



Music Distribution: Selling Music in the New Entertainment Marketplace

C. Michael Brae

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This Book is a comprehensive study of the music industry distribution system. The intent is to convey total understanding of the process of music distribution as well as the significance of that process and all it's variables. Marketing through cutting-edge web-technology and how to incorporate into digital and retail distribution networks supporting soundscan capabilities, is discussed. Distribution is but one aspect of the business end of this industry, arguably the most vital. The importance of distribution is stressed along with the importance of other contiguous aspects such as global sales, marketing and promotions including radio-internet radio, retail, trades, music aggregators, street-promotions, and college-networks. This edition includes current industry statistics, trends and new innovative ways in selling your music through both digital and physical. Focus on additional revenue streams as licensing, publishing, digital download cards with Soundscan support is also examined.

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