



INDIEMASSIVE COMPETITION RESERCH

SHIFTING THE TIDES OF THE MUSIC INDUSTRY



INTRODUCTION

When we decided to make IndieMassive available to the public, we had a firm goal in mind – to provide the independent community with a platform that truly works for them and can provide all of the tools and resources they need to succeed. In order to do that, we needed to do extensive research on our competition in order to ensure that we could properly compete with them in this toxic industry.

We value honesty, transparency and the human element of working with a company that cares about their community.

So why would we hide our research from you!? – We wouldn't!

Here you will find all of the information we gathered on our competition in order to create our competitive pricing, policies and values.





HIDDEN FEES

Hidden fees can often be found with the vast majority of our competitors. Their seemingly low prices might seem attractive but if you understand their hidden fees you know that their price is actually much higher.

With IndieMassive you get the access to everything available for one low price of 40\$ per year.



HIDDEN FEES



Here are some examples of hidden fees from our competitors.

Hidden Fee name	Description	Cost
Loudness Normalization	When you select this optional extra, this distributor automatically adjust the level and headroom of your audio to Spotify's recommended settings	2.99\$ per track, one time fee
Store Maximizer	Get your releases added to any new platforms that this distributor signs after your initial purchase.	7.95\$ per album, per year
Dolby Atmos	Designates the release as Dolby Atmos on supported devices & streaming services including Apple Music and Tidal.	26.99\$ per track
Leave a Legacy	If yearly payment isn't made and you purchased the Leave a Legacy your music isn't taken down.	29\$ per single, 49\$ per album



CUSTOMMER SUPPORT

Customer support is of great importance when it comes to distributing your music and we decided to study our competition so that we can create a great customer support service for our subscribers. We decided to use our email as our primary contact point as online chat bots can be quite frustrating and unreliable as we found out with some of our competition.





AVERAGE EMAIL RESPONSE TIME

Fast and helpful communication is key when it comes to distribution and we at IndieMassive put a lot of effort to keep up with our emails and we always replay within hours.

Distributor	Average Response Time
IndieMassive	within hours, 24/7
DistroKid	1 business day
TuneCore	1 business day
CDBaby	1-2 business days
Ditto	within hours, 24/7
United Masters	1 business day



DISTRIBUTION OUTLETS

Here is more information about which DSPs and platforms are covered with the most popular distributors.

Distributor	Amount of Outlets
IndieMassive	150+
DistroKid	150+
TuneCore	150+
CDBaby	150+
Ditto	200+
United Masters	100+



PRICING

Pricing is of course a big part of choosing your distributor. We gathered all relevant data on our competitors pricing.



PAYMENT & COST DETAILS SUMMARIZED



Here is a spreadsheet of summarized pricing with the most popular distributors.

	IndieMassive	DistroKid	TuneCore	CDBaby	Ditto	United Masters
Cost	\$39.99	\$33.47 + hidden fees and addons which makes it even more expensive	9.99\$ - per single, per year 29.99\$ - per album, per year	9.95\$ - single 29\$ - album	19\$	59.99\$
Payment Type	Reoccurring - Yearly	Reoccurring - Yearly	Reoccurring yearly per release	One-time fee	Reoccurring - Yearly	Reoccurring - Yearly
Commission	0%	0%	0%	9%	0%	0%
Notes	Everything included in one low price	They do have a cheaper plan, but it is extremely limited with functionalities. The 33.47\$ plan is recommended	Very expensive as you pay per release per year, and the cost will keep increasing as you distribute more.	Simple one-time fee system with a 9% commission on all releases.	/	They also offer a different plan which would be good for absolute beginners.

DISTROKID



- DistroKid works on a yearly payment basis
- You pay a yearly fee and you can release unlimited music
- 0% commission
- Hidden fees

Plan	Cost	Notes
Musician	19.99\$	Suggested to buy the Musician Plus plan as the basic Musician comes without basic features like being able to schedule a release.
Musician Plus	34.99\$	



TUNECORE



- TuneCore works on a yearly payment basis. You pay a price each year for them to keep your songs or albums on the platforms
- Example: If you have 2 albums distributed by TuneCore you will for example pay 99.98\$ a year. If you have three albums you will pay 149.97\$ per year.
- The more you distribute the more you pay, so if you release a lot they might be very expensive
- You keep 100% of the royalties you make off the releases.

	Album	Single
Pricing	\$29.99 for the first year and then \$49.99 each following year.	9.99\$ per year
YouTube Content ID	Register all songs for 10\$ and keep 80% of your royalties.	
Publishing	Unlimited submissions for 75\$ (one-time fee). The commission is 15%, so you keep 85% of your royalties. Sync commission is 20% so you keep 80% of your revenue.	



CDBABY



- No annual subscription fees
- Instead of them having annual fees they simply charge an upfront charge for each single or album you release and they take a commission on each release.
- Great for smaller artists with smaller amounts of streams but can get really expensive with bigger artists
- 9% commission

Plan	Cost
Standard Single	19.99\$
Pro Single	34.99\$
Standard Album	29\$
Standard Album	69\$



DITTO



- Ditto works on a yearly payment basis
- You pay a yearly fee and you can release unlimited music
- 0% commission

Plan	Cost
Artist	19€ per year for 1 artist
Professional	29€ per yer for 2 artists
Publishing	39€ per year + 10% comission on royalties



UNITED MASTERS



- They offer 2 different plans
- The United Masters plan is really only applicable if you are just starting out in the industry and it offers limited functionalities.

Plan	Cost	Comission	Notes
United Masters	No upfront fee	10% comission fee	You can only distribute 1 release per month
United Masters SELECT	59.99\$ per year	0% comission	Unlimited releases



INDIEMASSIVE



- NO HIDDEN FEES
- You pay a yearly fee and you can release unlimited music
- 0% commission
- Access to the IndieMarket with various discounts
- Industry leading analytics
- Hands-on customer support
- Consideration from IndieMassive's Spotify editorial team

ALL FOR
\$39.99 PER YEAR

SUBSCRIBE HERE

ADDITIONAL FUNCTIONALITIES

Here are some functionalities that you should consider when choosing your distributor.

	IndieMassive	DistroKid	TuneCore	CDBaby	Ditto	United Masters
Lyric Distribution	Yes	Yes	Yes	No	Yes (Ditto Plus Users only)	No
Presave	Yes	Yes	No	Yes	Yes	Yes
Analytics	Industry Leading	Minimal	Minimal	Moderate	Minimal	Moderate
Credits Distribution	All	All	main artist, featured, songwriter, producer, actor, composer, lyricist, remixer	songwriters only	No	songwriter, producer, featured artist

SUBSCRIBE NOW!

- ✓ Unlimited Distribution
- ✓ 100% Royalties
- ✓ Industry Leading Analytics
- ✓ Automated Royalty Splits
- ✓ IndieMarket Discounts
- ✓ Active Spotify Playlist Network
- ✓ NO HIDDEN FEES!

ALL FOR
39,99\$ PER YEAR

[SUBSCRIBE HERE](#)



CONTACT US

At IndieMassive we value communication with our customers and subscribers. You can reach out at any time and we will do our absolute best to reach out as quickly as possible.



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[@indiemassive](https://www.instagram.com/indiemassive)



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