



### INDEMASSIVE 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 availble for one low price of 40\$ per year.





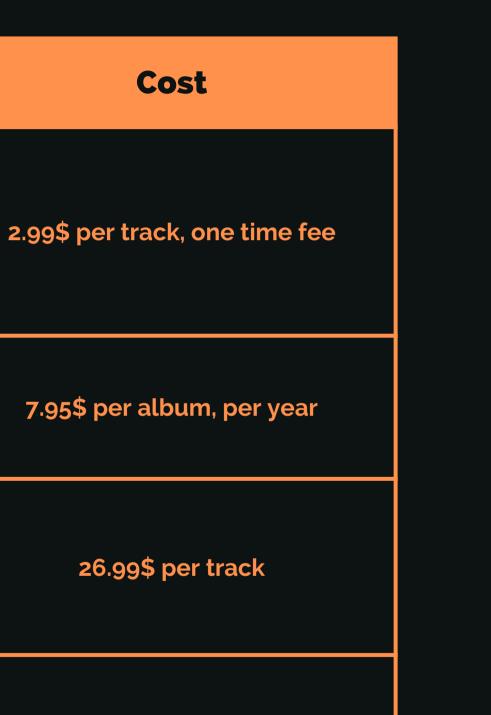


### HIDDEN FEES

### Here are some examples of hidden fees from our comeptitors.

Hidden Fee name	Description		
Loudness Normalization	When you select this optional extra, this distributer automatically adjust the level and headroom of your audio to Spotify's recommended settings		
Store Maximizer	Get your releases added to any new platforms that this distributer signs after your initial purchase.		
Dolby Atmos	Designates the release as Dolby Atmos on supported devices & streaming services including Apple Music and Tidal.		
Leave a Legacy	If yearly payment isn't made and you purchased the Leave a Legaxy your music isn't taken down.		



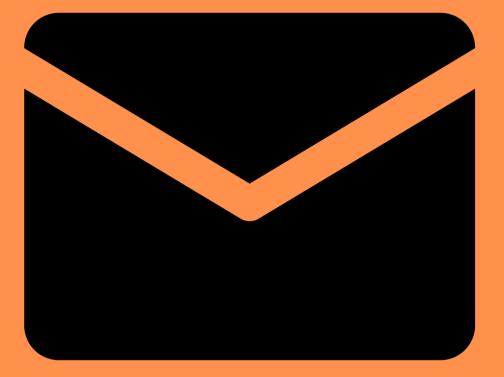


29\$ per single, 49\$ per album

### CUSTOMMER SUPPORT

Customer support is of great imporance 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. Distrib

IndieMa

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**Tune**C

CDBa

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**United M** 



uter	Average ResponseTime
ssive	within hours, 24/7
Kid	1 business day
ore	1 business day
by	1-2 business days
0	within hours, 24/7
asters	1 business day



### DISTRIBUTION OUTLETS

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



stributer	<b>Amount of Outlets</b>
ieMassive	150+
istroKid	150+
uneCore	150+
CDBaby	150+
Ditto	200+
ed Masters	100+



### PRICING

Pricing is of course a big part of choosing your distributer. 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\$ - ablum	19\$	59.99\$
Payment Type	Reoccuring - Yearly	Reoccuring - Yearly	Reoccuring yearly per release	One-time fee	Reoccuring - Yearly	Reoccuring - Yearly
Commission	о%	0%	0%	9%	0%	0%
Notes	Everything included in one low price	They do have a cheaper plan, but it is extrmely limited with funcitonalities. The 33.47\$ plan is recommened	Very expensive as you pay per release per year, and the cost will keep increasing as your distribute more.	Simple one-time fee system with a 9% comission on all releases.		They also offer a diffent plan which would be good for aboslute begginers.





# 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	
Musician	19.99\$	Suggeste Musician o
Musician Plus	34.99\$	Musician



### Notes

ed to buy the Musician Plus plan as the basic comes without basic features like being able to schedule a release.



# 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







## DITTO

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

Plan	
Artist	1
Professional	2
Publishing	39€ per ye



### Cost

19€ per year for 1 artist

29€ per yer for 2 artists

/ear + 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	





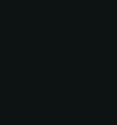
## INDIEMASSIVE

- 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 distributer.

	IndieMassive	DistroKid	TuneCore	CDBaby	Ditto	United Masters
Lyric Distribution	Yes	Yes	Yes	No	Yes (Ditto Plus Users only)	No
Presave	Yes	Yes	Νο	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!





100% Royalties



Industry Leading Analytics

**Automated Royalty Splits** 



IndieMarket Discounts



Active Spotify Playlist Network



# 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.

contact@indiemassive.com

**@indiemassive** 



