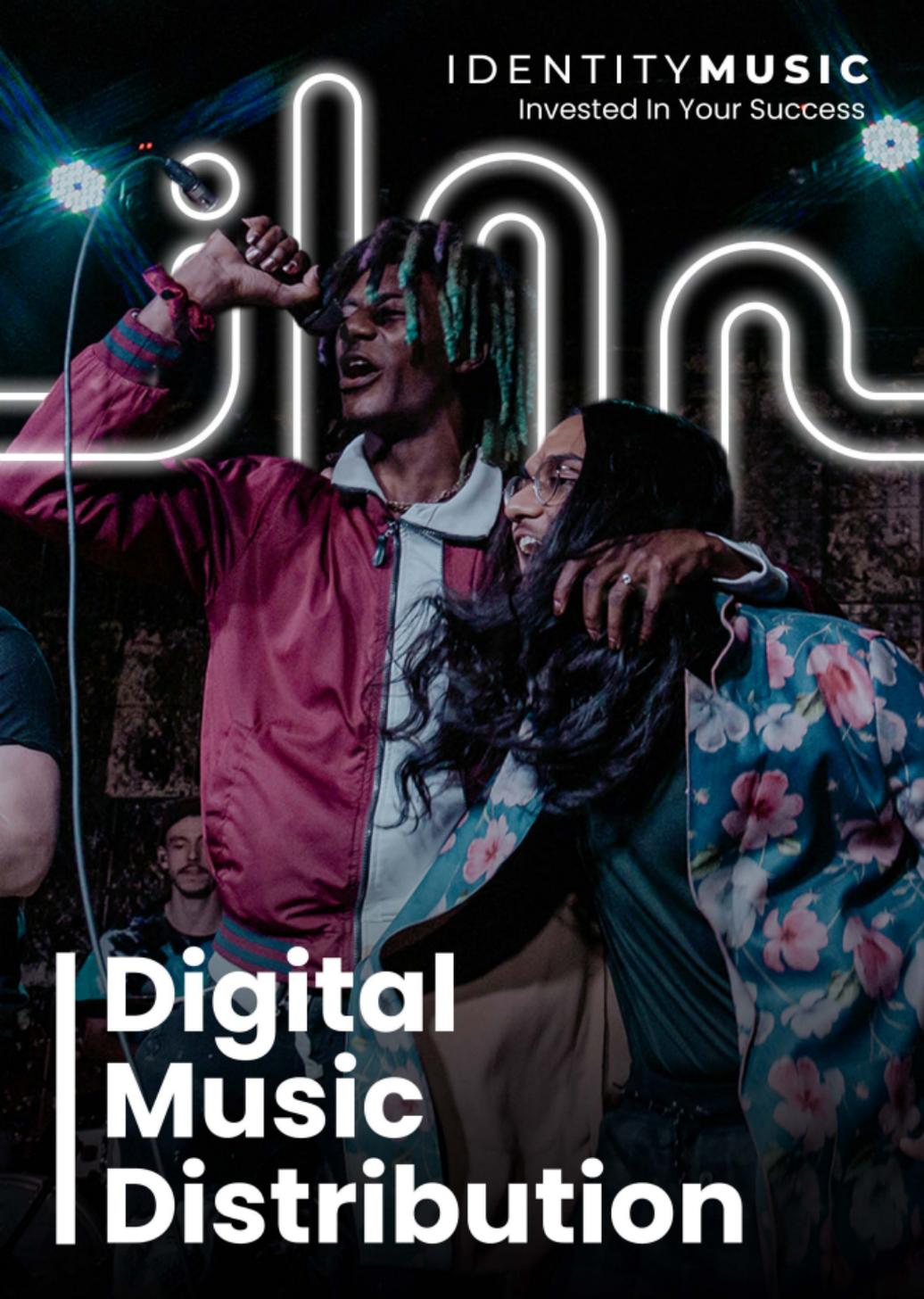


IDENTITY**MUSIC**

Invested In Your Success



**Digital  
Music  
Distribution**

WE ARE *CHANGING*  
THE DIGITAL MUSIC INDUSTRY  
**TOGETHER**

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AND THIS IS ONLY THE BEGINNING...

---

ONE TRACK AT A TIME, OUR  
DISTRIBUTION  
SOLUTIONS

SHAPE THE **FUTURE** →  
**OF MUSIC**

---

FOR THE  
**new** ✨ ✨ ✨ ✨ ✨

GENERATION OF *Artists*

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# The Vision



FOUNDED WITH A FLARE OF CREATIVE ANARCHY AND A DESIRE TO BRING ACCESS TO THE INDUSTRY, IDENTITY MUSIC BRINGS POWER TO IT'S ARTISTS...

Created in 2019, Identity Music brings creative freedom and client-focused services to this antiquated industry. The music industry as a whole has become overpopulated, full of large distributors taking advantage of the musicians and placing support on the back-burner. We don't think that this is right. **At Identity Music, our amazing clients and their success is always our number one priority.**

We want to tear down the limits of the old music industry and build a better one **for the artists** of tomorrow. We are always committed to the freedom of expression and thought. Our creative approach encourages Identity Music to **challenge convention**, experiment and continuously develop. **The artists of this industry demand better** and that's what our team is dedicated to bringing.

## CLIENT EXPERIENCE

# BESTOR

"Identity Music is a distribution company who is whole heartedly invested in your musical career, dreams & aspirations! Identity has helped me sky rocket my music career and take it to the next level. I have been creating music for over a decade and I have used CD Baby, Tunecore, Distrokid, etc. NOTHING OUT THERE COMPARES TO IDENTITY MUSIC."

- **Brandon Bester (BESTOR)**



# The Goal



**WE AIM TO BRING  
CREATIVE SOLUTIONS  
TO CREATIVE MINDS.**

We are enabling the next generation of musicians to **thrive on their own terms** and redefine their journey. We aren't like other distributors out there.

We believe in **providing support to aspiring musicians**, not cashing cheques and leaving them out in the cold.

## TRANSPARENT SERVICE

**When you distribute with Identity Music**, you will know exactly what to expect right from the beginning. We will never blindside our clients with any unexpected fees or break the bank with upfront costs.

## INDEPENDENT DISTRIBUTION

No two artists are ever the same and neither are their music career needs. **Our service is built around your needs**, to ensure you get the best results. You will be assigned an account manager from the start to help you with building **your music career**.

## PERSONAL SUPPORT

We support artists finding success in the true name of music independence. With Identity Music, **your music content will always remain yours**. We never take any rights away from our clients and we will fight to protect your music from being copied without your consent.

## INVESTED IN YOU

**We prioritise your success from day one**. We work closely with all of our clients, on a royalties share basis, meaning we only earn if you do! We are continuously improving all of our music services, from ensuring all of the latest music platforms are available to you as well as providing you with new & improved promotional support opportunities.



# OUR SERVICE TO YOU



OUR MUSIC DISTRIBUTION SERVICE IS A **SIMPLE YET POWERFUL WAY** THAT YOU CAN SHARE YOUR MUSIC WITH THE WORLD.

With our **established network of partnerships** your music will be uploaded online, all over the world, reaching your listeners and generating new fans, no matter where they are.

**Reaching a broad audience is the key to building upon your career within the music industry.**



Using our distribution services, independent artists and record labels will have the best access to fans everywhere. No matter where you are in the world, our services can get your music to fans all over the globe. We currently distribute to more than 100 countries and **over 60 of the most listened to digital platforms** including Spotify, Apple Music, Amazon Music and many more...

**Here at Identity Music**, our focus is always on bringing accessibility and effective strategies to improve our artists reach around the world to more listeners. Whilst many other distributors charge fees, fees and more fees, we don't think that's fair.

The first person to make money should be **you**, and with Identity Music it always will be.

**WHEN YOU DISTRIBUTE ALONGSIDE IDENTITY MUSIC, YOU WON'T BE CHARGED PER-TRACK FEES, ALBUM FEES OR SUBSCRIPTION FEES.**

# Why Us?



## COMPLETE FLEXIBILITY

You, as an artist, should remain in complete control of your music as it travels around the world. You can choose when and where your own creations are released.



## NO LIMITATIONS

The first person to make money from your music will always be you! We are invested in your success from the very start and won't earn unless you do!



## WORLDWIDE DISTRIBUTION

With Identity Music's partnerships you can get your music on more than 60 of the world's biggest music/social platforms, covering the whole globe!



## ARTIST SERVICES

From music promotion support to digital rights management, Identity Music has got you and your music covered. Our mission is to help you succeed.

## HOW WE COMPARE...

### TRACK FEES

	Album Fee	Single Fee
<b>CD Baby</b>	\$29.00 - \$69.00	\$9.95 - \$29.95
<b>TuneCore</b>	\$49.99 per year	\$9.99 per year

**Identity Music** No Extra Charge No Extra Charge

### YEARLY SUBSCRIPTION

<b>DITTO</b>	\$19 (1 artist only, no compilation releases)
<b>DistroKid</b>	\$19.99

**Identity Music** No Extra Charge

### CONTENT ID

#### DITTO

Available with restrictions and 10% Royalty cut

#### TuneCore

Available with 20% Royalty cut

#### DistroKid

\$4.95 per single plus 20% Royalty cut

**Identity Music**  
No Extra Charge

## WANT TO KNOW HOW WE COMPARE WITH OTHER ROYALTY SHARE DISTRIBUTION SERVICES?

Talk to our team [here](#) to find out why so many are making to move to Identity Music.

# DISTRIBUTION PARTNERS

OVER 60  
WORLDWIDE

At Identity Music, we strive to give you **the best reach** and keep your music at the top of your fan's playlists. We are partnered with more than 60 of the biggest digital music platforms in the world, giving you access to more than 100 countries and **billions of potential fans**.

**Click here to see them all.**



SPOTIFY

The **world's largest** music streaming service provider, with over 381 million monthly active users.

Apple Music

APPLE MUSIC

The standard music streaming service on all **Apple devices**.

music

AMAZON MUSIC

Amazon's music subscription service with over **55 million active users**.



SOUNDCLOUD

The world's largest **online community** of artists, b2hs, DJs, and audio creators.



YOUTUBE

The second most visited website, with more than **one billion monthly users**.



INSTAGRAM

One of the largest social media platforms with features like reels, IGTV and story stickers to **share your music**.



META

**Formerly known as Facebook**, Meta allows your music to reach audiences across Facebook and Instagram.

TIDAL

TIDAL

Tidal is a Norwegian subscription based **music, podcast and video streaming service**.

TikTok

TIKTOK

The fastest growing social media platform with the ability to help you **grow fans virally**.

vevo

VEVO

Best known for providing **music videos to YouTube**.



TENCENT

Tencent is a Chinese technology conglomerate owning **many large Chinese music platforms**.

deezer

DEEZER

**Popular in Europe**, Deezer gives you access to worldwide music and other audio content like podcasts.



SHAZAM

Shazam is an application that can identify music, helping users reach your music organically.



iHeart  
RADIO

The largest radio broadcaster in the United States with access to digital music too.



BOOMPLAY

The largest streaming platform in Africa, Boomplay focuses on African and international music.



NAPSTER

A pioneer in the digital music world, Napster is still available to stream and download your favourite music.



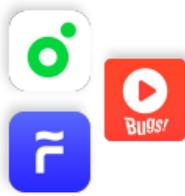
SNAPCHAT

Makes your music accessible to over 306 Million active users on Snapchat.



RESSO

A new music app that lets you express yourself and connect, through the tracks you love.



POVU

Povu collective is your bridge to all the most popular South Korean music platforms like Melon, Bugs! and Flo.

JOOX

JOOX

Joox is the biggest music streaming app in Asian markets such as Hong Kong, Macau and Indonesia.



BEATPORT

Beatport is oriented towards DJs, selling full songs as well as resources that can be used for remixes.



JIOSAAVN

An online music streaming service and a distributor of Bollywood and other regional Indian music.

NOW WITH OVER 60 PLATFORMS AND MORE WELL ON THEIR WAY, OUR DISTRIBUTION LIST WILL CONTINUE TO GROW AS WELL AS THE POTENTIAL AUDIENCE YOUR MUSIC CAN REACH.



CLIENT EXPERIENCE

OZLIG

"Nowadays it's not just about Spotify, it's about all the platforms and options. You have to take every opportunity to get your music to the newest platforms. Identity Music is helping me with that, keeping an eye on new and trending platforms and then sending my music to them! Working with Identity Music helped me a lot, I don't have to check every single site myself, they are here and do everything for you." - Adam Svoboda (OZLIG)



When it comes to playlist pitching we know what works! With hundreds of successful editorial playlist placements we want YOURS to be next! **Here is all of the music platforms we pitch to, with more on the way!**



Your Pitch  
with



pandora®



Apple Music



deezer



KKBOX



Yandex



## CLIENT EXPERIENCE

# DEMXNTIA

"I'd say the best part about working with Identity Music is that they've made being an independent artist a lot easier. They'll handle tasks like music pitching, which has landed in a few editorials, planning, fanlinks and more. This allows me to better focus on doing what I do best as an artist."

- DEMXNTIA



## Artist Account Verification

Getting verified is an important way to show authenticity and credibility.

We can assist our signed clients with the application for verification on the following platforms:

- Instagram (That Famous Blue Tick)
- Facebook
- Spotify
- SoundCloud



## YouTube OAC & VEVO

We offer assistance in claiming your Official Artist Channel on YouTube, this is known as an 'OAC'. We can also help you to generate, populate and upload to your very own VEVO Channel completely free of charge.

# protect your assets



We do more than just get your sound out to the world! We believe in supporting independent artists to control their own music.

To give you peace of mind, Identity offers protection to your music as it travels around the globe!

Our dedicated team works hard to ensure that **your music** is safeguarded from any infringements and continues to benefit you. We believe that your music journey should be one which is fair and transparent. With our integrated approach you are able to **keep all of your music under one roof** and enjoy the best support for your career.

WE ARE HERE TO ENSURE YOU ARE CREDITED FOR YOUR CREATIONS AND WE ARE COMMITTED TO **PROTECTING YOUR MUSIC**, IMAGERY AND VIDEOS ONLINE.

# KEEP YOUR MUSIC YOURS



24/7 protection against others stealing your music and taking credit for your creations. **Stop someone copying your music and sharing it without your permission.**



**Protection against partial use of your assets**, this includes someone using your music in the background of their video without your permission.

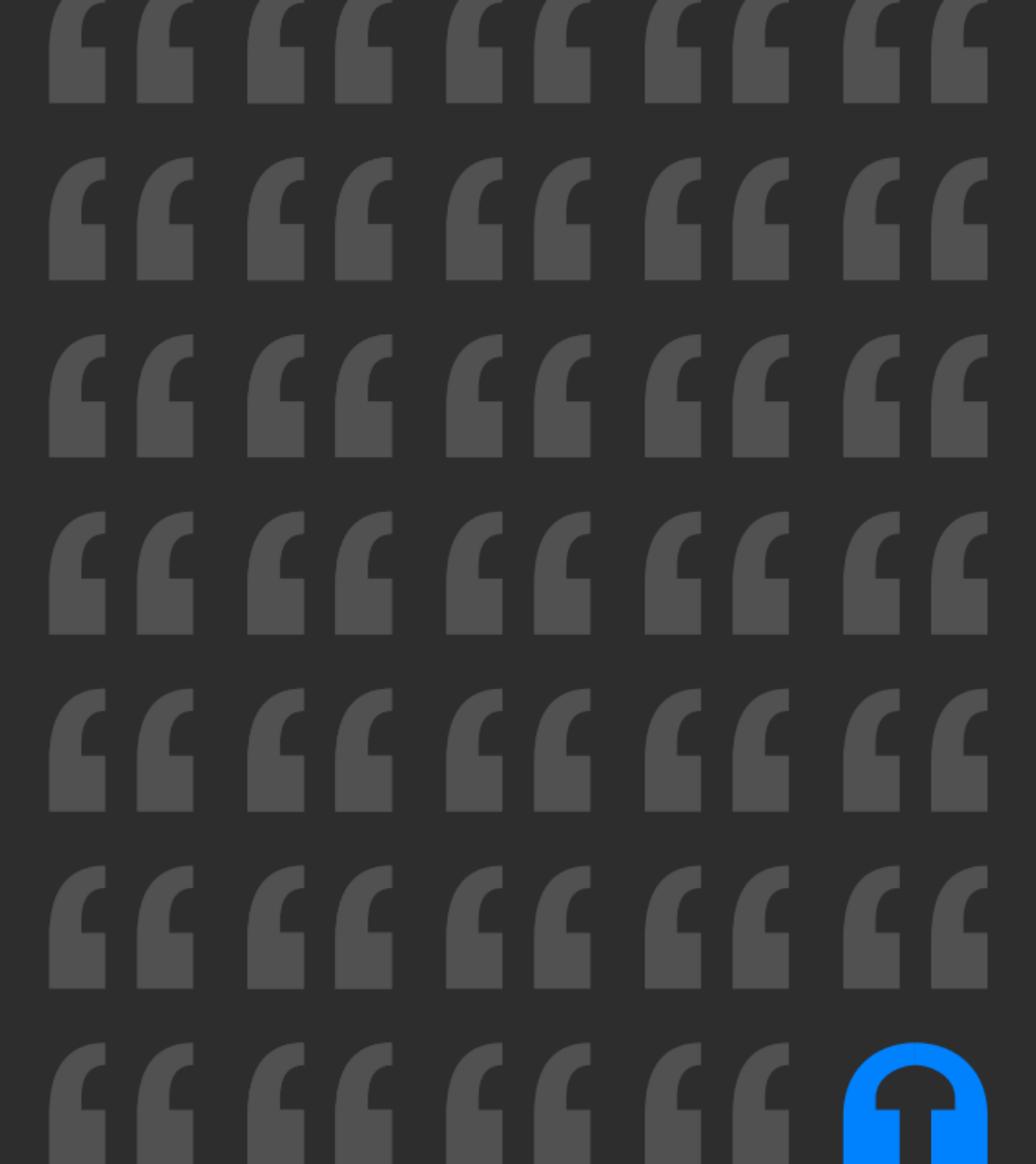
## CLIENT EXPERIENCE COASTAL CHILL RECORDS



"Identity Music makes it easy to whitelist all of our social channels so we don't run into any copyright issues."

- **Conor Joyce**





**LESS TALK,  
MORE MUSIC.**

At Identity Music we believe the focus should always be on **YOUR MUSIC**. We'll handle the distribution so you can get creative.

**All the creativity will be left in YOUR hands!**

# HOW TO APPLY



## CONTACT US



Get in touch with us by phone, email, web chat or social media. Identity are keen to ensure that our service is what new artists within the music industry needs to thrive. We want to hear about **your music, your vision and your journey.**

+44 (0) 1732 783 535

CONTACT@IDENTITYMUSIC.COM



## SEND US A LINK TO YOUR MUSIC



We believe in being fair and transparent with our clients. We are invested in your success. We are an invite only music distribution company working with artists who we believe our services would aid growth in. We offer a free music evaluation where we will review your music assets, current audience position and your potential for growth with Identity Music, to see if we would be the best team to support you.

**CLICK HERE TO APPLY**



## SET UP YOUR DISTRIBUTION



If we believe we can support you, we will talk you through all of your options for distribution, allowing us to generate **a unique distribution plan for you and your music.** After you've reviewed our plan and signed the contract, we'll get you set up on our dashboard and you are ready to start distributing!

# The Process



**YOUR SUCCESS IS OUR NO.1 PRIORITY**

## ASSET & MUSIC REVIEW



To start the process, we offer a free review and consultation for all prospective artists and labels. This review will take place with our Artist Team. We will review your music assets, current audience and potential for growth with Identity Music. **We want to ensure that we always help prospective artists to grow, maximising their impact and increasing their revenue through our distribution services.**

**THIS IS HOW WE WORK WITH YOU TO BUILD A PERSONALISED DISTRIBUTION SERVICE THAT WORKS FOR YOU.**

## CONCEPT CONSULTATION



We are keen to ensure that our service is tailored to suit every artist. In order to do this, we need to understand your music, vision and journey. No two artists are the same, so their needs aren't either. We will talk you through your distribution options from platforms to frequency, allowing us to **generate a unique distribution plan for your music.** You always decide when and where your music goes!

## DISTRIBUTION AGREEMENT & ON-BOARDING



Once we have finalised your distribution agreement, we will get a contract sent over to you to review. Your account manager would be on hand to answer any questions you might have. Once your questions have been answered and we have received the signed contract, you will be ready to go! Our team will get you set up on our client portal, **giving you access to our industry leading distribution dashboard.**

## UPLOAD & DISTRIBUTE



**Uploading your sounds to our brilliant client dashboard couldn't be easier!** Once they are uploaded, you can relax as we will already know where and when you want your music heard. Our review process takes up to 3 working days. Once complete we will send your music to your selected digital platforms for release.



## RESULTS VISUALISED



Your personal artist profile on our client dashboard is designed to show you all of the analytics you need for your distributed music. **Your analytics panel will tell you how many people are listening to your music, where they are around the world and what platforms are popular for your music.** Using this, you will know how your music is growing and in which way you can keep improving your promotion strategies.

## EARN YOUR ROYALTIES



With Identity Music, every time someone streams or downloads your song, you'll be making money. **When it comes to earning potential, the sky's the limit!** You can get your music out to more than 60 platforms to build your audience and pull in the big bucks. You can see how much money your royalty revenue is bringing in, thanks to the advanced revenue reporting features on our distribution dashboard.



### CLIENT EXPERIENCE

## NEOLUX

"My experience with Identity has been great, starting with migrating my back catalogue to your platform from my previous distributor and then from helping me set up releases or promotion to protecting my copyright and work. The team at Identity is quick to answer whatever issue I may come across and everything is being sorted out in a transparent and timely manner. I would definitely recommend you to other artists, whether they are at the beginning of their journey or already established artists."

- Neolux

We pride ourselves on **our personal interaction with all of our artists and labels.** Unlike our competitors, we work alongside our artists to ensure we are providing the best possible service. **We are always looking for ways to improve our service** for both artists and labels, whether that is new music distribution platforms or ways to get your payments to you faster.

# What's The Cost?



**NO SIGN UP FEES,  
NO RELEASE FEES!**

**At Identity Music, we are strong believers that no distributor should benefit from your music before you!** That's why when you choose to distribute your music with us, the first person to make money will always be you.

Many mass distributors charge fees when you sign up, when you release a track, on an annual basis as well as just for releasing on "premium" platforms! **There are no upfront fees at Identity Music!**

**We are invested in our artists success**, not our own! We support artists and labels to reach their full potential, by working on a royalty split basis. We only earn if you do, and you always keep the lion's share of your royalties.



**CLIENT EXPERIENCE**

## YUNG VAN

"Identity music has done more for me than all my previous distributors combined! I always know that I can reach out to them and get a response if I have any questions about my release! I have nothing but good things to say about them and I look forward to working with them in the future."

**- Evan Angstrom (yung van)**



### NO RECURRING FEES

Why should you pay for your tracks to stay up year after year? We don't think that's fair. **There are no recurring fees and no subscription charges** at Identity Music.



### NO HIDDEN COSTS

Unlike so many other distributors **we don't charge for UPCs, ISRCs, or for you to upload to more platforms.** These should be included in your distribution, and with us, they are!



### LOW COST DISTRIBUTION

Our simple royalties share means **you don't need to pay a fortune out before your tracks go live.** You'll have a distributor who is invested in your success, not charging you the world and then dodging your calls.



### NO UPLOAD LIMITATIONS

Many distributors charge for every single track you release. When you release a couple of singles in one year, you could be paying hundreds in fees. **The more tracks you have live, the more you can earn! Upload as many as you like, to as many platforms as you choose!**

# The Dashboard



**OUR INDUSTRY LEADING SOFTWARE PROVIDES YOU ALL THE TOOLS YOU NEED TO STAY IN CONTROL OF YOUR MUSIC. USING OUR DASHBOARD YOU CAN MANAGE ALL OF YOUR ASSETS, PAYEES AND DISTRIBUTION.**

## DISTRIBUTION

Choose your live release dates, platforms, audio, creative artwork and meta-data information. **Then distribute worldwide!**

## MANAGE YOUR ASSETS

View, manage and control your assets at a glance with **our easy-to-use dashboard.**

## DATA AND ANALYTICS

Data is more important than ever. Using the dashboard data you are able to evaluate everything about **your listeners and fans.**

## QUARTERLY DATA GRAPHS

Use this instant dashboard to track your quarterly statistics and see how much **your earnings are progressing** every month.

## MONTHLY STATEMENTS

Keep track of exactly **how much you've earned** and what you can expect with our monthly royalty statements.

## DAILY STREAMING TRENDS

Monitor your streaming trends with **daily updates** for all your released tracks with Identity Music.

## DAILY DOWNLOADS

Keep an eye on which of **your releases are downloaded the most** with daily statistics to keep you in the loop.

## DAILY TERRITORY

Track where **your music** is being listened to most using our territory trends feedback.

## PAYEES

**Split your royalties** between all creators, producers and managers easily with our dashboard at no charge.

## RELEASES

Schedule your new releases to ensure **your fans** hear your music when they need it the most.

## METADATA

Amend your release details from within the dashboard to ensure **consistency for your fans.**

## SUPPORT

Speak to your account manager directly on our dashboard for **instant messaging and fast replies.**

## CLIENT EXPERIENCE

# EGO

"Since joining Identity Music, everything has become so seamless. Getting started was simple and straightforward and moving my catalogue over was no hassle. The online portal is easy to use and the detailed monthly reports are really useful for me tracking my artists performance. If I encounter any issues, my account manager is always there to help. The support is fantastic and the digital rights services and editorial playlisting services make it service no other provider can rival." - **EGO Company**

Visit their Website 

# LABEL SERVICES



**WE PROVIDE OUR SERVICES FOR INDEPENDENT LABELS TO REDUCE THEIR STRESS AND INCREASE THEIR ARTIST'S GLOBAL REACH.**

Our customer service and innovative music technology has gained us a reputation as **one of the most efficient record label distribution providers in the world**. Using our tools and industry knowledge, we eliminate all of the hassle around music distribution, allowing you to **focus on being creative** and guiding your artists to a brighter future.

By working with us, labels can take full advantage of a strategic and effective partnership without breaking the bank. Many music distributors charge fees for tracks, albums & annual subscriptions, we have none of that!

**We offer an exclusive tailored service to labels to help build and support the independent music community.**

## CLIENT EXPERIENCE

**RETRO JUNGLE**



"Identity Music has been a great help with our music this year, it's so important to have a team you can count on and it has been appreciated with the growth of our label. Distribution, customer service and support on our releases has been great, and we're excited for this coming year and projects!"

**- Retro Jungle Records**

## + Additional Services



### Transfer Your Music

For most labels it is more effective and efficient to keep all artist's music under one distributor. We are able to provide a **seamless transition of all previously distributed tracks over to us** without the loss of any artist's streams or placements. This service is completely free of charge to help labels manage all artist's releases.



### Digital Rights Management

Identity Music assigns all releases a digital fingerprint that allows us to track any copies of your release as it travels the world. The artist's have the choice whether to **'Track', 'Takedown' or 'Monetise'** (When generating any revenue) any copied releases if they occur. You can select different choices for different artists and releases.



### Promotional Assistance

We want your tracks to perform as best they can, that's why we offer a wide range of **promotional support**. Our team can assist with creating fan-links and pre-saves as well as creating and sharing visual media to **promote and build hype for the release!**

# Thank You!

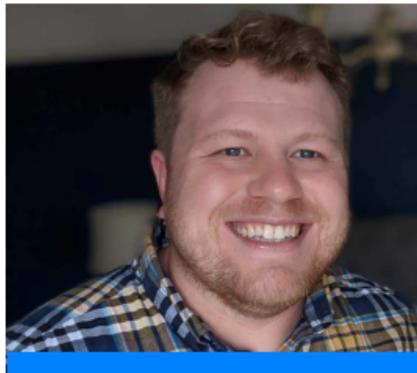
## HERE IS A LITTLE MESSAGE FROM ALEX, OUR A&R MANAGER

"My name is Alex Thomas. I am the A&R Manager at Identity Music. I have been at the heart of Identity since the very beginning.

Supporting our artists' in their journey to success is what makes this the most fulfilling job in the world. The whole of Identity is dedicated to making this music industry fair for the independent musicians of the world. Every one of our A&R and Client Management Team is committed to providing artists and labels with the tools that they need to push their music around the world and enhance their fan base.

Our Artist's beliefs and integrity are at the core and foundations of every employee. I can say with a promise. At Identity Music, you will not just be a number on a long list of clients. We are constantly improving our services to benefit you. The company and I are here to support you in every way possible!"

– Alex Thomas



## OUR ROADMAP

### JUL 2022

Publishing and Sync Licensing for our Artists and Labels.

### DEC 2023

Identity Music Record Label to invest in our Artists in-house.

### DEC 2024

Open a Recording Studio of our own.

**These are just a few of Identity Music's future plans.**

We are always expanding to help our clients grow. If you are interested in distributing your music with us, get in touch today to see how we can help.

We can't wait to hear what you bring to the table with Identity Music on your side.

# Contact Us

PLEASE GET IN TOUCH WITH ANY QUESTIONS YOU MAY HAVE, WE WILL BE HAPPY TO HELP!

Phone Us:



+44 (0) 1732 783 535

Email Us:



[contact@identitymusic.com](mailto:contact@identitymusic.com)

Visit Us:



[www.identitymusic.com](http://www.identitymusic.com)

Social Medias at:



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



[@identity\\_music\\_](https://twitter.com/identity_music)



[@identitymusic](https://www.facebook.com/identitymusic)



[Identity Music Ltd](https://www.linkedin.com/company/identity-music-ltd)



Alex Thomas



Kirsten Bennett



Alex Knight



Sam Johnson

Go to  
[identitymusic.com/about](http://identitymusic.com/about)  
to meet the whole team



Advice and answers from the Identity Music LTD Team

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to read our FAQs



Want some tips and advice on how to find success in the music industry? Don't forget to check out our blog at [blog.identitymusic.com](http://blog.identitymusic.com)