



## What the heck is a music distributor?

With dozens of music streaming platforms and social media sites, sharing your music without a record label is easier than ever in 2024. (If you can get over the analysis paralysis that comes with so many choices.)

Of course, there are some major players whose platforms have the most users. The top three being **Spotify, Apple Music, and Pandora.**

Sometimes (especially for bands that play original music), the number of listeners that you have on streaming platforms can play a part in a venue or record label's decision to collaborate. Whether you're trying to go big or just want to put your music out there for people to find, Visit St Augustine is here to help!

## Barrier to Entry on Major Streaming Platforms

Unlike other streaming sites like YouTube, it is not free to post your music onto Spotify, Apple Music, or Pandora. These streaming services require artists go through a third party — either a record label or a service called a music distributor / music aggregator.

## What is a DIY music distributor?

For bands that don't yet have a relationship with a record label or simply want to control their music releases themselves, online music distributors are an excellent option for publishing. Some small record labels use them, too. Music distributors usually charge subscription fees or per song/album upload.

## Want to post your music for free?

There are quite a few platforms that invite artists to post their music for free without the use of a third party distributor. These include **YouTube, SoundCloud, and BandCamp**, to name a few. Such services allow artists to create an account and post audio files directly onto their website.

**You Tube**  
**Quick Start Video**



*Follow along with local musician  
Tristan Leahy to create a new channel  
and upload your first video!*

## Which independent music distributor do I use?

There are a variety of DIY music distributors on the internet — for this Musician to Musician Mini Article, we'll give you an overview of three of the top music distributors in 2024.



### CD Baby

Founded in 1998, CD Baby has changed with the times over nearly thirty years. CD Baby is also an educational resource for music marketing and monetization.

Instead of charging a subscription fee for their services, CD Baby charges a flat fee each time you upload a single or an album. In return, the company keeps 9% of your digital distribution revenue.

**Cost:** \$9.99 per upload

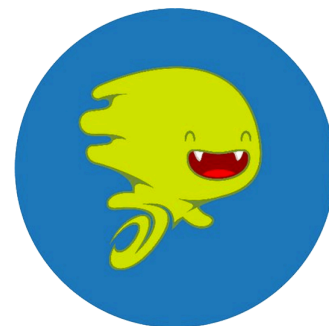


### Record Union

Record Union was the first DIY music distributor to partner with Spotify, being founded in 2008.

Along with distributing your tracks to 20+ global music platforms, Record Union can also help users publish custom Electronic Press Kits.

**Cost:** \$14.00 to \$150.00/yr



### Distrokid

Launched in 2013, Distrokid is a very popular music distributor that can post your music to 30+ streaming platforms, including social media websites.

Distrokid is a monthly subscription service with payment tiers. However, one catch with this distributor is that you're not able to downgrade your subscription without deleting your account.

**Cost:** \$22.99 to \$89.99/yr

## Thank you for reading!

Thank you for tuning into this Musician to Musician mini-article. If you'd like more in-depth information about these music distributors or are interested in more Musician to Musician content, email [music@visitstaugustine.com](mailto:music@visitstaugustine.com).

Let us know what platforms or practices our local artists might be interested in learning more about. Plus, you can now view our "Starting Your YouTube Channel" Quick Start video to learn how to upload a video.

*(Scan the QR code on page 1.)*