

IDENTITY**MUSIC**

Invested In Your Success



Digital Music Distribution

WE ARE *CHANGING*
THE DIGITAL MUSIC INDUSTRY
TOGETHER








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 ITS ARTISTS...

We want to tear down the limitations of the old music industry and build a better industry for the artists of tomorrow. We are always committed to the freedom of expression and thought. Identity Music adopts a creative approach which challenges convention, facilitates experimentation and enables us to continuously develop. The artists of this industry demand better and that's what our team is dedicated to bringing.

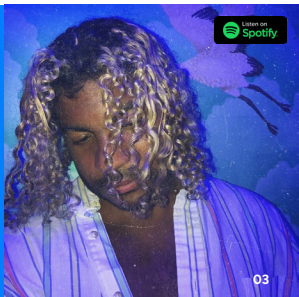
Created in 2019, Identity Music brings creative freedom and client-focused services to this antiquated industry. The music industry as a whole has become overpopulated, full of large distributors taking advantage of the musicians and placing support on the back-burner. We don't think that this is right.

OUR CLIENTS & THEIR **SUCCESS** ARE ALWAYS
OUR **NUMBER ONE** PRIORITY

BESTÒR

"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 (BESTÒR)



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 have direct contact with our Client Management Team from the start to help you with building your music career.

PERSONAL SUPPORT

We support artists finding success in the name of true 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.

Reach **new listeners** worldwide.

Our established network of partnerships enable your music to be uploaded online all over the world.

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
CD Baby	\$9.99 - \$44.99 per single or album	
TuneCore	\$49.99 per year	\$9.99 per year
Identity Music	No Extra Charge	

YEARLY SUBSCRIPTIONS

DITTO	\$19 (1 artist only, no compilation releases)
DistroKid	\$22.99
Identity Music	No Extra Charge

CONTENT ID

DITTO
No Extra Charge

TuneCore
Takes 20% Royalty cut.

DistroKid
\$4.99 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

The standard music streaming service on all Apple devices.



AMAZON MUSIC

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



SOUNDCLOUD

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



YOUTUBE

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



INSTAGRAM

One of the largest social media platforms with features like reels, & Story Stickers for 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

The fastest growing social media platform with the ability to help you grow fans rapidly!



VEVO

Best known for providing music videos to YouTube.



TENCENT

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



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.



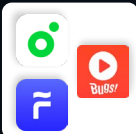
SNAPCHAT

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



BEATPORT

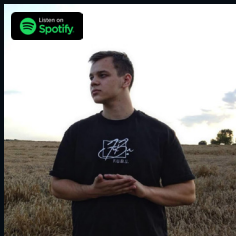
Beatport is oriented towards DJs, selling full songs as well as resources that can be used for remixes.



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)

GETTING YOUR MUSIC HEARD

WITH IDENTITY MUSIC YOU'LL HAVE ACCESS TO EXCLUSIVE **PROMOTIONAL OPPORTUNITIES** INCLUDED IN YOUR DISTRIBUTION AGREEMENT.

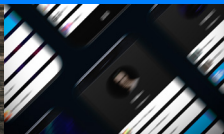
ONCE **YOUR MUSIC** IS OUT THERE, YOU NEED TO MAKE SURE IT IS **BEING HEARD!**

This is the age of digital. With more time spent on social media platforms and streaming services, they have become more essential than ever before. Strong music promotion on and around these platforms is key to an artist's success.

We can help you increase your music reach with our in-house Promotional Support. We are a trusted distributor who can pitch your tracks for playlisting on Spotify, SoundCloud & more, bringing in 1000s of weekly streams. We can support your online presence by providing useful tools to help spread your reach further.

Our In-house Promotional Support & Digital Rights Management services are currently exclusive to artists and labels who distribute their music with us.

We provide these services as part of our package in order to support our clients and their growth.



PLAYLIST PITCHING

As an industry leading music distributor, we have a strong reputation with platforms for delivering quality music. We can pitch your tracks for editorial playlists on popular platforms such as; Spotify, SoundCloud, Amazon Music, Deezer, and many more. This is completely free of charge for our artists and labels.

SOCIAL MEDIA

We are proud of every client that we work with. At Identity Music, we regularly promote our artists and their music on our social media channels. Our artists and labels benefit from the free exposure that we can provide. This helps our clients enhance their fan base and connect with the wider music community.

FAN-LINKS

Our team can provide you with Spotify & Apple Music Pre-saves to help promote your new track. Whether you are hyping your fans to save the date for your release or providing a smart link to find your track on their choice of platforms, we have got you covered.

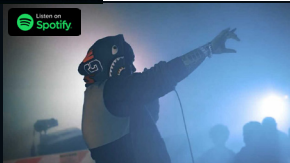
Tip: These links are great for your bios!

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



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 & empowering them to maintain control over 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.

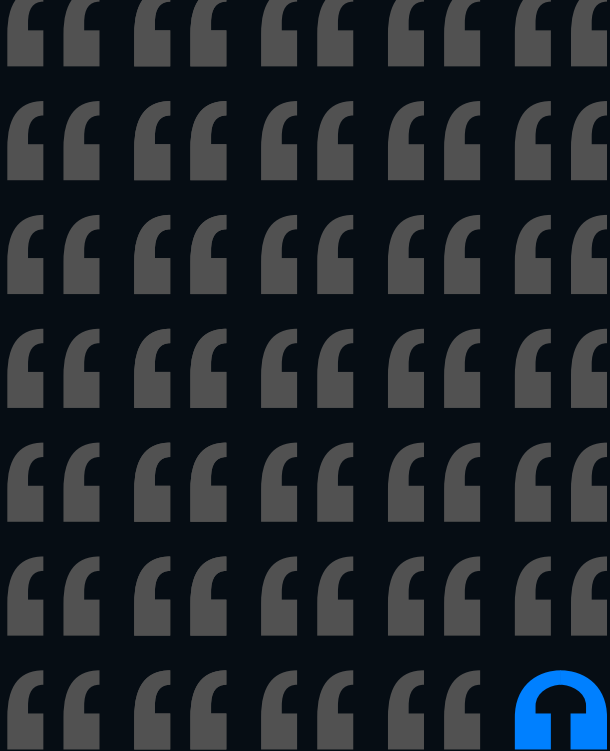
CLIENT EXPERIENCE

HEVI BEATS



"Fantastic communication and lovely people :) Providing great service, thank you."

- HeviBeats



**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.

HOW TO APPLY



CONTACT US



Get in touch with us by phone, email, web chat or social media. We want to hear about your music, your vision and your journey.

+44 (0) 1892 280 448

contact@identitymusic.com



SEND US A LINK TO YOUR MUSIC



We are an invite only music distribution company. We only collaborate with artists whom we believe could benefit from our services to foster their growth.

**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. Our support team are 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 your fans are around the world and what platforms are popular for your music. Track how your music grows and make informed decisions about what promotion strategies to employ.

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.

Time to buy the champagne!



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 ever benefit from your music before you!

When you distribute your music with us, the first person to make money will always be you.

Many distributors charge fees when you sign up, when you release a track, on an annual basis as well as when you release a track on "top" 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."



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 & 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 our Client Management Team directly on our dashboard for instant messaging and fast replies.

CLIENT EXPERIENCE

DEADFISH

"Working with you is a pleasure - everything is nice, quick, and easy. The live chat support is always there to help me so I'm never stressed that I'm going to mess up my release. Having you as my account manager is a blessing for me! You're always helpful, kind and friendly - I can see that you really care about us - the artists and want to help us!"



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 of 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**



OUR ROADMAP

SEP 2024

Publishing and Sync Licensing for our Artists and Labels.

DEC 2025

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

DEC 2026

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 see what you can achieve with Identity Music on your side.

"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 core services to benefit you. The company and I are here to support you in every way possible!"

- Alex Thomas

CONTACT US

Please **get in touch** with any questions you may have, we will be **happy** to help!


Phone Us:

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Email Us:


 contact@identitymusic.com


Visit Us:

 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



Advice and answers from the Identity Music LTD Team

Go to
www.support.identitymusic.com
to read our **FAQs**



Go to **www.identitymusic.com/about**
to meet the whole team



Want some tips and advice on how to find success in the music industry?
Don't forget to check out our blog at **www.blog.identitymusic.com**