of platforms.

If your release does not match any of these topics, check if they are located under "Manage my releases". There you will have an overview of the platforms that have already been delivered. Sometimes, certain services are longer than the time indicated by us (8 weeks) to upload your output. If you have a problem with delivery in one or more platforms, please contact us so we can chase the service in question.

33 . Can I change information after my release has been validated?

No. Once your release has been validated no more changes can be made to the release. It is therefore essential that all metadata, artwork and audio files are entered correctly. If you want to make any changes after validation you will have to ask for your release to be removed from stores and then pay for it to be re-uploaded.

34 . Do I need to have an album cover?

Yes every release needs artwork to be accepted in stores.

35 . What is the required format for artwork?

1440 x 1440 pixels, in Jpeg format. Please note, your artwork must not include an Internet address, company name or logo, email address, barcode, price or any reference to bonuses or exclusive offer.

36 . Can I distribute a digital booklet with my album?

No, we do not distribute digital booklets.

37 . Can I use Zimbalam to distribute audio books?

We provide Spoken Word content to iTunes (Stand-Up Comedy, for example). On iTunes, it won't be stored on the Audio Book section but in the Music section. However, if these have already been published, make sure you have all permissions and rights for making your writing available services we deliver. We do not deliver audio versions of works previously published in a physical book or magazine format.

Please note: on iTunes, any audiobooks you wish to deliver will be found in the 'Music', rather than the 'Audiobook' section due to an exclusive partnership between iTunes and Audible.

38 . How can I upload my tracks?

We can only accept you music in the following formats:

- WAVE, 16 bit, 44100Hz, Stereo only,
- Windows Media, 'lossless format' only,
- MP3, 320 kbps, CBR format only.

If you want to know how to get the right format for your files, tutorials are available in the Help box on the right of your screen when importing your audio.

Importing an audio file may take several minutes to several hours depending on your internet connection and size of your file.

39 . I have a promo code, where do I enter it to receive my discount?

If you have a promo code you can enter it at the payment stage, after you have validated your release.

40 . Can I stop distributing my music through Zimbalam and remove it from stores?

Of course, since you are under no obligation with Zimbalam you can request your release(s) to be taken down from stores at any time. To unsubscribe, you must ask to remove your releases from the stores, which is called a "Take Down".

To do that you must log in to the Backstage interface and click on "Manage my releases" and "More Details" and then click on the 'Take down your release' button. We will then ask for it to be removed from all stores and you will be charged a fee of £29.99.

41 . Why do I have to pay to pull my release from stores?

We charge £29.99 because our technical team has to manually remove each release and ensure that it is taken down from each individual store.

42 . Why do I have to correct a release ?

If you have to correct a release it means that when checking your data before sending to stores we noticed that some information that did not meet the specifications of the various services. We ask that you correct these data so we can deliver your music as quickly as possible.

43 . The spelling of my song titles isn't appearing the way I wished, is there anything I can do?

Some stores have special rules about the tracks spelling, mostly depending of the language of the title. So sometimes our system change automatically the spelling to be accepted on the store and not block the release.

## AUTHORS'S RIGHT

44 . Do I have to sign up to PRS or PPL before signing up to Zimbalam?

PRS is the performing rights collection society for music authors and composers. PPL licenses the use of recorded music in the UK public performance, broadcast and new media use. For a performer of original material and/or an author/composer whose music is selling or is being exploited PRS and PPL is a great way to collect and manage your rights and royalties but it isn't necessary when signing up to Zimbalam

45 . Can I release covers?

You can release covers but there are some conditions you must first be aware of. If the song has not been altered then the artist doesn't need any authorization, they just need to credit the author and composer when uploading the track in the Zimbalam Backstage.

However, if the song is altered or adapted the artist must gain authorization from the author and composer of the song so that in case of dispute you can give us a written record of the agreement.

46 . Can I put remixes online?

Yes you can. However, you must obtain permission of the producer and publisher of the original artwork used so that in case of dispute you can give us a written record of the agreement.

47 . Can I put someone else's music on Zimbalam?

If you are the artist manager, for example, you can only release someone else's music if you have their consent.

## ROYALTIES

48 . When and how are royalties paid on Zimbalam?

With Zimbalam the artist earns 90% of the royalties. Each quarter, the artist can see their total income on the Zimbalam Backstage and then request payment of his royalties if they are above £20. If you have not made over £20 in royalties you will have to wait until the next quarter to make a payment request. At Zimbalam, bank transfers are made bi-monthly, on the 15th and 30th of each month.

49 . How can I check my royalties?

In the Backstage area, click on 'Royalties Overview' on the left hand side. You will then be able to check royalties and sales, filtered by song, artist, album, time and territory.

We generate a royalty statement for you each month. We make all the data available to you as soon as we receive the information from the stores. Some stores report to us on a monthly basis (usually 45 to 60 days after the end of the month) and other stores (such as iTunes, Juno, Orange, SFR, eMusic, VirginMega, and Deezer) report on a quarterly basis in addition to daily sales reporting. Once Zimbalam receives these statements, they are automatically integrated into the Zimbalam Backstage. Reports not received in time from a specific store will be shown in the following month's data.

50 . Why are my royalties shown in Euros?

Our royalty collection department is based in France so the royalties are displayed in Euros.

51 . How is the exchange rate calculated?

The exchange rate we pay is averaged out over each month. So for sale in January we will use an exchange rate that is averaged out over the month of January. This also means that in a quarterly statement there will be three averaged exchange rates, one for each month.

52 . I want to analyse my royalties in greater depth. How do I view open a CSV file in Excel?

To sort your reports open a blank sheet in Excel go to the 'Data' tab , then click the 'From Text' button in the Get External Data menu. This will bring up the Text Import Wizard.

Firstly, make sure you have Delimited set as the first option.

Then make sure you enter; in the box next to 'other'. This will then show your data in columns at the bottom.

The third step simply lets you choose the format of the data, such as numbers, text, or dates. After you've done that, just click Finish and the data will be imported into your spreadsheet. Depending on how big the .CSV file is, the import process could be instantaneous or take several minutes.

53 . What are real time sales?

Daily sales statistics are reports that are provided by a limited number of services (iTunes, Juno, SFR, Orange, eMusic, Virgin, Deezer).

They allow you to have a comprehensive view of your sales overnight. However, these reports are not always accurate, sometimes they differ from your actual royalties for various reasons: (downloading failed or if it is a track you have already uploaded ) and are subject to availability. This tool is useful for seeing the effects of your promo and marketing on a daily basis.

54 . I know that my music is being bought, however this isn't being reflected in my real time sales figures.

Only iTunes, Vodafone, Orange, Virgin, Deezer and Juno provide daily sales reporting. Then these real-time sales are indicative only as they are not always accurate (download failed, non-integrated reporting etc). There is often a time lag of a few days between the purchase and when sales are integrated by our technical team.

To know the exact amount of royalties, click on "royalty details" and wait until the record corresponding to these purchases is available. Such statements are more reliable than sales, because these are the official statements that each platform will send monthly or quarterly to its distributors and that recognize exactly all sales.

55 . Why is there a difference between real time sales and the royalties I'm owed?

The daily sales statistics can differ from the royalty reports for many reasons, such as incomplete transactions, failed downloads and delayed updates from the relevant services. There is often a time lag of a few days between the purchase and when sales are integrated by our technical team.

56 . When and how can I request a royalty payment?

Some stores report their sales monthly and others every quarter. We provide access to these records immediately after receiving them in the "Royalty Overview "section and we provide a statement of accounts each quarter, 60 days after the quarter end under the heading "Royalty Details». If a report from a store is not received in time, it will simply be incorporated in the statement for the following month or next quarter.



For example, for the first quarter, which ends March 31, you will be eligible for payment of your royalties from June 1st. If your royalties exceed £20 you can request a payment from the Backstage area by clicking on 'Balance' under the 'Sales & Royalties section' then click 'Request a payment'. This will automatically generate an invoice that will be paid on the 15th or 30th of the month. If you have not accumulated £20 royalties or more you cannot request a payment. You must wait until the next quarter or until you have accumulated enough royalties.

57 . How do I receive royalties from streaming services (e.g. Spotify)?

Streaming services are offered under the same terms as the traditional download services we cover, you will receive 90% of all the revenues we receive from Spotify and others for streams of your music, once your annual fee has been recouped.

**Based on our discussions with such services and prior experience with other streaming services internationally, we anticipate the royalty rates to be 1-2 pence per 'subscriber stream' and 0.2 pence per 'free stream'.**

Please take note of this when considering if you want your content available on the service as these revenues are considerably less than are generated from traditional sales.

Please make sure you are fully aware of the royalty rates when adding streaming services to your package as you will be unable to remove your music from any services in the future without incurring a £29.99 take-down fee.

58 . How do I receive royalties from Youtube videos?

There are no guarantees under the YouTube Partner agreement about how much you will be paid; the incomes are based on Advertisers investments and user's clicks as for streaming royalties. Those incomes are different from a video to another, from an artist to another, depending on the price of the adverts, the number of time the video is watched, the number of clicks ...

Then we transfer you 90% of the royalties, as for streaming and sales.

## PLAYER

59 . What is the Zimbalam Player?

The Zimbalam Player is a customizable widget, which can be embedded into Myspace, Facebook and any other website

The Player enables fans to: - Listen to your music,

- Read your news and biography,
- Watch your videos,
- Buy your music, thanks to 'direct link' buttons which re-direct to your release on various download stores,
- Subscribe to your newsletter,
- Embed on their own site or blog,
- Link to your Facebook, Twitter & Myspace pages.

60 . I have already configured my Player, but I can't see it, it's not displaying my tracks or just isn't working!

Your player will not work before your music is live on download or streaming services. It will become live on the release date.

If this is not the issue, your player might not be working because:

- Your Flash Player is not working (install the latest version here : <http://get.adobe.com/flashplayer/>)
- There's a problem with your web browser (Internet Explorer, Firefox, Chrome etc), try changing it and using the Player again.
- We are experiencing technical difficulties, if this is the case please try again later.

61 . Can I have all my releases on the same Player?

Yes, the Zimbalam Player hosts all of an artist's releases.

62 . How do I install my Player on my website?

Go to the «My Player» area of the Zimbalam backstage and copy the HTML code which allows you to embed the player on your blog or website.

63 . Can I change the shape and colour of my Zimbalam Player?

Of course, the player is customizable. We have three shapes and a colour palette to choose from so that your Player blends in better with your site.

These options are available the minute that you export the Player to the internet, via the «My Player» tab.

64 . Can I limit my Player so that it only plays previews of my tracks?

Yes, if you click on 'My Player' in the Backstage and select the player you want to edit you will then be able to choose to allow only a 30 second extract of each song. You can also choose whether the songs play automatically or not.

65 . How do I install the Zimbalam Player on Facebook?

The Zimbalam Player is an official Facebook application. However, according to Facebook's applications policy, the app doesn't work on Profiles.

To get the app you must search for «Zimbalam Player» in «Applications» and install it on your page.

There is a more detailed tutorial available in the «My Facebook Player» tab in the Zimbalam Backstage.

66 . How do I make my Player my Facebook landing page?

Go to your Facebook page and click «Edit Settings».

Select the «Manage my permissions» tab from the menu on the left, look for «Default landing tab» and select «Zimbalam Player».

67 . How do I get the Player on my Myspace page?

The Zimbalam Player is also a Myspace application. You need only look for «Zimbalam Player» on Myspace and install it on your page.

Please be wary of simply sticking the HTML code to your MySpace page, as this will break the code and stop the Player from working properly.

Zimbalam Backstage has a detailed tutorial available in the «My MySpace Player» tab.

68 . How do I add news to my Player?

You can customize the player from the Backstage by going to «Configure My Player» and clicking

on the «News» tab.

You can also add news to the Player in multiple languages, so that viewers can see the Player in their respective languages.

69 . Why can I enter my news and my biography in so many languages?

Your Player's display changes according to the user's country (via an IP address). If an English person is using the Player, for example, all the information would be displayed in English. You can make your news and biography change according to the user's geographical location. For example, if you have an upcoming concert in England, the Player would share this information with users in England only. You can enter different languages versions of your news and gigs via 'Configure my Player' under the 'News' and 'Bio' tabs.

70 . My news isn't being shown.

There is a short delay between you validating the news and its appearance on the Player, this delay can last between a few minutes and an hour.

If your news still hasn't appeared after this time, check that you have entered the information into the correct geographical location. Basically, your Player displays according to the viewer's country, therefore viewers in England, will only be able to see news that you have published in English.

71 . How do I add my biography to my Player?

You can customize the player from the Backstage by going to «Configure My Player» and clicking on the «Biography» tab.

You can also add biographies to the Player in multiple languages, so that viewers can see the Player in their respective languages.

72 . How do I add videos to my Player?

You can customize the player from the Backstage by going to «Configure My Player» and clicking on the «Video» tab.

You can also add your videos from Vimeo or YouTube by copying the code to this section.

73 . What is the «Newsletter» button on my Player for?

The «Newsletter» button on your player allows fans to sign-up to receive your latest news by leaving their email address. The email addresses collected via the Player are automatically uploaded to your contacts in the Zimbalam Backstage, allowing you to send them newsletters using Zimbalam Fan Connect.

## ZIMBALAM ARTISTE WEBSITES

74 . What are Zimbalam Artist Websites?

Zimbalam allows each artist to create their own customizable website, which allows you to:

- Keep all content on a customisable central location,
- Share music and video with internet users,
- Customise your web address using their name (e.g. my-name.zimbalam.com),
- Increase your fan base and mailing list; offer a free download in exchange for an email address and reach new fans around the world,
- Optimise sales opportunities thanks to the direct buy buttons which redirect fans to your album on download stores,

- Direct your music industry contacts to this page and create logins for them so they can access selected content. This allows them to download your content and give you advice and comments on it,
- Access statistics and analyse the effectiveness of your promotional campaigns,
- Artist Pages are simple and easy to make and require no knowledge of HTML or other tech speak.

#### 75 . Can I change the URL of my Zimbalam Artist Website?

By default your Artist Website address would be: <http://www.zimbalam.com/artists/000,my-name.htm>. However, it's completely customizable, which means that you can change your site to: <http://my-name.zimbalam.com> for example.

We offer you two URL's based on your artist name, but you can pick your own name to be added to «.zimbalam.com».

Please note, once you have saved your URL, you can no longer change it.

#### 76 . Can I change my URL later?

Once you have saved your URL, you can no longer change it.

#### 77 . How can I personalize my Artist Website?

You can personalize the following on each Zimbalam Artist Website:

- The Header :
  - \* Choose a background color,
  - \* Upload an image of your choice (JPEG, max 900 x 118 pixels),
  - \* Add a link to the site of your choice,
  - \* Dismantle the header.
- Side Banners:
  - \* Upload an image of your choice (JPEG, max 200 x 600 pixels),
  - \* Choose a background color.
- Video or Side Image:
  - \* Upload an image of your choice (JPEG, max 420 x 350 pixels),
  - \* Enter a video URL (only YouTube and Vimeo videos will be accepted).
- Font Color

#### 78 . I can't personalise my page, it won't save my changes

In order for any modifications to be finalized, you must validate them twice: In the pop up which appears, when you've made changes. In the corresponding block on the right hand side of your screen.

Each time, wait a few seconds for a green «V» to appear before clicking «Save», this ensures that yours changes have actually been taken on board.

#### 79 . How do I put news on my Zimbalam Artist Page?

The news displayed on your Artist Page comes from the news that was entered in your Zimbalam Player. (Select the «News» tab in the «Configure my Player» area of the Backstage.)

To display news, therefore, you must validate the «news» block while configuring your Zimbalam

Artist Page: when your Artist Page appears, click «news» and save the changes in the pop up which appears.

The news from your player should now be displayed on your Artist Page.

80 . How do I add a video to my Zimbalam Artist Page?

In order to add video to your Zimbalam Artist Page, select the «Upload an Image or Video» option from your Zimbalam Artist Page configuration menu.

Enter the URL of your video and click «OK» to confirm. Please note that only videos from Vimeo and YouTube are acceptable.

Wait a few seconds for the green «V» to appear and click «save» to validate.

81 . How do I add a picture to my Zimbalam Artist Page?

In order to add images to your Zimbalam Artist Page, select the «Upload an Image or Video» option from your Zimbalam Artist Page configuration menu.

Select choose file and pick the image you'd like to upload from your computer and press «OK» to confirm. Please note that all images must be in JPEG format and not exceed 420x350px.

Wait a few seconds for the green «V» to appear and click «save» to validate.

82 . I would like to add links to my various social networking sites to my Artist Page, can I?

You can add links to the main social networking sites: MySpace, Facebook and Twitter to your Zimbalam Artist Page by configuring your Player.

Go to the area entitled «configure my player» in the menu and go to the Social Networking section.

Simply add the different URLs and select the box, to validate your choice.

83 . What is a «Free Track»?

Zimbalam allows you to give free tracks to fans via your Artist Website, in exchange for their email addresses.

When a fan leaves their email address, they automatically receive an email inviting them to subscribe to your newsletter, as well as a link to download whichever track you have chosen.

This is, of course optional, and will always be available to you from your site. We suggest it as the easiest way to collect email addresses and expand your fan database.

84 . Why offer a free track?

Offering free releases is optional, but is an excellent way of collecting email addresses from fans. As such, the option is always available to you and we highly recommend it as the easiest way for fans and the public to give you their email address.

You can use their emails to send fans your latest news like album release and concert information thanks to Zimbalam Fan Connect, a tool which helps you to stay in touch with your fans and maximize your sales. The more email contacts you have, the more people you can reach with your newsletters.

85 . How do I offer a free track in exchange for an email address?

Click on «Free Track» which appears on your site and in the Zimbalam Artist Page Configuration menu.

From there you can choose the song you'd like to give away, choosing between your releases and uploading an unedited version, of a song which you have not yet released with Zimbalam.

If you have chosen to give away an unedited track, remember the accepted rules: the song must be in MP3 format and less than 5mb.

Once you have uploaded the track, click «OK» in the pop up and wait for the green «V» to appear before clicking «save».

Your «Free track in exchange for fan email» campaign should now be live on your Artist Page.

Now you can personalize the text associated with this release/email exchange. Personalizing the text makes it possible for you to give away something other than a free download in exchange for email addresses.

#### 86 . What is Pro Space?

Pro Space is a tool which allows your professional contacts to download any content that you wish to share with them for free, via our secure FTP server. This content will not be available to everyone and selected users must enter a password, which you have issued in order to receive or download it.

To use Pro Space one must create a campaign in the 'Pro Space» option, found in the configuration menu of your Zimbalam Artist Page.

Pro Space allows your contacts to leave comments and advice.

#### 87 . How do I create a Pro Space campaign for my professional contacts?

Click «Pro Space», which appears on both your site platform and the configuration menu of your Zimbalam Artist Page.

There, you can create campaigns specifying log-ins and upload downloadable content of your choice.

Your professional contacts can now access your information, by using your log-in information. Please note that all content must be less than 90 Mb and be in PDF, Zip or MP3 format.

#### 88 . Can I create multiple Pro Space campaigns at the same time?

Yes, you can have multiple Pro Space campaigns active at the same time to offer different types of content to whatever different types of contacts you might have.

For example, you can create a special campaign, offering your biography and upcoming gig dates to journalists, and another to special fans allowing them to download a new track and so on.

#### 89 . Where can I find comments left by my contacts?

You can find comments left by your contacts in the «My Promo Statistics» area.

From there, look for the «Zimbalam Artist Page» tab and click on it. Select the «Download Feedback File» button, which appears under the «Promotional campaigns results» heading.

ZIMBALAM FAN CONNECT

#### 90 . What is Zimbalam Fan Connect?

Zimbalam Fan Connect allows you to manage your contacts, send newsletters and optimise your sales by collecting useful information about uploaded contacts.

Using our tools, you can now collect email addresses from your artist page as well as the Zimbalam Player, which allows you to collect contacts from Facebook, Myspace and other websites, using the new 'Newsletter' tab. You can also import contacts from your webmail accounts and Excel files to make sure you have all your fans' contact details in one place.

All collected contact information is automatically uploaded to the « Contacts » section of the Zimbalam Backstage, where you may upload your existing contacts data simply and quickly.

Contacts are arranged in clear categories in your Fan Connect contact book on the Zimbalam Backstage and can be added to emails by category, location and more. Keep your fans up to date with the latest news, run competitions and more, build newsletters from templates or, if you've got the skills, build custom templates yourself, the sky's the limit!

Once you've sent a newsletter, you can track the response with a full statistical breakdown, including open numbers, click rates, bounces and more, coupled with your daily sales reports, this is a very powerful tool. Strengthen the bond with your fans using Fan Connect, for free, a service which could save you hundreds of pounds compared with specialist mailing list software.

#### 91 . What are the different ways of importing existing contacts into the Zimbalam Backstage?

There are four different ways to upload existing contacts to the Backstage area:

- Manually add single contact,
- Upload contacts from CSV-formatted Excel document,
- Import contacts from email inbox,
- Manually add email list to « Contacts ».

#### 92 . How do I export my Outlook address book as a .CSV file?

In Outlook, go to «File» and click on «Import and Export». Select «Export information as file» in the open window and then click «next».

Then click «comma separated values» and then «next». Now select the file you wish to export, click «contacts» and then «next».

Finally pick where you'd like to save your .CSV contact.

#### 93 . How do I save an Excel document as a .CSV file?

While saving an Excel document, the default type in the «Save As» box is «Excel Workbook». Scroll down the box called «Save as Type» and select «CSV (comma delimited)» and save.

**\*UK Only\*** Please note our CSV uploader only reads «;» separated documents and not «,»

To ensure that our uploader reads your document correctly press «ctrl A» and select Format Cells from the top menu. In the category «Special» change the Language to French. Alternately, change the separator value to «;» in your Language Settings from your computer's «Control Panel».

#### 94 . How do I manage my categories?

Once you have chosen an import method and imported your contacts we ask you choose categories

for them. Every time you send a newsletter you may choose to send it to one or more categories, instead of selecting recipients on a contact by contact basis.

You can create as many categories as you wish, so that you can select your contacts in any way that you like. For example, you can send newsletters about upcoming shows targeting contacts in a particular city or region; or even send information only to professional contacts like DJs, labels and journalists.

95 . I cannot send anymore newsletters - it says that I haven't got enough credit. What does that mean?

Zimbalam limits each user to 10,000 newsletters per month, meaning that you can send to up to 10,000 people each month. This amount is refreshed on the first of each month.

Similarly, we limit the amount of times an individual contact is sent a newsletter to four each month, this equates to one newsletter per week, just enough to stop you from spamming your contacts, causing them to unsubscribe from your newsletters. It is good practice not to send too many emails to your contacts.

96 . I've just realized that there's an error in the newsletter which I've just sent out, what should I do?

There is a 15 minute delay between the moment that you've sent your newsletter and the moment we've sent it, giving you a 15 minute cancellation period.

To cancel sending, return to "Manage Newsletters" then select "Pending Newsletter" and click "Cancel sending". Now you can make changes to your newsletter and send it again.

FAQ. - HOME - CONTACT - TEAM

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## Distribution

Zimbalam is powered by Believe Digital, one of the largest digital distributors in the world, with more than 150 digital number one releases in the past 5 years. What does this mean for you?

We offer the largest guaranteed network of music stores on the market including targeted distribution to the key stores in each major territory.

We do it ourselves, we build our own technology and all our deals are direct. We guarantee your content will be available where we say it will.

Our market share allows us to obtain the highest rates from the stores and distribution services and because we deal directly with the stores, there are no deductions from your royalties either.

We store your music ourselves and our in-house technical team ensures that we can distribute your music faster and more reliably.

We distribute to all key global digital music stores and cover the major online and mobile stores in each key territory.

Because we deal directly with the stores, you have more choice, you can pick which stores and territories will sell you music, how much your customers will have to pay and can set your own release date to maximise pre-sales.

### Global services



### ▶ European services



### ▶ Mobile services

