



Music Distribution: Selling Music In The New Entertainment Marketplace

By C. Michael Brae

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This "second edition" book is a comprehensive study of the music industry distribution system along with understanding the "new trends" of the music business. It has a "real" hands-on approach with current trends already in motion within the retail distribution systems. Included are music industry stats, trends and new innovative ways in selling your music through both digital and physical CDs. It is a complete guide in the new music distribution and music business process along with insightful strategies for marketing, promotional campaigns, radio and retail strategies. Marketing through cutting-edge web-technology, and how to incorporate into retail distribution networks supporting soundscan capabilities are explored. The core platform of product fulfillment, understanding the entire process of music distribution and music business is examined.

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Bibliography

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Editorial Review

Review

If you want to know the other side of the record business, and sell cds, you must have this book! --*John Acheson CRITIC, SFSU-MBA student, November 5, 2002*

Short, to the point, big type, and not very thick. I figured this paperback would be a quick, easy read. Boy was I wrong, this book stuffs a lot of information into a thick package. C. Michael Brae is the CEO of Hitman Records and Dameron V. Russell is Hitmans COO. Both have been involved in various business and educational ventures leading them to Hitmans birth in 1991. The book starts out with some very interesting facts and figures about the industry in general. Everything from major and indie label and overseas sales to industry trends and analysis is covered in the first few pages. Chapter 2 gives details on pre and post production in music and music video. Budgeting and approval processes are covered here. The book goes beyond technical jargon and gives real world clarification to each process. The next chapter is a mere three pages long, covering manufacturing process, systems, and product platforms. There is a short but, comprehensive section on profit analysis and pricing. Half this chapter has some good commentary from Radio Media. Chapter 4 on is entitled Distribution Companies. This section gives an outline of all the various categories of companies. Everything from major distributors to rack jobbers is covered with explicit examples of each. Chapter 5 is an excellent tutorial on the distribution process and its many other partitions. Pricing, payment terms, invoicing, payment collection, and other topics get examined. The next chapter dives into all the resources that distributors, retailers, and promoters use to track sales. Databases such as Muze, SoundScan, and BDS are explained in detail. My only (minor) complaint about this book is that it doesn't give any internet addresses. However, a quick search engine hunt can bring up anything the reader may want to know, so it is not that big a deal. Also of importance in this chapter is a clear and concise explanation of the UPC/Bar Code system. What it is, what it is used for, what all those numbers mean, and its importance in the distribution and marketing process are all covered here. This chapter alone is a must read for anyone in the music industry. NAIRD (The National Association of Independent Record Distributors) and NARM (National Association of Recording Merchandisers) narm.com are covered here as well. Both these organizations are critical resources for any distribution campaign. Chapters 7 and 8 are brief continuations of promotion and marketing operation details. Chapter 7 focusing on alternative selling in relation to inventory reduction including cutouts, mail order, etc. Chapter 8 is covers the Internet for promotional distribution, however, this is not a means of primary marketing for this book and it should not be the place you go to for website advice. The next section covers radio campaigns. The importance of the one-sheet and all factors of radio promotion and marketing are comprehensively covered here. This chapter also has a good listing of trades and their importance in the overall distribution process. This is a great resource of college radio resources, as well. The final chapter is one of the longest and covers marketing processes. Demographics play heavily here. Identifying and targeting your audience, retail and radio promotion (again), and street promotion are all covered. The appendixes at the end are almost one third of this book and are impressive. There is a snail mail listing of performance rights organizations, trade publications, and an excellent listing of college stations complete with phone numbers. Contract templates are included. The book concludes with a US Radio Market Data Spreadsheets. Hitman Records site is a good example of a mid size distribution label. As I said above, this little book packs a big punch. It is informative and gives some very good advice if you are interested in distribution. ----The Dude, MUSIC315.com

You're an up and coming artist with great music, great producers to back it up, lots of people are talking about you, but you can't get your music to sell? If this situation is troubling you right now you might want to

seek some help , help that is available between the covers of this book by C. Michael Brae, an extensive guide into the difficult business of promoting one's music. As most people know, the hard part is not producing the music, but getting it out into the public, promoting it, getting it known and eventually selling it. A good complete guide with great structure and easy to understand. Crystal - Music Contracts 101 -- musiccontracts101.com

About the Author

C. Michael Brae is currently CEO, Chairman and Founder of Hitman Records and also teaches Record Distribution and Marketing at San Francisco State University in the (Music Recording Industry Program) along teaching Selling Music in the New Entertainment Marketplace at UCLA (Entertainment Studies).

Hitman Records began in 1991 and solidified a joint venture with SOLAR (Sounds of Los Angeles Records) in 1995. Mr. Brae worked with SOLAR under President and General Counsel, Virgil Roberts, and secured distribution for Hitman Records through a distributor of SOLAR, INDI. In 1997, Hitman Records switched distributors to Bayside Distribution. The record label then began a period of artist acquisition and development, which focused on hip-hop, rap, r&b and gospel genres. During this period, Mr. Brae represented well-known and established artists, such as Samuelle (double-platinum and Grammy award winning singer for the r&b group Club Nouveau) and Mac Dash Mone (former member of the double-platinum group Digital Underground). A native New Yorker, Mr. Brae began his career on Wall Street after graduating with a double Bachelors degree in marketing and advertising from the University of San Francisco. Having had strong sales, marketing strategies and new business development, Mr. Brae secured high profile corporate companies such as Delta Airlines, Bell Atlantic and Standard Motor Products producing up to 65% increased revenue in achieving goals at previous companies. Hitman Records has a number of diversified layered revenue streams. The degree of both vertical and horizontal integration allows Hitman Records to generate revenue through commissions and management fees throughout the entire development and sales cycle of the product. The focus of selling business to business and business to consumer will provide leverage.

Co-author Dameon V. Russell, COO Hitman Records/Hitman Entertainment

Users Review

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What do you consider book? It is just for students because they are still students or it for all people in the world, the particular best subject for that? Only you can be answered for that issue above. Every person has different personality and hobby for each and every other. Don't to be forced someone or something that they don't wish do that. You must know how great as well as important the book Music Distribution: Selling Music In The New Entertainment Marketplace. All type of book can you see on many solutions. You can look for the internet options or other social media.

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Precisely why? Because this Music Distribution: Selling Music In The New Entertainment Marketplace is an unordinary book that the inside of the guide waiting for you to snap it but latter it will zap you with the secret this inside. Reading this book alongside it was fantastic author who have write the book in such amazing way makes the content inside of easier to understand, entertaining method but still convey the meaning fully. So ,

it is good for you for not hesitating having this any longer or you going to regret it. This excellent book will give you a lot of benefits than the other book get such as help improving your skill and your critical thinking way. So , still want to delay having that book? If I had been you I will go to the e-book store hurriedly.

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Carolyn Cook:

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