

!earshot Distro Music Training (Nanaimo)

 Thu, 08/07 17:09PM · 62mins

Transcript

Unknown speaker 00:00

Um, so a bit about us, what is earshot distro, how to use the earshot distro platform, best practices and getting more out of the stations.

Unknown speaker 00:09

Do you wanna show the uploads? Do you want me to show the uploads and the switch from last time or Show the uploads. Show the uploads. It's okay.

Unknown speaker 00:16

I got the dry stuff this time.

Unknown speaker 00:17

Yeah.

Unknown speaker 00:18

So as mentioned, uh, the team is the two of us. Uh, we do have two other staff members, but we're a very small team. Our organization is not-for-profit. We're not here to generate revenue off this process. We're trying to find the best way possible to give you as artists the opportunity to get your music into the hands of radio stations and the

radio stations the opportunity to get easy access to great content from all over the country.

Unknown speaker 00:44

Um, so the process itself uh started a while ago. Um, there's a little bit about the association as of right now. Um, everybody is independent organizations, they either have a campus, community or Indigenous (AM/FM/Online). Typically each has staff or volunteers who oversee content. Often independent hosts who pick what to play. So sometimes it's a little bit more like a commercial radio station, one person decides what gets played on the air all the time. Sometimes it's the individual hosts that get to choose whatever they want from wherever they want and they've been trained to be on the air but their content selected. Um, so there's a number of different ways you have to be looking at that. Our system allows you to use both. Uh, and is set up for both options, which is great.

Unknown speaker 01:33

Um, a generalized list of some of the stations that are using it across the country, so we're pretty much everywhere. Um, there's also access to our French stations as well. Uh, a few American stations have have been using this as well, but it focuses on Canadian.

Unknown speaker 01:52

Um, our upload process does have a pay, we'll get to that in a bit. Um, but it is tied to a uh Canadian creator. You don't wanna deal with the American stuff because it's a huge hassle with the taxes. Um, and we're looking for Canadian stuff anyways. So you don't have to be CanCon compliant, you know, we'll get into that in a bit, but you do have to have that Canadian background.

Unknown speaker 02:16

Um, I'm gonna bring in the the one thing that you should be doing if you're not already. Uh, so SOCAN. Um, is anybody unfamiliar with what SOCAN is or does? Is anybody not registered with SOCAN? Okay. Um, if you are uploading your content into our systems, our radio stations pay and report to SOCAN. So if you're in our system, you get played

on the air, when that station reports, you're gonna get paid a couple dollars. Um, so we can see this is sort of a small little circle of money exchanging here and there and everybody gets gets it back to them in some form or another. So it's almost a closed loop in its own little sense, which was the idea, make it as cheap as possible for everybody to be successful, get heard, that kind of stuff.

Unknown speaker 03:08

Um, so that's a little bit about who we are. Um, so the distro landscape. So when I talk about distro, I'm talking about how artists and labels are getting into the hands of people. There's some competitors, I'll show you costs, I'll show you what how the charts, the factory and and what's to come. So there are alternatives to what we're doing. Um, we're not the solution, we are a solution that continues to get bigger and bigger. Um, there's approximately 50,000 songs in the music database. Um, 5,000 independent artists, something along that, 1,000 to 1,500 um in uh record labels and around 150 independent programmers, that kind of thing.

Unknown speaker 03:41

Um, but this is not the only solution, there are other options. So when you look at the numbers, Yeah. Yeah, that's pretty close. Yeah. I know what I'm talking about. Um, you can still put come in. Um, you can still put your CDs in the mail. There's no problem with that. However, stations get tons of CDs in the mail and have our radio library crew in the back.

Unknown speaker 04:50

Some sometimes they'll be broken, sometimes it will get opened and listened to and then ah, I didn't need polka music today. Um, right, but but we will have artists and hosts that are looking for polka music, right? So it's a lot easier to do it online. Um, and a lot of the times there's a space issue with CDs. And if the independent programmers are doing their shows remotely, how do you know if you get that content? Still important but you have to make decisions on targeting what those areas are. Um, if you are in an AM-based station, I highly recommend you get your CD into the hands of our VJs and if you're in the area, CJLY is another good example here on the island and there's a few more around. Local is worth it, if you're sending it sort of off-island, out of the province,

Unknown speaker 05:40

you have to make sure you're not wasting your money on it. But as you noted, manufacturing, mailing, processing and then archives, we get somewhere between 10% actually makes it into the long-term archive of a station. So keep that in mind as you're as you're building it out. Um, you can still send emails to radio stations, just note that links to something like Bandcamp or SoundCloud or um to buy it. Um, those are not necessarily providing what they call broadcasting rights. Those are for personal consumption and there's another layer of permissions, just like you as uh producers have multiple layers of ownership there. Um, our system solves that solution, it gives everybody automatically that opportunity and there's a couple things you can add on. So the worst thing that a station will get is, oh great, we got a new song they click and it's like 2.99 to download. The station's sort of out money, they can't

Unknown speaker 06:40

Um, so but emails are still very important to send and we'll give you some tips on that. DMDS/Yangaroo is a commercial system that's used uh mostly for the commercial broadcasters. Your upload into that system uh will range anywhere from 350 to 600. Um, and it goes into the network and I would say about half a dozen of our stations use that system. So think about that value point. Uh, PlayMPE is an American version that's a little cheaper but similar response rates and access ones. So

Unknown speaker 07:16

Just had a question about the for the email listing and stuff. So like um is it I would it be like more I just ideal to just be sending if you're just sending straight like MP3 files I will we have a single sheet that will give you your best practices. We'll go through that at the end, but that's a great question. So Um, so for us, we have a cost point of seven dollars a song, fifty dollars an album. Um, that is uh plus your your local tax. Um, an album is eight to twenty songs. Um, this is the cost to put the stuff into the system. Outside of that, there's nothing else. There's no maintenance fee, membership fee, nothing. It's in the system, it remains in the system. If you want to take it down, you can jump in and take it down, you can ask all these other people like that. Um, essentially, we as the broadcasters try to make it part of the library for everybody as long as it needs to go.

Unknown speaker 08:41

Um, you will also get a coupon code for your first free upload. Uh, so that can be as much as an album or compilation. So uh up to fifty dollars and there's also a little referral code you can log in uh either from a local station and they will you will get twenty-five percent off, they will get credited twenty-five percent of the process, so you can save some money down the road uh as well. So um if you don't have either of those, we'll be able to share them at the end. I don't know if Radio Laurentian had set up your own one or not, maybe you could check to see if they're in a referral program.

Unknown speaker 09:01

Um, a couple things very quickly. So we run what's called earshot-online. So it is a national charting system. Radio stations will put content into the system. It this is a screenshot of it. Um, there's usually fifty songs plus a number of subgenres. Um, it's usually eighty-five, ninety percent CanCon. Um, and a lot of the content that gets uploaded into our system finds its way onto this chart.

Unknown speaker 09:30

The benefit of being on the chart is that FACTOR looks at it as one of those upgrading criterias. If you're in that and you can go back to them and say, hey, I'm a nationally charting artist, give me more money.

Unknown speaker 10:01

Um, and it might be the difference between getting say uh a C-type level uh grant for five thousand dollars to make your album and fifty thousand dollars to go to. Like there's a jumping point and it's one of those uh if you hit these numbers you could move up. Um, our online charting system is about to change. Um, it's moving from a stations submit a chart every week and we manually compile about twenty of them to a national true national charting system that is fully automated using AI and all that kind of stuff. Um, the challenge we had before is often the charts could be slightly manipulated by the radio stations, which of course is up to them to decide if they want to highlight.

Unknown speaker 10:55

Um, this is and but they also have spent a lot of time and effort doing that work. This will give a true national process. Um, and it will capture all of the two hundred and fifty or so

radio stations that have these licenses in Canada. Uh, we'll be testing it out, it'll be released in a couple weeks, a few months. Um, but it will still be applicable for FACTOR.

Unknown speaker 11:41

Um, so hopefully that process will adjust and change again to become 24/7. It's by true laws and easier for you to to to know that. What we hope to be able to do is integrate that information into your accounts so you can find out the legitimately of where and when a song was played and maybe if we're lucky how many people were listening to it. So there's a goal to be able to do that. We'll show you how you can estimate and guess that right now. It's just not fully agreed.

Unknown speaker 11:58

Yeah, so I mentioned a bit of that automation. The challenge other times too with SOCAN is that right now it's only being reported twice a year um on the stations. Um, when our automated system goes into play, the full system will be available for everybody all the time. That way if you happen to release say like the day after a station started charting and your song was on the top of the charts and got played uh all over the place for three months and then drops off and then they're trying their their logging system comes in again, you were the biggest song uh or album of the year, you don't get any recognition because it doesn't during a long period.

Unknown speaker 12:57

Okay, so the individual station if they like opt in then they're they're not doing charts anymore. That's the question that they'll have the opportunity. They can either do their own charts, continue to not do charts or have charts automatically made from. I see. Yeah. We'll have them make that decision. Individual stations want to decide what they want.

Unknown speaker 13:12

They wanted so. Mhm. Yeah. Finally, uh, we do have French stations on here, it is fully bilingual. There is a podcasting option, when we do an upload we'll show you how to do that. Um, rights for distribution of podcasts are not explicitly given for music. Um, in this case you can actually say yes, we are offering that, which is pretty cool. The challenge

that you have is who's like iTunes don't know that you gave us permission and if they hear music on a podcast they might strip the podcast. So we found the legal way around it, but the technical solutions haven't caught up to that again. But I podcast music for fifteen years and never ran into any issues, so it's a new opportunity.

Unknown speaker 14:07

Um, we've been talking with Library and Archives Canada about this and our national archive, which is pretty cool. One of the projects that we're working on is called the shared library. So the radio stations can take their digital library and dump it into this system. If we add two hundred radio stations dumping their catalog into the system, sure there'll be a couple duplicates and a couple things to work out, but we could have half a million to a million songs in the system, all Canadian, sort of the history of. So when you do some uploads, we really do encourage you to put your back catalog in as well because if someone hears something that's new, they'll look into the rest of it and they'll be able to find it. Um, that uh shared library's plan uh is being hopefully implemented over the next year, but with most cases the problem is always money. Um, but that would also allow if you happen to have stuff into other stations uh you might already have yours all uploaded into the system, which is great, you wouldn't have to pay for to do it, but you'd be there. So uh a plan over the next couple months. Uh, we'd love to bring it into the states and worldwide submissions. Uh, that's one of our longer-term goals and plans, getting your content out of Canada always seems to be very very relevant nationally. I mean we just have the best licensing period. So why not share it with the world? So people wanna help to make that happen and we've even had groups in the states look at our system, go. Wow, can we get in on that because it's a pretty decent system uh in many ways.

Unknown speaker 15:43

So that's uh where we're sitting at. Um, for the use of earshot distro, we'll go through uploads, reviews, genres, communications and admin tools. Uh, Eloise is gonna take on that. Um, so I think you can see that's the screen showing there properly. Yeah. Okay. Um, I will step away, you can have a look to. It's easier.

Unknown speaker 16:12

Wow, there's so many labels. Yeah, there's a lot. Yes, we did a great job of trying that down. Do you know make sure our HR rep doesn't not come back from lunch. Yes. Absolutely. Thanks.

Unknown speaker 16:25

Yeah. Cool. Hopefully you can all see that. So um hopefully some of you already have an account and you should have explored it a little bit, but if you haven't, um I am going to step-by-step how to do an upload, so no worries. Um, so once you create your account,

Unknown speaker 16:40

So keep stripping in other something. You're fine. Okay. Um, so this is what your account will look like once you create it. You can create an independent account or a label account. They are both basically the same, the only thing is with the label you can manage different artists. So um it can be simple as you upload music as your own or you upload music with your band. That way you can just have a label account and you can manage both. Um, you can add your band members to the account that way you can manage it too. So totally up to you. If you have already created an independent account and want to switch to a label, we can do that too. It's just a quick fix on our end.

Unknown speaker 17:19

So are you saying that a label account would be good as a band so that you can manage like a personal page and your band's page? Yeah. Yeah, yeah, yeah. Or like yeah, it could be anyone. It's like your distribution company, your band members and stuff that. Um, it's pretty flexible that way.

Unknown speaker 17:49

Um, this is how it looks. As you can see, this will be like the artist, that's where you'll see your probably yourself or your band or just your name if that's the only person you're doing. And then the interactions which is where you'll see where the stations Oh, what happened? I'm signed out.

Unknown speaker 18:04

Oh, I'm signed out. That's fine. Did it? It did.

Unknown speaker 18:11

Which one is that? Might be Barry at an earlier time. Absolutely. Yeah. We're back. It's fine. Getting difficulties. Okay.

Unknown speaker 18:28

Um, for the interactions page, you will see it here. If you wanna go more in depth, you can click on the number and it'll show you the station name, the interaction type, what's on the download and when they downloaded it. So here you will see that CJLY, they listen to it and they downloaded it. But if your station listen to it and not downloaded it, you can kind of guess it probably passed on it, but if you see that they downloaded it, that most likely means they will play it. Obviously sometimes they'll download the song, it works into their programming schedules, so it's hard to say when they will play it, but it's most likely already in their system, so they are looking to play that song.

Unknown speaker 19:12

Um, so that's what that part looks like. Um, as you will see, you know, like numbers, some have like a whole album or if you have like EPs or like one song, it'll show you there. So that way you're sure how many songs you uploaded, keep track of that. So there's many different ways to upload to the system. There's like the upload songs here. Um, I'm not doing the way that I usually do it for people because I find it a little bit easier, but totally up to you as well. So you can go to the releases tab and here the release page is basically a folder of your releases. So if you're creating an album, this will be where you have the album art cover and have all that information. But if you're also creating just a single, so we just do the single art cover as well. So you're gonna go

Unknown speaker 20:00

to add new releases.

Unknown speaker 20:01

Here you will enter the title, which will be the title of your album or single.

Unknown speaker 20:06

And then your artist, which will be yourself, you'll choose.

Unknown speaker 20:09

And then the cover art.

Unknown speaker 20:11

And then the release type. This will depend on your selection; album or single.

Unknown speaker 20:15

So if you're releasing fewer than eight songs, you can still select single.

Unknown speaker 20:21

And if you upload, say, five songs, it'll be seven dollars times five.

Unknown speaker 20:24

So that's less, you know.

Unknown speaker 20:27

If you click album and then you upload one song, it'll charge you fifty dollars for that one song.

Unknown speaker 20:31

Yeah. So you'll do that.

Unknown speaker 20:33

Yes, please.

Unknown speaker 20:35

Um, and then here we have genres. We have many of those, um, and we're always accepting suggestions.

Unknown speaker 20:42

If you notice something is missing, um, we release updates every couple of months, um, so we work with our developers to add them in.

Unknown speaker 20:47

So there's spiritual, we have gospel and then hyper genre, oh there's no hyper genre there.

Unknown speaker 20:50

But there you go, you can go very niche or keep it broad, like just R&B.

Unknown speaker 20:51

That's it. You don't have to select others if you don't want to, or if you don't find one that specifically describes your upload.

Unknown speaker 21:09

Um, the "clean content not required" box is always checked. That just means it's radio-friendly. So please make sure the song is radio-friendly.

Unknown speaker 21:16

And if it is not, then uncheck the box, um, for the song and write "explicit" in the title. So maybe just one song in your album is explicit, um, you can still leave the album as checked off, but then for that specific song write "explicit" in the title and then uncheck that box.

Unknown speaker 21:23

Just so stations know.

Unknown speaker 21:24

And we do suggest if you have a radio-friendly version of the song to upload that first, um, yeah, you know. And how would you define an explicit song?

Unknown speaker 21:48

So any F-bombs, um, any slurs?

Unknown speaker 21:53

If the content of the song could be considered something that might raise questions for a younger audience, um, so sometimes politics, sometimes religion, sexual identity, um, that sort of thing.

Unknown speaker 22:03

Um, our stations love playing all that kind of stuff, right? Yeah. But the point is we want to make sure that it can be found easily and that nothing inappropriate airs unexpectedly at three o'clock on a Thursday afternoon when many people are listening while driving their kids home from school.

Unknown speaker 22:15

Yeah. All right.

Unknown speaker 22:16

I asked somebody because I've received a lot of submissions from Learshot and people just don't label anything. People don't know what qualifies as explicit or not.

Unknown speaker 22:38

Yeah. Yes, for sure. And the sonic nature of the song as well.

Unknown speaker 22:44

Sure. So maybe explicit. So if you scroll down a little bit more, what we've also done in the process here is you have the ability to choose both character or artist characteristics.

Unknown speaker 22:50

Okay.

Unknown speaker 22:51

Um, and there are tagging options as well. So there's a mood, like an angry mood. So if you only want angry songs, you can filter and sort by angry.

Unknown speaker 23:05

Yeah.

Unknown speaker 23:06

Totally. Which is great. So right. Yeah. What about copyright issues, like, you know, say a Buck Coke or Black Rock or something like that and you're

Unknown speaker 23:15

So you're going to call. Yeah, so the answer is, um, and how we handle uploads is we expect you to own the copyright to the content being uploaded, and it acknowledges that if there is a specific issue, it's not our responsibility, it's not the radio stations' responsibility, it's yours.

Unknown speaker 23:24

So if you do a cover of someone's song, you could probably get away with uploading it, but if someone complains, it might come back to you. Same thing with anything derogatory or whatnot, you know. There are a number of areas where you see this expressed, which again is great that we can have that ability. That's why we suggest you label it as explicit or provide some additional information, and that's why we always require or highly recommend that our broadcasters take the time to listen to the whole song, not just a few seconds and say, yeah, that's good.

Unknown speaker 23:50

Trippin' and then little finish.

Unknown speaker 23:51

Yeah, I did. We had a session yesterday, a Factor session, which was with about music department submissions, and one of the big things was like, I don't mind if it's the explicit version, just tell me it is. Um, or make sure they're labeled properly because someone submitted a clean version, an explicit version, and they were like, oh great, this is the clean version. They played it and immediately the first word was...

Unknown speaker 24:50

Yeah.

Unknown speaker 24:51

So, you know, make sure you double-check that stuff, um, because sometimes stations just play it and that wrecks their playlist.

Unknown speaker 24:59

Yeah, sure.

Unknown speaker 25:00

Um, I recently uploaded a show and I didn't check that box, and for that reason, it didn't show up in the search.

Unknown speaker 25:08

Yeah. And there was like, so there's a whole hour profile on the single artist, and one of his songs had an F-bomb in it.

Unknown speaker 25:15

So I thought, not really knowing what the explicit rules were like, well, surely one F-bomb in a whole hour is okay.

Unknown speaker 25:23

So I pushed that clean contact button, and now it's searchable.

Unknown speaker 25:27

Yeah. So is there a way to make it searchable even if it's if it is an explicit? The way that we, I believe the way that this is set up is that it automatically searches for um non-explicit content.

Unknown speaker 25:33

But if the host artist turns that off, it will then show up.

Unknown speaker 25:50

Honestly. Yeah. Yeah, so you can let them know like it is on the system; if we can't find it, check that, and it will show up.

Unknown speaker 25:55

Yeah. I mean, if even if you email the stations, they will still be able to open it.

Unknown speaker 26:01

Okay, yeah. Yeah, yeah, so it's a safety mechanism for the station who is not paying enough attention to it.

Unknown speaker 26:07

So in other words, if I am uploading explicit content, I would do well to email the the stations that I think would have the more interest.

Unknown speaker 26:15

Yeah. And send them a link, and then they will still that link will still work for them even if they haven't unchecked it.

Unknown speaker 26:20

Yeah. Yeah. And then the same thing happens when we get to it about uh how to best promote some of your content in the system as an artist; we recommend the same idea, right?

Unknown speaker 26:30

It's not just put in the system and leave; there are ways that you can benefit from doing a little bit more uh outreach to them somehow.

Unknown speaker 26:39

Yeah. Um, so I'm almost done with this part. Um, the region obviously and city um uh some people wanna just if you're a band and your band's kind of from everywhere, you're good to just put Canada-wide.

Unknown speaker 26:42

But if you wanna, you know, say like I'm from Nanaimo, BC, you know, that way stations who are looking for artists in that area will find you better. So really up to you.

Unknown speaker 26:50

Um, as you could, you probably see a lot of this information is really every the time you can put in to fill it out um the better the more the better, but at least just like the bare minimum stuff so stations have to go off of it because for the audio files there are WAV files which don't have any metadata attached to them.

Unknown speaker 27:09

So this when stations download usually this is the metadata that they're downloading um because from the station side they're able to download the songs in WAV files, MP3 128, MP3 320, just because every station does differently um but for this side of things we upload the highest quality and they they can download it whatever they wish.

Unknown speaker 27:28

The system release date that's will be the date that you want the song to be live in the system. You want stations to have access to it; they will be able to download it on that date. And then the public release date is the date that the song will be out into the world.

Unknown speaker 27:49

So let's say your song comes out next week; you want stations to have it a week early. Bless you. The system release date will be for today; you want it the stations to have it out today; you're good with them playing it a week ahead of time.

Unknown speaker 28:02

But the public release isn't a week. So that way when they see it they'll be like, oh, I got that today, but the I was like, oh, I'm getting it so early; maybe they'll say, oh, this song comes out in a week, check it out, kind of thing. So just might be mindful of that, or you can, you know, schedule a song; maybe you're gonna be touring, and then you wanna just get this set up out of the way, okay, so you can select it for like a month ahead of time.

Unknown speaker 28:12

Pay for it, upload it; it'll be done, and then on that day at midnight, I think it'll just automatically be on the system.

Unknown speaker 28:38

Yeah. I've actually had an issue with this before in taking music where the public release date is later than the system release date, and it wouldn't let me download it until the public release date.

Unknown speaker 28:48

We'll look into that.

Unknown speaker 28:50

Interesting. Yeah. I mean, the other way because sometimes you go float back catalogs. So obviously when it gets into the system it's different than when it was originally produced. So that's why we had allowed it the other way, but we'll look into that.

Unknown speaker 29:01

Yeah, that's interesting, good to know.

Unknown speaker 29:05

Um, lyrics, composer, distributor; by default, it will just put the name of your account, so obviously like NCRA Music Industry Account um you can leave that as is or change it, edit it, whatever you want. Publisher, label; this is on the licenses I believe was talking about.

Unknown speaker 29:21

So so you can be played in the background for station advertisements uh the podcast one um and give me less for compilation, and then you can select that stations have to let you know beforehand or if you just wanna like, yeah, just play; you don't need to know, kind of thing.

Unknown speaker 29:44

About. So you can check them all, you know, select them all, unselect them all, totally up to you. Same with the um artist characteristics.

Unknown speaker 29:50

You know, these are for um like maybe they have a clear show and they're looking for clear artists, clear con, so if you are in

Unknown speaker 30:00

identifies our band and then identifies that.

Unknown speaker 30:02

It'll be uh worthwhile selecting it that way which almost by the music for their show.

Unknown speaker 30:08

They know exactly

Unknown speaker 30:08

what you're doing. Um some people sometimes just select all of them just to say, yes I want everyone to play my music kind of thing, but it's not that.

Unknown speaker 30:20

It's what you identify us so the station playing it knows exactly um what to categorize you because you already categorize yourself kind of thing.

Unknown speaker 30:28

So then this is the MAPL compliance that we were talking about. I believe we said you have to select two to be considered Canadian and then for the station side of things, they'll see a little like maple leaf next to your name so they'll know you're Canadian.

Unknown speaker 30:43

Um so like girls, you know and then click save obviously I didn't fill anything out but click save

Unknown speaker 30:50

and then if you go back to releases it'll say it'll have your artwork, your name, artist name and it's all gonna automatically like zero because this is where you're gonna add the song.

Unknown speaker 31:03

So you're gonna go like pencil to edit and then here you'll be able to drop all the songs in there. They'll load up in here.

Unknown speaker 31:10

And whenever they're all loaded up, they'll say save you're good. Sometimes the songs when they load into the system, they'll load in like around the border. So if you want to

make sure your songs are in the right order, this is the page. You can just like drag them up or down and it'll just it'll usually go top to bottom to the part.

Unknown speaker 31:29

Um we have a discussion with music directors about if they like the songs to be numbered or not. Some say yes, some say I don't need that. So

Unknown speaker 31:40

up to you. I recommend them to be have a number just because whenever they download them sometimes they're like get muffled, you know, on the files and stuff. So that's the the best way to do it. So that way even if it's out of order here, they'll have the number at the top. So

Unknown speaker 31:54

um then just click save

Unknown speaker 31:56

and then basic information is done. Everything that you filled out will be transferred over to the songs.

Unknown speaker 32:03

So obviously if it's just one single, they'll be the same information. But if you have a lot of songs in the release,

Unknown speaker 32:10

you can go to songs and it'll be in songs awaiting metadata. So you'll see them all listed here. Same thing, pencil icon to edit, X to delete.

Unknown speaker 32:16

Please don't click delete because then you have to do it all over again. Can be a little hard, a little heartbreaking. So the titles um same thing. It'll be uh this will be the

Unknown speaker 32:30

song title,

Unknown speaker 32:31

release attached to it, artist, genre.

Unknown speaker 32:33

If a song within the album that you're doing has a different genre, you can change it up here.

Unknown speaker 32:38

Um, so this is where you uh have your ISRC code as well, uh beats per minute, uh lyrics, composers, related to, related to means to um if you're releas- releasing stuff by yourself, but you're also in a band, you might wanna share it there as like, hey, if you like my stuff, I'm also happy to, kind of thing.

Unknown speaker 32:44

Um original artist, that says you're doing a cover.

Unknown speaker 32:46

And then obviously as you'll see the clean content answer, it's always checked off automatically.

Unknown speaker 32:50

And this is what we're talking about, the moods. You can check them all.

Unknown speaker 32:53

And then we also have where are they? The tags. You have like really fun tag, like fun tags so you can like sit for a while, look what fits the song the best and stuff. Like eerie, elaborate, you know, like eccentric, like we have a lot of stuff in there.

Unknown speaker 32:59

And then same thing like I just so I kept the podcast license checked then so it did the same for us release.

Unknown speaker 33:06

And you can have the lyrics and then the maple compliance will be also the same what already checked up in the roots.

Unknown speaker 33:09

I will note that the maple system

Unknown speaker 33:45

The system right now is

Unknown speaker 33:46

in front of the CRTC and potentially being changed, so these might adjust.

Unknown speaker 33:52

Um, there's this question about making it easier for Canadian artists to be considered Canadian.

Unknown speaker 33:57

The other element is the P in the production of the previous system who knows where production is done.

Unknown speaker 34:04

Now that almost all of it can be done on the internet or if you're flying or traveling and if your engineer is outside of the country and they

Unknown speaker 34:13

you know, tweak your snare um is that now not Canadian produced and then you don't get counted as Canadian, right?

Unknown speaker 34:22

So there's a number of these things that the CRTC is addressing uh as of today.

Unknown speaker 34:29

So and we're speaking in July about those questions so.

Unknown speaker 34:34

So we got your back for trying to make it easier to be discovered um and be considered Canadian and these side items and there's a number of like collaboration things and so on which are

Unknown speaker 34:40

complex um yeah.

Unknown speaker 34:45

Cool. Um and after you say all that you edit every single song, you take a look, make sure the info's correct.

Unknown speaker 34:53

You kind of set, kind of set and done. Um you will go

Unknown speaker 35:00

over the dashboard and I will be in red. It'll say like a song waiting for payment.

Unknown speaker 35:04

Um, you can always also go back to your artist page which um this is where you have we can take a look at Adam Nics. Um you can add your name,

Unknown speaker 35:12

alias if you have any bio picture, your city again where you're from, you know. Um again if you're doing your artist on your own you can have different ones, Spanish, those.

Unknown speaker 35:20

Um I just remember if you're just starting create your artist first because then when you go to the release the artist isn't in there. Well yeah, it'll it'll make a great your artist so.

Unknown speaker 35:30

but you shouldn't you won't have to redo your artist info every time you add something. Yeah. Yeah. Um for the account settings is this where you add people on camera? Um I

don't think you're at I don't have the admin but yes if there would be an opportunity down below this it will say an email and you can invite

Unknown speaker 35:39

Yeah other people. It would say my account organizational settings organizational settings is where it'll say like who's in the account admin all that so that's where you can add people. So there you go. They're just not an admin.

Unknown speaker 35:54

Um that's kind of it and then to walk through the payment page. I mean it's pretty self explanatory. If you go there you can say oh I want to select just the one song I have or maybe you want to select the whole album that you have, you know. Select bills, select payment, review all that info. This is where you will see if you went a step wrong.

Unknown speaker 36:12

So if you only uploaded one song it should you \$50 you're gonna be like hmm that looks wrong. So you can go and edit that and if you have issues you can always email us and support. I'll be happy to help you out um take a look etcetera and then you go continue and then here's you have the billing information all of that. We do have a coupon for you guys today that will coming in um it's yourshat bc all lowercase no exclamation mark.

Unknown speaker 36:30

Yeah I can write it somewhere too if you have questions. So you can see on this page what was going to be \$57 was already discounted because there were there was the referral program that was kicked into place about that.

Unknown speaker 36:39

Yeah um and then if you were to go ahead and type in that you would see that that amount goes down to zero. Yeah. Uh we do use a stripe processing system so we don't manage your whole any of your financial information so all third party again we have no

access to. I believe if you're um sign up a release for me as well then you could get um discounts and

Unknown speaker 37:30

things

Unknown speaker 37:31

Absolutely.

Unknown speaker 37:37

Yes, we are running the Maple Grant program right now until the end of January.

Unknown speaker 37:47

So check that on the website and there's a list of music associations that we're partnered with that are giving you a discount

Unknown speaker 37:54

to access the system.

Unknown speaker 38:00

So now take advantage of that where you can.

Unknown speaker 38:07

There's a couple releases, one of those, we have a couple of them. Um yeah, definitely uh check that and they'll be in your account portal in the music association part of things.

Unknown speaker 38:21

And then the last step, you have uploaded your song, it's live in the system. Um

Unknown speaker 38:35

to share the link with the stations.

Unknown speaker 38:47

This is the link right here.

Unknown speaker 38:50

You go to releases.

Unknown speaker 38:54

Here's your information.

Unknown speaker 39:04

This is the URL you want to share.

Unknown speaker 39:08

Copy share URL.

Unknown speaker 39:11

I will say, make sure your song is live in the system whenever you share people this link because they'll be like, oh my god, check out my album.

Unknown speaker 39:21

It's like it's on Learshot.

Unknown speaker 39:27

You give them the link and they'll say not available because

Unknown speaker 39:30

your release is for like a week from now.

Unknown speaker 39:37

So just wait until the until it's the system release date is active.

Unknown speaker 39:45

And then copy that link.

Unknown speaker 39:50

It'll copy to your clipboard.

Unknown speaker 39:55

Share that link with the stations.

Unknown speaker 39:59

If you try to click on that link,

Unknown speaker 40:00

you will say this weird, it's not taking me anywhere.

Unknown speaker 40:18

That's because you have a music account, not a broadcaster account.

Unknown speaker 40:21

So for stations, I will assure you the link works.

Unknown speaker 40:26

It just won't work for you.

Unknown speaker 40:28

But if you want to see how it looks in the backend kind of things,

Unknown speaker 40:30

you can always email us and say, hey, I uploaded my song.

Unknown speaker 40:37

Can you double check if it looks correct?

Unknown speaker 40:45

Send us the link.

Unknown speaker 40:49

I can double check that very quickly for you guys.

Unknown speaker 40:53

And the last stage, to email stations, we do have an outreach section.

Unknown speaker 40:59

We don't have a direct messaging in the system, but we have a list of emails and preferred contacts, preferred genres stations are looking for.

Unknown speaker 41:07

Um so if you click on the outreach tab, it will bring you to this page, which is

Unknown speaker 41:12

the list.

Unknown speaker 41:17

And what we suggest is that you search the genre that you're sharing, you know, like if you're sharing pop, you will see the list, you know, shifted.

Unknown speaker 41:27

It will only select the song the stations that say they accept pop.

Unknown speaker 41:34

So obviously if you make like maybe metal music and they don't have metal in their, you might be wasting your time wasting the station's time.

Unknown speaker 41:43

Just kind of narrow down that part of things.

Unknown speaker 41:48

So you can search by location as well.

Unknown speaker 41:50

You can search with province. Um we also have one at the bottom. Um the first one's like music directors, music managers and then this one is the host um and programmers don't ever overlook the host and programmers. They're the ones sometimes that, you know, do all the work at home and then just come into the station prepared, ready to play their stuff. Um they work on their shows a lot, they're always looking for new music, new talent and specifically if they have really neat shows and it look like very specific genres. Like I think someone said they're looking at longer episodes in their show, they were looking for songs that had longer on it. So you know, there'll be something for everyone. So just make sure you know, they're not overlooked um for that kind of thing and this is where you'll draft an email, let them know and share that link. You want to open up one of them with a little plus beside it? Yes. So you can see a sense of what it is like if they'll tell you what they are and what their goals are and do they track and which genres how they prefer to receive it. Yeah. That that of things as well. Yeah. And they also often, you know, share like the link to their website and they have like um some stations put together like music submission page so what they prefer like this is what you should have in your subject line and stuff like that. We had a big discussion about this yesterday um in the music departments which was um why would you why would your ideal music submission look like. And um I love stations have different answers which is kind of you know the hard thing to combine everyone's a little bit different. Every music director, programmer, station manager kind of has different varieties and priorities when it comes to accepting music. So um we try to do the best we can um to help you guys with that. We do have a report on our websites um different play. Yeah, you should be able to find them. No, just secure distro.

Unknown speaker 41:53

Wow, why is it doing that?

Unknown speaker 41:56

It's not a big deal, it's fine.

Unknown speaker 41:57

No, I don't understand that.

Unknown speaker 42:04

I'm sorry, I'm going to left that package you're on.

Unknown speaker 42:11

Just go directly to that one.

Unknown speaker 42:12

the other the main website.

Unknown speaker 42:13

Yeah.

Unknown speaker 42:15

Oh there we go.It's a hidden page in our public page.Yes, yes, yes.

Unknown speaker 42:19

So it will be feature uh work no well we have it we have the lengthy version of the report and then we have the tips and tricks which is the how to get your own.

Unknown speaker 42:29

How to get your music to Canadian radio.

Unknown speaker 42:33

So these are the tips I've got from that report which is basically like the labeling, the formats that they're looking for.

Unknown speaker 42:40

Uh the do nots and etcetera, so.

Unknown speaker 42:43

I'll uh I'll go through you the highlights of that as we finish the rest and I'll offer to open any questions for you play our game will avoid the labels.

Unknown speaker 42:52

Um so if we're jumping back just to finish off the um the walkthrough here.

Unknown speaker 42:58

um so best practices again that link was there uh email here's a great example of the copy share URL, right?

Unknown speaker 43:12

They literally hey, I've got my new song out this could you play it next on your show daily.

Unknown speaker 43:19

Here's the link, thanks. Super simple, easy.

Unknown speaker 43:21

I go one click, I can download listen to the song, second click, I've downloaded it, we're good to go.

Unknown speaker 43:26

Um what you shouldn't include um so again share direct download links, not buy links.

Unknown speaker 43:30

um and again you don't have to always share an earshot distro link, it's just easiest.

Unknown speaker 43:40

Um but you know, some stations the challenge with like attaching a link or a song is that then it takes up eight, ten, twelve megs of their their space um and they'll want to delete it, that gets lost plus if they download it and you don't have metadata on it properly.

Unknown speaker 43:50

Right, the worst thing that happens is you get an album you love, you download it, they're the radio station unzip it, look stuff up, it's artist-track one, you click on it, there's no metadata whatsoever, so you have no clue where it is because maybe they downloaded it a week or a month ago and

Unknown speaker 44:02

just get lost.

Unknown speaker 44:07

Um we include you recommend you put a sounds like um if you're trying to reference specific songs or release uh so that people know what it's kind of like.

Unknown speaker 44:12

Any pronunciation for songs or artist names that can be quite difficult, especially if you have a unique name and identifiers numbers in it, you know, your Elan Musks kids or whatever it is.

Unknown speaker 44:30

Um but you know, we won't see um again the clean or lyric advisory and again that metadata files.

Unknown speaker 44:40

I I will say from the discussion yesterday a lot of other um music directors and people who intake music said that some of they look for keywords as well.

Unknown speaker 44:57

So some of the keywords was Canadian uh so if you're Canadian artist, you know, include that in your, you know, subject line.

Unknown speaker 45:02

So that's how I'm to browse all emails so they'll just pick keywords they're looking for and also if you're local um include that as well.

Unknown speaker 45:17

So Barry, when when you're talking about metadata, you're not referring to the metadata that you put in your uh MP3 files.

Unknown speaker 45:24

If you so again some of this is outside of what we do in the sense of earshot distro.

Unknown speaker 45:31

What you upload into earshot distro is the metadata that gets automatically applied to when they download it through our system.

Unknown speaker 45:38

We've solved that problem of having something not show up in the system when they station downloads it.

Unknown speaker 45:44

You can always send content outside of earshot distro if you are sending MP3, make sure there is metadata attached for that MP3.

Unknown speaker 45:53

You obviously can't upload WAV uh there's no metadata that goes with the WAV file.

Unknown speaker 45:59

Right, so that's why when you build it in our system it combines it together for us.

Unknown speaker 46:04

So does that make sense?

Unknown speaker 46:06

Yeah.

Unknown speaker 46:07

Uh a couple other best practices here uh if you want to talk to stations, they love talking to people on the air.

Unknown speaker 46:09

uh for the opportunity to come in do an interview whether it's in person or online or something like that.

Unknown speaker 46:20

The host echoes man, I just found your new song and you want to talk with me, sweet.

Unknown speaker 46:25

Right.

Unknown speaker 46:27

Um touring uh if you are planning to go visit family or you got a cottage or something that takes you by a station, reach out to the stations.

Unknown speaker 46:35

They love to have people come in and do concerts either noon hour concerts or or something of that nature.

Unknown speaker 46:43

There's a pretty easy way to do it.

Unknown speaker 46:52

Many of these stations have small recording studios or live spaces in the stations now both for on air but also prerecord but also you can just rent the station and record there and it says close for studio.

Unknown speaker 46:57

So there's a number of those spots.

Unknown speaker 47:04

Um hosting shows we mentioned earlier, you have earshot daily uh that's a daily show that you could actually go ahead and host your own show on uh we'll give you the information on how to do it to pick up one of the twelve stations um if not you can go to earshot-daily.ca email AJ and say

Unknown speaker 47:12

Hey AJ, I got a new release, can you put it on one of the shows next week.

Unknown speaker 47:25

They happily plays you on the twelve stations that have that system feature.

Unknown speaker 47:30

Uh other examples and wants uh liners and intros.

Unknown speaker 47:34

So hey, it's me uh this is my latest track on the station.

Unknown speaker 47:44

Have a listen.a little voiceover liner that added to it that type of thing.

Unknown speaker 47:50

Yeah, this was actually something that everyone nodded at at the meeting.

Unknown speaker 47:51

So they were like yeah, we love those.

Unknown speaker 47:54

So those are really cool um and obviously those will be an attachment and someone was like what if you send a tagline and you're not left to click it but if you say in the subject line uh like tagline or whatever something about like station tagline.

Unknown speaker 48:07

They'll be like okay, good to know and they'll add it in.

Unknown speaker 48:08

They really like it.

Unknown speaker 48:09

Um tag on social media where the station has social media.

Unknown speaker 48:13

All of our stations will be blocked by Meta.

Unknown speaker 48:17

Um so there's challenges there but um it's worth if you have an opportunity every once in a while.

Unknown speaker 48:20

Just a great idea especially if you've got something new somebody might see that side of things.

Unknown speaker 48:28

Don't drop it weekly on their station type thing.

Unknown speaker 48:34

Um but that's good.

Unknown speaker 48:41

Do you want to give out swag so t-shirts, stickers, signed posters stations like that but they want you to they want you to check in with them first right uh a box delivered to their door that somebody has five buddies, bunch of hats and stuff for a group that they've never heard they they might not be any interested in that.

Unknown speaker 48:52

But also there's great opportunities to be like hey, I got some swag, we're coming in for a show.

Unknown speaker 48:59

Could we give you some swag and do some free uh you know stuff to give away.

Unknown speaker 49:04

Oh you need somebody to uh work the door and swipe booths awesome.

Unknown speaker 49:14

Come on in, you can take uh donations and and do that for the radio station as well.

Unknown speaker 49:17

Right, so there's a number of those sort of collaboration opportunities.

Unknown speaker 49:24

Um the last thing I would recommend is if you don't already have a Google alert set for yourself for your bands, you should do that.

Unknown speaker 49:35

Um what it will do is it will search the internet on a however regular rotation that you make a suggestion for and it will take all the stuff that it finds of you and drop it back in.

Unknown speaker 49:45

So um what will end up happening there is you'll find out if an artist got if you got played on a radio station because it will search the internet and many of the times just capturing the blogs of the station sites and they've got track lists.

Unknown speaker 49:52

Um plus it's a really great way to see if somebody else mentioned you as well.

Unknown speaker 49:56

Yeah, we have a newsletter that I send out to the music directors music in general every Monday of all the new uploads.

Unknown speaker 50:00

So I got people emailing me like oh I because I post that on the earshot website as well with new releases.

Unknown speaker 50:15

So I got people emailing me like I saw you on the newsletter.

Unknown speaker 50:29

They got the Google application for that.

Unknown speaker 50:34

So yeah, it's very useful for them.

Unknown speaker 50:44

Uh the last thing that I'll leave here is that little code on the side 2nxdm10.

Unknown speaker 50:55

That's a referral code, not a coupon code.

Unknown speaker 50:56

If you haven't signed up, when you sign up put that in, that'll give you the 25% extra discount um permanent for your first ten uploads and then it goes down to 5% afterwards but ten uploads is a lot if you've got ten albums awesome.

Unknown speaker 51:04

That's great, let me know and we'll uh we'll maybe get you something else if you want to put up ten albums um as well but it's uh that's another connection or if you are already logged in we can get you a new one or if you have a station that you want to support often they're sharing our referral codes fine.

Unknown speaker 51:15

And we also have our referral code program.

Unknown speaker 51:23

So if you know a whole bunch of artists and you want them on the system you can make a little money yourself too.

Unknown speaker 51:32

Does anybody have any questions on the system uh best practices for reaching to to some of the stations anything that really kind of into one.

Unknown speaker 51:40

Uh yeah, so I'm not really sure what category I should be submitting in because I don't uh produce music.

Unknown speaker 51:50

I would sometimes make a feature uh interview with an artist that's not really a show but what like a standalone uh audio short sometimes it's maybe an audio collage.

Unknown speaker 51:55

Okay.

Unknown speaker 51:57

Um that's a good question.

Unknown speaker 51:58

I think we're going to have to think about that.

Unknown speaker 52:00

There is um here I'm going to log out really quickly so you can see um what the artist side this is what the uh the the uh broadcaster see.

Unknown speaker 52:03

If I went to search artist for example um you'll see that it just or the search library function.

Unknown speaker 52:07

You'll see that it loads the newest songs as they come up.

Unknown speaker 52:11

Yeah.

Unknown speaker 52:12

There's also a show in here as well.

Unknown speaker 52:18

So um I'm wondering if under songs do we have there's spoken word.

Unknown speaker 52:24

There is spoken word is there spiritual see but that's songs right and I wouldn't really even call that a song.

Unknown speaker 52:32

You're uploading in shows.

Unknown speaker 52:43

I would think shows is where you're looking at and then there is one that specifically says spoken word and if we wanted to we could go even deeper into it if there were subcategories because some of these have them but we don't.

Unknown speaker 52:57

So that's just we'll find your thing really quickly one second.

Unknown speaker 53:07

spoken spoken word probably.

Unknown speaker 53:14

spoken word yeah, there is.

Unknown speaker 53:18

Yeah.

Unknown speaker 53:20

So we so can there's not but the CRTC there is.

Unknown speaker 53:32

Okay. So unless it's like a poetry reading then and I don't even know if SOCAN accepts right those types of art and cultures.

Unknown speaker 53:42

Okay.

Unknown speaker 53:44

But yeah, good point.

Unknown speaker 53:49

Oh I like this track that's outside.

Unknown speaker 53:51

No, good stuff.

Unknown speaker 53:52

Okay.

Unknown speaker 53:53

Um so that's just an example of of the system and how you kind of see it on the other side and what the stations end up seeing as well when it comes to like new releases and all that right.

Unknown speaker 54:00

So you can take yourself a little bit deeper.

Unknown speaker 54:06

Well that looks familiar.

Unknown speaker 54:10

There's the artist upload, there's all the basic info that we've talked about.

Unknown speaker 54:18

Then they can reach out and blah blah blah.

Unknown speaker 54:23

Yeah.

Unknown speaker 54:24

Okay, so when a station uploads a program um if the station um is doing their logging with Spintron um does that appear in Spintron as just the program or does it uh populate all the track songs there.

Unknown speaker 54:30

Great.

Unknown speaker 54:39

Uh so the question is so the group called Spintron is essentially a fingerprint ID like Shazam um it does not go through it it goes through the song that it hears, it has nothing to do with the program that was uploaded.

Unknown speaker 54:46

The program is not fingerprinted the ID the song so uh the program.

Unknown speaker 54:50

fingerprint ID.

Unknown speaker 54:51

Okay, so so it in that case it doesn't matter.

Unknown speaker 54:55

It'll get captured if it's in the Spintron system it'll get captured.

Unknown speaker 55:07

Okay, because sometimes it shows up as a line where like um there is a program.

Unknown speaker 55:10

and it's like you know two out of town or whatever it is.

Unknown speaker 55:15

And everything else is like track data.

Unknown speaker 55:23

So um yeah, that would be honest on the Spintron side of things.

Unknown speaker 55:30

Um I don't have enough of that info but as I was mentioning at the beginning point we actually do have a system that's coming in that is automating um like charting and logging and all those things for the radio stations um using a a competitor's program so Muzuka.

Unknown speaker 55:44

Um but it will do the same thing.

Unknown speaker 55:48

It'll use the database and

Unknown speaker 55:50

like Muzuka instead of Spintron.

Unknown speaker 55:57

Perfect.

Unknown speaker 55:58

Okay. And so it in that case it doesn't matter.

Unknown speaker 56:00

It'll get captured.

Unknown speaker 56:07

Okay, because sometimes it shows up as a line where like um there is a program.

Unknown speaker 56:10

and it's like you know two out of town or whatever it is.

Unknown speaker 56:15

And everything else is like track data.

Unknown speaker 56:20

So um yeah, that would be honest on the Spintron side of things.

Unknown speaker 56:23

Um I don't have enough of that info but as I was mentioning at the beginning point we actually do have a system that's coming in that is automating um like charting and logging and all those things for the radio stations.

Unknown speaker 56:29

Um using a a competitor's program so Muzuka.

Unknown speaker 56:30

Um but it will do the same thing.

Unknown speaker 56:40

It'll use the database and

Unknown speaker 56:42

like Muzuka instead of Spintron.

Unknown speaker 56:49

Perfect.

Unknown speaker 56:50

Okay. Um and uh the thing with Muzuka is they will also use our database Spintron doesn't have access to our database.

Unknown speaker 56:59

So a lot of the content that's uploaded here Colleen McTigues may not be available anywhere else period because they only released it here um it would not show up in the Spintron system so then it would be uh unknown song.

Unknown speaker 57:08

Makes sense.

Unknown speaker 57:12

No.

Unknown speaker 57:13

But thanks for answering.

Unknown speaker 57:20

So where does Spintron get the data that says this is the song.

Unknown speaker 57:29

So Spintron and those types of groups buy into these massive database systems that constantly have uploads to it.

Unknown speaker 57:36

Um and they're paying a small fee or they're actually managing their own database.

Unknown speaker 57:40

So um they don't capture data um and essentially extract the data from our system because they're not a full partner.

Unknown speaker 57:45

Um but Muzuka will because we want to make sure that if they're the ones charting our systems they're getting all of that other stuff plus what we have hidden and then they get access to content that maybe nobody else has.

Unknown speaker 57:56

And so how would you like get into those into that data.

Unknown speaker 58:00

Um I'm not really sure.

Unknown speaker 58:04

Um I'm assuming if you took a look and said how do I get my content into uh Shazam um that's most likely the process and there's probably these hidden cloud databases that Shazam buys into as well and you can probably simply be like oh I'll upload my song and give you the information because they want the info to track as well.

Unknown speaker 58:17

Right.

Unknown speaker 58:18

I was saying do a Spotify, Apple Music that day.

Unknown speaker 58:24

Yeah. It could be that when you upload through Apple Music it's automatically done as part of your agreement.

Unknown speaker 58:40

We can find that right if you want to.

Unknown speaker 58:42

Right.

Unknown speaker 58:43

Any other questions.

Unknown speaker 58:55

No, it's okay.

Unknown speaker 58:56

I I just snowballing in my head but um I well yeah, no I guess I was just yeah I was curious just like when you go in and like put music you know manually into Spintron as like while you're like that's or I do it just like pre preshow sort of thing.

Unknown speaker 59:01

I do it. Um so like that info from Spintron then is just like standalone with Spintron.

Unknown speaker 59:17

Okay.

Unknown speaker 59:18

So we're talking for those that are not artists who host shows um and Spintron is a fingerprint ID system that the CHLI has decided to use to help with smoothing up the system.

Unknown speaker 59:29

We're actually proposing a similar system to be used across our network um to help you have to actually do that work.

Unknown speaker 59:42

And the idea is in theory you should be able to just play your songs and then it'll populate and if something's wrong then you can jump back and fix it.

Unknown speaker 59:50

But in general it should just populate as correct because they have all the data and you don't have to do extra work.

Unknown speaker 01:00:00

Yep.

Unknown speaker 01:00:01

And that would be correct.

Unknown speaker 01:00:02

And then you add it to all the other shows throughout the week and therefore you now have your week's programming and they can pull out all the songs that were charted or multiple times when they got charted.

Unknown speaker 01:00:10

Well yeah, so

Unknown speaker 01:00:11

we're almost done so

Unknown speaker 01:00:12

any other last questions.

Unknown speaker 01:00:14

Yeah.

Unknown speaker 01:00:15

What was the discount code earlier this to earshot BC.

Unknown speaker 01:00:24

Earshot BC.

Unknown speaker 01:00:25

Lowercase?

Unknown speaker 01:00:26

Lowercase.

Unknown speaker 01:00:27

And then there was some referral codes.

Unknown speaker 01:00:30

Yeah. And then referral codes there you can see behind me if you want it.

Unknown speaker 01:00:42

Um earshot BC will give you one free upload regardless what it is um if you have a new album try that if you have a back catalog uh you just throw in as many songs as you can up to the twenty and put it up.

Unknown speaker 01:00:55

It really doesn't matter in many of these cases.

Unknown speaker 01:01:00

Um your uploads can be done the way you want it.

Unknown speaker 01:01:08

The one that we always get questions of is if I do a single and I do an album.

Unknown speaker 01:01:10

Should I put the single out first, should I put the album out just it doesn't but the single out it's gonna cost you seven dollars you're gonna be visible for that I would include uploading the album pay the extra pennies or two to have it in both spots singles don't chart singles don't often chart by different groups but also if our automated system does it does right we're trying to update the way those processes work so it's really about what you feel comfortable some artists do um a gap between the public release date and the system date to give that sense of like guess there other times it's like oh great you got it two weeks earlier it was played as the host you feel great that you got an exclusive but as

a listener you say you wanted to get access to it you go oh throw this up and find it later for something and it's not available and then you forget about so there's a number of those things you have to sort of make your own decisions on you know you want to do it I might recommend people upload the album rather than singles because if programmers play the singles that's gonna get filtered out and uh not recognized when other people are playing the album and it will reduce their charting chances absolutely yeah that's fantastic about that as well that makes it seem like you might as well just upload your just whole body of whole body of work in one time just to have it got yeah and again these are things that are important to some and not important to other there is that flexibility there it's it's cheaper it's easier to do that mass upload everything's there in one spot but if you want to do album singles you want to do that EP that traditional album release go ahead and do it just know that

Unknown speaker 01:01:25

some positives some negatives yeah cool thanks everybody for coming yeah appreciate it thank you so much yeah