

# Creating a Record Label and Releasing a CD (In Denmark at Least)

Ánoq of the Sun, Ánoq Music \*

March 17, 2008

## Contents

<b>1</b>	<b>Disclaimers</b>	<b>1</b>
<b>2</b>	<b>Procedure for Creating a Record Label</b>	<b>2</b>
<b>3</b>	<b>Procedure for Releasing a CD</b>	<b>3</b>
<b>4</b>	<b>Additional Facts</b>	<b>5</b>
4.1	NCB: Nordic Copyright Bureau (Nordic Branch of the International BIEM) . . . . .	5
4.2	KODA: Komponistrettigheder i Danmark (Composer's Rights in Denmark) . . . . .	6
4.3	Gramex . . . . .	7
4.4	Clarification: How KODA and Gramex Differs . . . . .	7
4.5	Dansk Musiker Forbund (DMF) . . . . .	8
4.5.1	Gateway Music . . . . .	8
4.6	Tax Facts: Danish Tax and Company Registration . . . . .	8
4.7	Distribution . . . . .	9
4.7.1	Digital Distribution . . . . .	9
4.7.2	Physical CD Distribution . . . . .	9
4.7.3	Your Own Online Shop (Just a few Hints) . . . . .	10
4.7.4	Other Possibilities . . . . .	10
4.8	Marketing . . . . .	11

## 1 Disclaimers

This document (found on: <http://www.anoq.net/music/label/>) has been created for the following reasons:

- To serve as a list for me to remember all steps in the procedure of releasing a CD and for remembering other useful facts related to that
- In the hope that it may help others who want to release music CDs
- So that I won't have to explain these things from the beginning, if someone asks me :-)

The document is provided "AS-IS" in the hope that it will be useful, but WITHOUT ANY WARRANTY; without even the implied warranty of USABILITY or FITNESS FOR A PARTICULAR PURPOSE. The author may NOT BE HELD RESPONSIBLE for any problems or damages that this document may give rise to. You may copy and distribute the entire document free of charge, keeping author credits intact.

---

\*©2008 Ánoq of the Sun, Ánoq Music (financially a part of the company Hardcore Processing)

---

## 2 Procedure for Creating a Record Label

- Become a member of KODA and NCB: You pay 500 DKK (only once) to KODA for this. Consequences:
  - You are no longer allowed to freely copy your own music! You have to let an NCB-approved replication factory copy your music and pay NCB fees. The fees are ultimately paid back to all music authors, except for the extra NCB administration fees
  - You can no longer freely play your own music in public! (e.g. concerts, public exhibitions, radios, discos etc.) You have to pay KODA fees or have the concert/exhibition/whatever arranger pay that. All music authors get back the fees, except for the extra administration fees
  - You may put your own music on your own website (and MySpace.com, Facebook.com etc.) for free download, but it requires that you apply KODA for permission for each website. They will permit you, if it really is your own music that you supply without people having to pay for it (and you are not making lots of money otherwise on that website, e.g. by banner advertisements)
  - You get money from NCB whenever your music is legally included on CDs, DVDs, in movies, commercials etc. world-wide! So, you earn money whenever you convince someone else to use your music on mechanical media and you pay (but get most of it back) when using it for your own CDs, DVDs, computer games etc. (so you'd better be able to convince people to *buy* your own CDs, which is usually the hard part for a musician!)
  - You get money from KODA whenever your music is legally played in radios, exhibitions, concerts, discos etc. world-wide! So, you earn money whenever you convince someone else to play (and pay for playing) your music. You pay (but get most of it back) if you use it for your own projects, exhibitions etc.
  - You get money from KODA and NCB whenever your music is legally downloaded or streamed from other websites! So yes, I actually earn money whenever you play my free 30-second clips from an online shop like [musik.tdconline.dk](http://musik.tdconline.dk), but not when you do it from my own websites [www.anoq.net/music](http://www.anoq.net/music) or [www.myspace.com/anoqofthesun](http://www.myspace.com/anoqofthesun) (but you can probably earn more money by the hour by doing other things than playing your own free clips on various online shops all day... ;-)

See sections 4.1 and 4.2 for more facts about NCB and KODA

- Register your record label (actually music production company, in this case) as a producer with Gramex (for free), to be able to assign ISRC-codes to the tracks that you produce. After an actual release, your record label may become a Gramex member. See section 4.3 regarding Gramex and ISRC-codes
- It is highly recommended that you become a member of Dansk Musiker Forbund (DMF). You pay a sign-up fee once and membership per month (prices depend on student discount etc.). Benefits:
  - The most important part: They can for free (via their record label Gateway Music) give you the international bar-code (EAN/UNC-code) that you *should* put on your CD, so that it can be easily tracked for sales, storage, ordering etc. internationally. There are other ways of getting this bar-code, if you insist, but probably with more work
  - Reduced prices, via Gateway Music, when replicating CDs at the NCB-approved company Dicientia
  - They can help with many things, e.g. contracts, printing flyers, instrument insurance etc.
  - Their record label Gateway Music can actually release your music for you and distribute it both physically and digitally within Denmark, but this requires a contract with Gateway Music

See section 4.5 for more facts about DMF and Gateway Music

- Consider finding distributors - e.g. for digital distribution and CD distribution. See section 4.7
- For promotion and marketing, you are generally on your own and this is hard work! See section 4.8
- There are other organisations that you might consider joining, e.g. Dansk Komponist Forening, who have a studio that you can use and who can give some financial support for releasing a CD, but such organisations are not *required* for releasing a CD and are thus outside the scope of this document

---

### 3 Procedure for Releasing a CD

The order here is my recommendation, because certain things are required before other things can be done.

- Maybe you want to coordinate and plan your marketing efforts for the CD release as a first thing?
- Report each piece of music that you create to KODA. Use "Mit KODA" on [www.koda.dk](http://www.koda.dk). Required info: Final title and the playing time (where the playing time is even only a rough guide). Each music piece must be reported no later than the same year as the release of the CD
- Get the international bar-code (EAN/UNC-code) that you *should* put on the cover of your CD. Last time, I got mine from Berit Ringby at Gateway Music, where you receive it as a .jpg-file by sending her the CD title, artist name (and maybe your record label name) and your DMF membership-number
- Create the CD-cover (and the CD-label print), where you might want to note the following:
  - The file format and print dimensions vary at least according to what type of CD-box you print! Possibly also who the manufacturer is (I used Dicientia, with reduced prices due to Gateway Music)
  - The actual picture on the cover is usually square, around 12x12 cm (not in e.g. 4:3 or 16:9 format)
  - Most print-material (not just CD-covers) are in 300 dpi (!) and usually require the image to be 3 mm larger all way around the edge (geek note: For rendering a 3D picture, I adjust the field-of-view of the virtual camera to get the extra 6mm width and height, e.g. at the **Projection** call in a RIB file ;-))
  - When making cut-marks, they usually have to be placed in a special way and are probably one graphical point wide, which depends on resolution, but 4 pixels wide in 300 dpi will probably do
  - The back-spine of a CD-cover usually contains: Artist name, CD title, possibly a catalogue number (your own catalogue number within your record company, that is)
  - Bar-code: Look at other CDs for where to place it (may depend on the type of CD-box)
  - For each track on the CD, you have to write at least the following: Name of the track, composers, lyric authors and relevant music publishing companies
  - NCB/BIEM logo (see section 4.1): *Required* on the actual CD - and a good idea for the cover
  - Logo of your own record label: Usually on the back of the CD-cover and on the CD-label print
  - Maybe you want the Compact Disc logo on the actual CD? I found that on Dicientia's website
  - Remember to get some kind of a signed contract with permission to use any picture material not created or photographed by you
- Gather the info for mastering and allocate your ISRC-codes, e.g. on a Gramex ISRC-code sheet:
  - Title, artist name, record label name, EAN/UNC code (the digits on the bar-code) for the CD
  - Titles and ISRC-codes (which you, as the producer, are responsible for allocating correctly) for all tracks on the CD. The playing times may change slightly after mastering, e.g. due to fades
- You will *probably* want to have your audio material for your CD mastered, e.g. to make sure that the high frequencies (and the bass) are boosted by a professional (hardware) equalizer, which is not feasible to buy yourself. If Dicientia is replicating your CDs, you actually have some time included in the price for mastering (and extra hours are not too expensive). It is silly not to take advantage of this
- Order the replication of your CD - e.g. at Dicientia ([www.dicientia.dk](http://www.dicientia.dk))
- Send a copy of the final mastered CD for digital distribution (if you distribute digitally). It takes some time before the music becomes available on e.g. iTunes. See section 4.7.1 for details
- Register your CD, so that the track-list will be shown in computer CD player software, e.g. at [www.gracenote.com](http://www.gracenote.com) (for iTunes and MacOS) and [www.freedb.org](http://www.freedb.org). FIXME: More?

- 
- Apply for permission from NCB to manufacture the CD. Use "NCB Direct" on NCB's website: [www.ncb.dk](http://www.ncb.dk). Required info:
    - Title, artist name, EAN/UNC code (the digits on the bar-code) for the CD
    - Titles, ISRC-codes, playing times of all pieces of music on the CD (if the playing times are not entirely accurate, you can correct them afterwards by contacting NCB)
    - Which NCB-approved replication factory will be replicating your CD (very important detail!)
    - Whether you sell the CDs through a distributor (and if so, which distributor) or directly to private customers (but NCB are not strict for the first 1000 copies of your own CD with your own music)

You will receive an invoice from NCB to pay for the copying fees (unless it is the first 1000 copies of your own CD with your own (new) music). When this is paid, the replication factory will be given permission from NCB to release the CDs to you.

- When you receive your final CDs, send (some of) them to your distributor(s), see section 4.7
- Send a copy of your CD to Gramex, along with a Gramex studio list, containing this info:
  - For the CD: Production company name (as registered with Gramex) and contact info, main artist name, CD title, record label name, Gramex number (only if you have previously released CDs and have already become a Gramex member), catalogue number (within the record label), medium (e.g. CD), production year (just the last year, if spanning multiple years), release year, production country and number of tracks
  - For each person performing on the CD: Artist name, Danish social security number (CPR-number), contact info, Gramex number (if the performer already has that), instrument played, role of the performer and on which tracks the performer participates
  - Notice: Foreign performing artists are also listed on the Danish Gramex studio lists (for many countries at least)
  - Notice: If a production has performers from other countries, similar studio lists may in some cases need to be submitted to similar organisations in other countries

The deadline is actually 3 years after the release of the CD. See section 4.3 for details

- As a Danish publisher, you are required, according to the copyright law, to submit two copies of your published CD/DVD to The State Library in Aarhus (Statsbiblioteket: [www.statsbiblioteket.dk](http://www.statsbiblioteket.dk))
- Consider sending a promotion copy with a press release to Dansk BiblioteksCenter ([www.dbc.dk](http://www.dbc.dk))
- Upload tracks or excerpts to your own websites, myspace.com, facebook.com etc.
- Perhaps update your online discography and track-list with ISRC-codes? I keep such lists on my CV
- Perhaps update your own discography on [wikipedia.com](http://wikipedia.com) (remember to follow all their guidelines, e.g. releasing a CD *might* be enough for you to be considered a notable musician, meaning that your page may not be deleted...)
- Perhaps send your CD with a press release to [allmusic.com](http://allmusic.com)?
- Spend loads of time on other promotion and marketing :-) See section 4.8 for some ideas

---

## 4 Additional Facts

### 4.1 NCB: Nordic Copyright Bureau (Nordic Branch of the International BIEM)

NCB administers *mechanical copyrights*. They cash in money (NCB fees) for you when somebody legally use your music on CDs, DVDs etc. They cover about 95 percent of all countries in the world (but not e.g. India and other parts of Asia). When someone buys your music online/digitally, both NCB and KODA are involved. KODA handles membership, so when you become a KODA member (500 DKK once), you automatically become an NCB member too (unless you specifically ask not to). Website: [www.ncb.dk](http://www.ncb.dk).

#### Important:

- Only NCB-approved replication factories may copy your music CDs!  
And only by NCB's permission, which is given upon payment of relevant NCB-fees:
  - 9.009 percent of your whole-sale price excluding VAT (per copied CD), if CDs will be sold through a distributor
  - 7.4 percent of the sales price excluding VAT (per copied CD), if sold directly to private customers
- Special rules and fees apply, if someone orders music from you for particular purposes (e.g. movies, commercials etc.). These rules vary, depending on purpose (see NCB's website or ask them)
- Manufactured CDs *must* contain the NCB logo: **n@b** (find it on NCB's website)  
Or better: The BIEM/NCB logo for international releases: **BIEM/n@b** (also on NCB's website)

#### You MAY:

- Manufacture the first 1000 CDs of your own (new) music on your own CD, without paying NCB fees
- Include existing music by any artist on your CD (probably wise to ask the artist though), by paying the required NCB fees when manufacturing the CDs: Same fees as above, as for your own music (but it is generally a lot harder for a musician to *sell* a CD than to make it!)
- Include music by any musician on e.g. a DVD, by paying NCB fees. The fees vary, according to media type and purpose (so ask NCB about your particular case), but typical fees are:
  - Synchronization fee, paid once per production for synchronizing picture with music:  
3.41 DKK per *second* of music
  - Copy fee, paid per copy of the medium, e.g. per DVD produced: Same fees as above for CDs
- If someone makes audio-visual productions (DVDs, movies, computer games) with your music, you *may* apply NCB for administering copyrights yourself (avoid synchronization and per-copy fees), to allow using your own payment models. E.g. for music on computer games, you can avoid per-copy fees

#### You MAY NOT:

- Copy your own music on CDs and give them away or sell them! This is considered piracy (if you are an NCB member)! Exceptions:
  - Giving to the record companies etc. which are pre-approved by NCB (see NCB's website) is OK
  - Getting permission from NCB to give to a non-pre-approved company/person is OK
  - Giving CDs that you have already had manufactured (to sell to private customers!) at an NCB-approved replication factory is OK (then those CDs are your property to sell, to give etc.)
- Use music in political, religious, advertising or pornographic context without permission from the authors
- Let people use your music any cheaper than NCB's fees or without NCB's permission (unless you specifically apply for administering your copyrights yourself for a particular production/piece of music)

---

## 4.2 KODA: Komponistrettigheder i Danmark (Composer's Rights in Denmark)

KODA administers *performance rights* for *composers* and *song writers*. They cash in money (KODA fees) for you when somebody legally plays or performs your music, e.g. in radios, on TV, for concerts, in shops and at events with background music. They cover a large part of the world. When someone buys your music online/digitally, both NCB and KODA are involved. When you become a KODA member (500 DKK once), you automatically become an NCB member too (unless you specifically ask not to). Website: [www.koda.dk](http://www.koda.dk).

### Important:

- Report all music that you compose to KODA, using "Mit KODA" on [www.koda.dk](http://www.koda.dk)
- Report all live performances (your own and others' music) to KODA. Music played from CD at e.g. fairs is considered background music and reported according to KODAs rules for that. DJs must report what they play themselves - or statistics of what they play most often
- How do you prove your copyrights? Well, if people (don't worry, serious record companies will not dare!) claim to have composed/produced a piece of music which you made (e.g. unreleased), you can sue them. Eye (or ear? ;-) ) witnesses and any other evidence count, as they usually do in court
- KODA has many initiatives for supporting your music projects financially in various ways, so your 500 DKK for becoming a member may be very well spent :-)

### You MAY:

- Put your own music on your own website (including your profile on e.g. MySpace.com and Facebook.com), if it is for free download. Apply KODA for permission for each website where you put music: <http://www.koda.dk/medlemmer/selvbetjening/aftale-om-brug-af-egne-musikverker-pa-egen-hjemmesider>

### You MAY NOT:

- Play your own music in public (concerts, shows, installations, fairs etc.) without paying KODA fees!
- Use music in political, religious, advertising or pornographic context without permission from the authors
- Let people play your music any cheaper than KODA's fees (unless you specifically apply for administering your copyrights yourself for a particular production/piece of music)

---

### 4.3 Gramex

Gramex administers *performance rights* for music (and sound) *performers*. They also administer the *production rights* of record labels. They cash in money (via KODA fees and from radio and TV stations) for you when somebody legally plays music where you have performed on or have the production rights to, e.g. in radios, on TV, in theatre, in shops and at events with background music. They cover a large part of the world and on Gramex' website, there is a list of bilateral agreements with similar organisations in other countries, so here you might be able to find the equivalent of Gramex in your country. Website: [www.gramex.dk](http://www.gramex.dk).

#### Important:

- You can sign up with Gramex as a producer (for free), to be able to assign *ISRC-codes* for each music track you release to the public:
  - An ISRC-code identifies a track uniquely world-wide, e.g. for radio playback reference and tracking for royalty payment
  - When signing up with Gramex, you get a producer-specific code. I got the code DK-HV3 for my record label Ánoq Music, where DK is because it is a Danish record label (Gramex is Danish)
  - The ISRC-code that I assigned for my track *Aqua Aerobics* is DK-HV3-07-00201, where 07 signifies 2007 as the release year. The last number is a code I have allocated uniquely for 2007 in my record label
  - You generally assign a new ISRC-code, whenever a track is new or has changed by some creative process - even just remastering or taking out a 30-second clip. However, only new material is submitted to Gramex, not e.g. 30-second clips of already submitted material
  - Difference of up to 10 seconds in length of a piece of music (due to fades and cuts), is acceptable for the same ISRC-code
  - When making a music video for an already registered (unaltered) piece of music, assign an ISRC-code to the video (a requirement for e.g. MTV) but don't submit the video to Gramex
  - See the ISRC Handbook for more info about ISRC-codes: [www.ifpi.org/isrc](http://www.ifpi.org/isrc)
- Whenever you release something, send it on audio CD to Gramex, along with a Gramex studio-list. After such a release (submitting a released CD with a studio list), you may later get a membership invitation from Gramex, to register your record label as a Gramex member
- If you are performing on a music production, make sure to be listed on the relevant Gramex studio-list
- You can receive payment for performance rights or production rights up to 3 years back in time after a release, e.g. in case you are submitting your CD late or you are a performer registering yourself with Gramex late after the release

#### You MAY NOT:

- Hire or convince people to perform anything (even just snapping their fingers) on your music production, without listing them on Gramex' studio lists for the production

### 4.4 Clarification: How KODA and Gramex Differs

- KODA administers performance rights of the music *composition* and *lyrics*, no matter who produces or performs it or in which version it is performed
- Gramex administers performance rights of music (and sound) *performers*, no matter which piece of music they are performing on. They also administer the *production rights* of record labels

---

## 4.5 Dansk Musiker Forbund (DMF)

As a member, you get the benefits from Gateway Music (see further down) and at least the following benefits:

- They have contracts and many kinds of counselling on copyrights, laws, negotiation etc.
- They have good prices for helping you with printing flyers, posters etc. for advertising your music
- They offer cheap insurance for music instruments, covering both in the studio and for concerts
- All members get two music-related magazines with relevant information, where you can also advertise your released CD to the several thousand readers
- They have a booking agency, who may be able to help you, if you want to play at concerts
- They are generally very helpful and useful :-)

### 4.5.1 Gateway Music

Gateway Music is a record label, which is part of DMF. Some of the things that they can do are:

- They can for free give you the international bar-code (EAN/UNC-code) that you *should* put on your CD, so that it can be easily tracked for sales, storage, ordering etc. internationally
- You get reduced prices when replicating CDs at the NCB-approved company Dientia
- They can release your music for you and distribute it within Denmark - both physically (through CD shops and by setting up an online CD-ordering shop for you) and digitally (on various download-sites). The distribution requires a contract with Gateway Music (see section 4.7 for their rates)
- They can help you with marketing/promotion, probably mostly if they release and distribute the CD

## 4.6 Tax Facts: Danish Tax and Company Registration

You may or may not want to register a company with the Danish tax authorities, according to these guidelines:

- If your income is less than 50.000 DKK per year, you are not required to register a company. Instead, fill out your personal tax papers with your income and expenses (fields 210, 425 on "selvangivelsen")
- The Danish tax authorities can give you a special account for saving up money tax-free, for starting a company later on, e.g. for buying music equipment and for manufacturing your first CD
- You can create a tax-registered company at the Danish tax authorities (Skat) and get a VAT registration number (Danish CVR-number), to be able to exempt tax on your expenses for e.g. music equipment
- You register your company for music production (or whatever Skat finds relevant in your case), which may be registered as a by-occupation code, if you already have company for other business areas
- It takes a lot of work to do the economy paper-work, which is mandatory, if you register a company
- It is advisable to have an economy company do this paper-work, since it is completely irrelevant waste of a lot of your time. In any company, this time is always the first thing to consider to out-source! I can recommend the company VM i Bogføring, [www.vmib.dk](http://www.vmib.dk), which is fairly cheap for small companies
- If you have more expenses than income, the tax authorities may not accept your tax-deduction!
- There are rules for how to write invoices for your customers. Required info: VAT registration (CVR) number, your company name and contact info, ware/service you sell, number of pieces, price per piece (excluding VAT), total price (both excluding and including VAT), customer's name, invoice number
- For CDs sold directly to private customers (from Denmark or from a Danish website), you always add Danish VAT (25 percent). If your customer is a company, you can always sell it as if it was to a private customer (a lot easier for individual CDs!). Rules for selling to companies: Include VAT for Denmark, exclude VAT for EU (but get customer's VAT-number and verify with Skat!), exclude VAT for USA



---

## 4.7 Distribution

### 4.7.1 Digital Distribution

- You can distribute through DiGiDi (Digital Distribution - a.k.a. DKUA: [www.digidi.dk](http://www.digidi.dk)):
  - You pay 1,000 DKK once, to buy a share of their company (without any risk of ever losing more money than the 1,000 DKK, should they go bankrupt) - which gives you a DiGiDi money account of the 1,000 DKK
  - If you are releasing your own CD yourself, you can apply KODA to pay 700 DKK! (one place where your 500 DKK for becoming a member of KODA is well-spent ;-)
  - They upload your music to more than 60 online download shops world-wide, for a price of 10 DKK per track (deducted from your account)
  - DiGiDi partly distributes via some sub-networks for distribution, including [www.247entertainment.com](http://www.247entertainment.com), Phonofile, iTunes - and OD2 is coming
  - You get roughly 3-4 DKK per sold track download, but it depends on the download site
- You can also use a commercial company, like [www.clockwizeonline.com](http://www.clockwizeonline.com):
  - You pay more than at DiGiDi, e.g. 1,500 DKK + VAT for distributing a single (up to 4 tracks)
  - I believe that they cover more sites than DiGiDi (I'm not sure - and this may change)
  - I believe that they upload faster than DiGiDi (at least I had long delays with DiGiDi)
- I also stumbled upon [www.songcastmusic.com](http://www.songcastmusic.com), but haven't looked into it
- Register your released CDs at [www.gracenote.com](http://www.gracenote.com) (for Mac OS and iTunes) and [www.freedb.org](http://www.freedb.org) (FIXME: Others too? What does Windows Media Player use?), so that the tracks of your CD will be shown properly in most music player software. DiGiDi tries to submit to [www.freedb.org](http://www.freedb.org), but do not retry to guarantee that it actually succeeds

### 4.7.2 Physical CD Distribution

- PH Distribution ([www.phdist.dk](http://www.phdist.dk)) offers roughly the following:
  - You pay 3,750 DKK (includes VAT) to start a distribution agreement, per product (e.g. a CD)
  - You give them 25 CDs for free, for their active sales efforts
  - You agree with them on the whole-sale price (excluding VAT), which (for the sake of example) I have set to 45 DKK for Anoq Maxi Single 1, since it is just an EP with 5 tracks. Shops pay this price + VAT (25 percent), i.e. 56.25 DKK, but PH Distribution may give some shops a discount
  - You sell it to PH Distribution 30 percent less than this agreed price, i.e. 31.50 DKK (excluding VAT) in my case
  - You give them an invoice, based on their sales numbers, which includes VAT, so I get 39.375 DKK per CD including VAT (and it cost me around 10.50 DKK including VAT to produce each CD at Dicientia, for a production of 1000 CDs, including mastering)
  - Notice: You always get the same amount of money, even if PH Distribution gives discount to some shops and you have no control over what the final sales price in the shops are, but for my case it would end up at around 70 DKK including VAT in most shops
  - They do active sales towards the shops and cover Denmark, Greenland and the Fareo islands  
(FIXME: Do they require that you have a VAT registration number?)
- Gateway Music ([gateway.dmf.dk](http://gateway.dmf.dk)), which is part of DMF (see section 4.5) offers roughly the following:
  - It is for free to make a distribution agreement with them

- 
- The per-CD price setup is similar to PH Distribution, except that you sell it to them for 15 percent less than the whole-sale price, but this is 15 percent of their whole-sale price *after* any discount, that they may give to shops (or 15 percent of their turnover), so the percentage is not a one-to-one comparison with the way that PH Distribution does their calculation
  - They cover Denmark and unlike PH Distribution, they do not do active sales towards the shops
  - Mis. Label ([www.mislabel.dk](http://www.mislabel.dk)) offers roughly the following:
    - They are slightly like a record company, focusing on smaller, newer artists, so they may not accept anything! (e.g. for electronic instrumental music, they mostly accept already-known names)
    - I am not aware of their terms, but I believe, that setting up an agreement is free
    - They cover more than just Denmark
  - International distribution: If your distributor is not international (e.g. PH Distribution and Gateway Music are not), you may have to find distributors for each country separately
  - Only sign with one distributor per CD per region (e.g. a country), since distributors shouldn't compete
  - Danish libraries: Consider sending a promotion copy with a press release to Dansk BiblioteksCenter ([www.dbc.dk](http://www.dbc.dk)), for their consideration in taking your CD to the libraries, in order to let people lend it
  - EPs and singles: Most companies prefer not to have anything to do with singles or EPs now a days

#### 4.7.3 Your Own Online Shop (Just a few Hints)

- It is fairly expensive to set up credit card payment via DIBS ([www.dibs.dk](http://www.dibs.dk)) or PBS ([www.pbs-international.dk](http://www.pbs-international.dk))
- It is free to set up credit card payment via PayPal ([www.paypal.com](http://www.paypal.com)). You may have to send a separate invoice to customers, if you can't configure PayPal to meet required invoice criteria (see section 4.6)
- If distributing through PH Distribution, your CD can be ordered through DVDOO ([www.dvdo.dk](http://www.dvdo.dk))
- Gateway Music offers to set up an online shop as part of a distribution agreement, for an extra fee of 500 DKK (includes VAT)

#### 4.7.4 Other Possibilities

There are other possibilities for distribution, e.g. finding an established record label. However, don't expect them to give a quick answer! Examples:

- The "big four" record companies (which, for the Danish branches, are: Warner Music ([www.warnermusic.dk](http://www.warnermusic.dk)), Sony BMG Music Entertainment ([www.sonybmg.dk](http://www.sonybmg.dk)), Universal Music ([www.universal.dk](http://www.universal.dk)) and EMI Music ([www.emi.dk](http://www.emi.dk))) are probably the only places where you can get complete international distribution. But regarding their response-times:
  - I sent a demo CD to each of these companies on 2007-11-06
  - Then I started looking into creating my own record label and releasing the CD myself, where I made the release on 2007-12-21
  - I still hadn't gotten any reply, so shortly after my release, I personally gave the CD to each company, this time only asking for the possibilities of a distribution agreement
  - At the time of this writing (2008-03-06), I still haven't heard anything, despite that they promise to always give at least a reply, but then again, the year is not yet over ;-)
- I have also asked a smaller record company (but they still cannot be considered small): Playground Music ([www.playgroundmusic.com](http://www.playgroundmusic.com)), asking for a distribution agreement. I got a reply after 1-2 months (that they were not interested, since the music style does not fit what they are interested in)

Important point: Don't ever sit still waiting for people to call you, if you want to get work done :-)

---

## 4.8 Marketing

These are just some of my hints for marketing. I am neither telling everything I know, nor am I an expert, nor is there any limit to how much effort or creativity you can/should spend on marketing. People take complete business educations, just to learn how to do marketing, so it is not trivial. See e.g. Copenhagen Business School: [www.cbs.dk](http://www.cbs.dk).

- Add the link to your website on [www.dmoz.org](http://www.dmoz.org) and [www.google.com](http://www.google.com). It is free and it is *the best exposure* that you can possibly get on the Internet! If you don't do it, Google and other search engines updated from DMOZ will probably not see your site
- Use websites like [MySpace.com](http://MySpace.com) and [Facebook.com](http://Facebook.com) to present your music
- Make a biography and discography on e.g. [wikipedia.com](http://wikipedia.com) and [allmusic.com](http://allmusic.com) (use their guidelines)
- Give free promotion copies of your CD to relevant places, like DJs, radio stations and places playing music in public
- Try to get your music played, e.g. at concerts, for events, for advertisements, for movies etc.
- Collaboration with any kind of artist (music or not) will most likely add the existing audience of each artist to all other artists' audiences in the collaboration (think about that - this is important!). E.g. for a music video, the video artist's fans hear the music and the musician's fans see the video
- Write a press release and try convincing magazines and the press to write about it. Some Danish music magazines are: *Fagbladet Musiker* (under DMF, see section 4.5), *Musikken* (under DMF), *Gaffa* ([www.gaffa.dk](http://www.gaffa.dk)), *Soundvenue* ([www.soundvenue.com](http://www.soundvenue.com)). If you want to advertise in other countries, you will probably have to find similar magazines in those countries. Convincing the press to write something is an art in itself - there are even companies specializing in teaching people to do that! I am aware of [www.pressekurser.dk](http://www.pressekurser.dk)
- The way you write and communicate about your music is important. A few hints are that, negative words or phrases are bad, be concrete (simple example: "get 3 for the price of 2" is concrete, "special price for you" is not), meaningless fill-words, including superlatives, are just meaningless fill-words, people may not read more than the headline - and if so, may still only read the first couple of lines
- All marketing should be done from the receiver's point of view and tell the benefits for the receiver (this is a *very important* and far-reaching statement and it goes for all levels and aspects of all marketing!)
- Think of what to say, for when people ask about your music (your "elevator pitch", in business-jargon)
- Always carry business cards on you, to give to potentially interested people that you talk to - and networking with people is always very good
- For really good marketing, you will most likely have to pay, maybe even a lot, if you want to sell CDs:
  - Have some flyers printed (e.g. by DMF, see section 4.5) and distribute them at relevant places
  - Make ads in various newspapers
  - Make posters and similar advertisements on the streets, in shops etc.
  - TV-commercials? Website banners or ads?
  - Advertisement agencies can help you in making such things happen on a larger scale
- Company start-up environments are generally good places to learn about doing business and marketing, which is what an artist is really doing, when trying to sell art! Some relevant places in Denmark are *Dansk Iværksætter Forening* ([www.d-i-f.dk](http://www.d-i-f.dk)), *Open Coffee Club* (this is even international: [www.opencoffeecub.org](http://www.opencoffeecub.org)), *Startup Company* ([www.startupcompany.dk](http://www.startupcompany.dk)) - or even the *VentureCup* competition ([www.venturecup.dk](http://www.venturecup.dk))
- Having written this document is also an example of promotion for my music! Hopefully you are reading it, because it contains useful information, but you also get to see my logos and website addresses during the read. Good marketing is not necessarily perceived by the receiver as advertisement :-)