



PRESENTATION

ONLINE TOOLS FOR YOUNG MUSICIANS

ONLINE PROMOTION AND
PRESENTATION OF CONTENTS





PLATFORMS FOR PROMOTION

- **SPOTIFY**
- **SOUNDCLOUD**
- **BANDSINTOWN**

SPOTIFY

About Spotify

Spotify is a Swedish audio streaming and media services provider founded on 23 April 2006 by Daniel Ek and Martin Lorentzon. It is one of the largest music streaming service providers, with over 422 million monthly active users, including 182 million paying subscribers, as of March 2022.

Spotify is currently available in 180+ countries, as of October 2021. Users can search for music based on artist, album, or genre, and can create, edit, and share playlists.

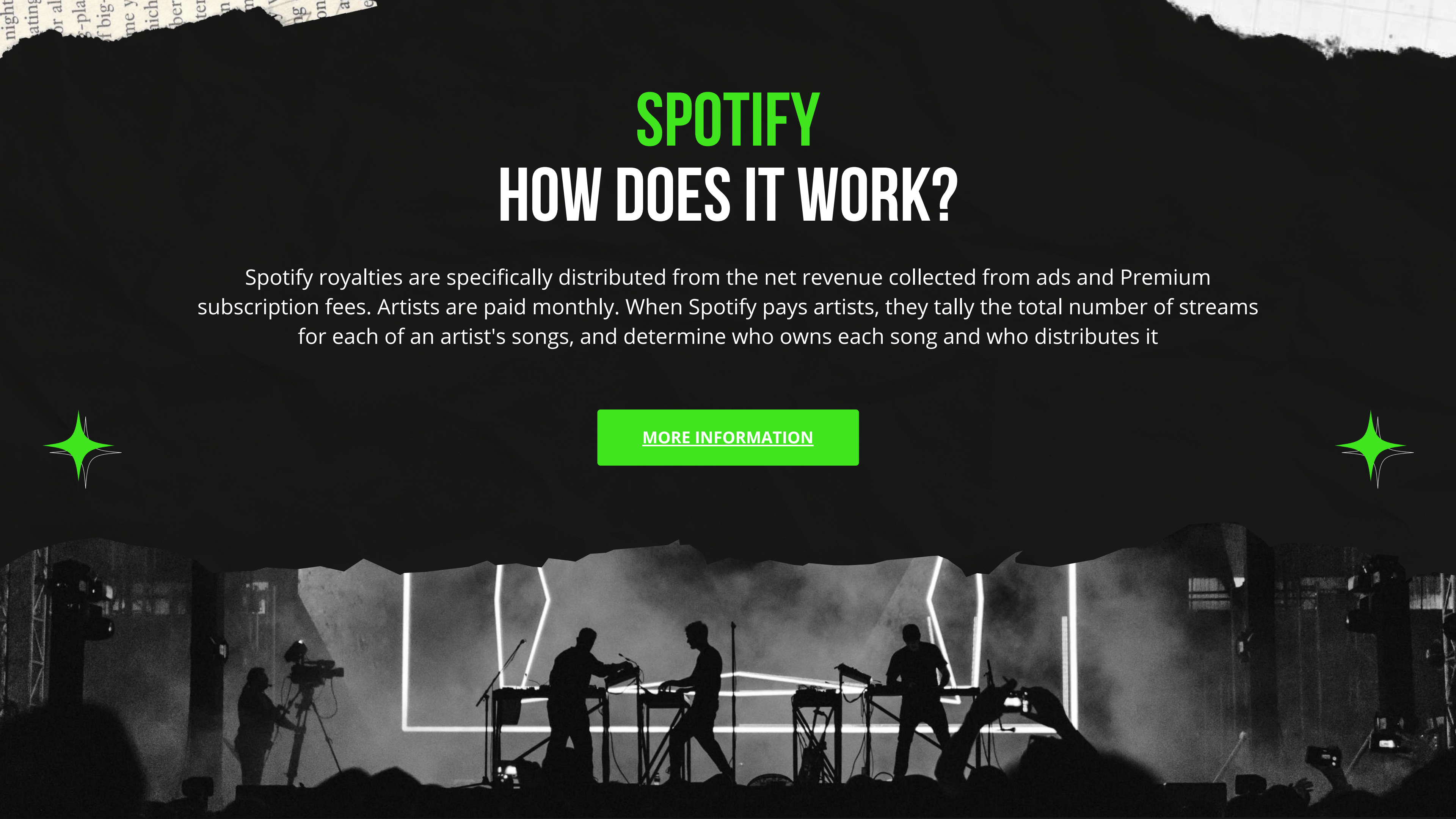


SPOTIFY

HOW DOES IT WORK?

Spotify royalties are specifically distributed from the net revenue collected from ads and Premium subscription fees. Artists are paid monthly. When Spotify pays artists, they tally the total number of streams for each of an artist's songs, and determine who owns each song and who distributes it

[MORE INFORMATION](#)





COMPONENTS AND CONTENT

SPOTIFY

Spotify offers digital copyright restricted recorded music and podcasts, including more than 82 million songs, from record labels and media companies.

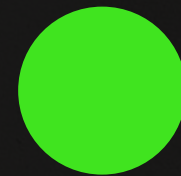
As a freemium service, basic features are free with advertisements and limited control, while additional features, such as offline listening and commercial-free listening, are offered via paid subscriptions.

[LEARN MORE](#)

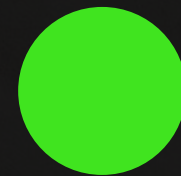


USE AND BENEFITS SPOTIFY

USE

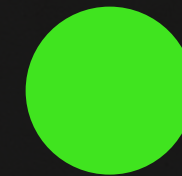


Spotify operates under a freemium business model (basic services are free, while additional features are offered via paid subscriptions)

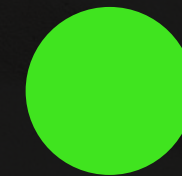


Spotify generates revenue by selling premium streaming subscriptions to users and advertising placements to third parties

BENEFITS



Spotify's Premium tier gives you access to everything but doesn't force adverts - whether you're listening on desktop, mobile, or tablet.



Premium users can play any song they want (on demand), as well as find and hear playlists, discover new music, create and edit playlists, plus share music and playlists

SOUNDCLOUD

About Soundcloud

SoundCloud is a Swedish-founded online audio distribution platform and music sharing website that enables its users to upload, promote, and share audio, as well as a digital signal processor enabling listeners to stream audio. Started in 2007 by Alexander Ljung and Eric Wahlforss.

SoundCloud has grown to be one of the largest music streaming services in the world and is available in 190 countries and territories



HOW DOES IT WORK?

SOUNDCLOUD

SoundCloud is an online audio streaming and distribution platform that allows users to upload, stream, promote, and share music and podcasts. SoundCloud is free, with paid subscriptions offering ad-free listening and offline listening options for fans

[CHECK IT OUT](#)





SOUNDCLOUD

COMPONENTS AND CONTENT

Audience-wise, there are over 76 million active monthly users, with over 175 million global users that SoundCloud reaches, as of November 2021. While its competitors report having roughly 70 million tracks in their systems, SoundCloud supersedes this with over 300 million.





USE AND BENEFITS SOUNDCLOUD

USE



SoundCloud offers two mobile app; the main SoundCloud app is oriented towards streaming, with music discovery, playlist, and sharing features.



SoundCloud it is primarily oriented towards content creators, allowing users to upload and manage their uploads, reply to comments, and view statistics.

BENEFITS



SoundCloud Basic allows you to upload three hours of audio content and access to stats like the number of track plays and likes



SoundCloud Pro Unlimited offers even more listener statistics, unlimited audio uploads, opportunities to monetize and distribute audio tracks across other platforms, and more

BANDSINTOWN

About Bandsintown

Bandsintown is a music website, which allows users to receive notifications about tours and bands playing in the user's area. It also has tools for artists to manage tour dates and is also used to perform online live performance.



HOW DOES IT WORK?

BANDSINTOWN

Bandsintown pulls data from a user's iTunes library, Facebook Likes, Spotify, Rdio, Google Play and Twitter accounts to pre-populate a customized list of tracked artists and local concert recommendations.





COMPONENTS AND CONTENT

BANDSINTOWN

The #1 artists services platform, connecting over 560,000 artists with their superfans. Managers, labels, agencies and artists access their own dashboard to manage and promote their music across all platforms.

68 Million Live Music Fans trust Bandsintown to get personalized concert alerts, recommendations and messages from their favorite artists.

[LEARN MORE](#)



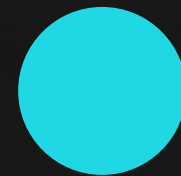


USE AND BENEFITS BANDSINTOWN

USE

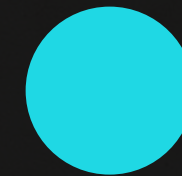


The largest independent online tour promotion platform used by 560K artists, managers, labels and booking agents.

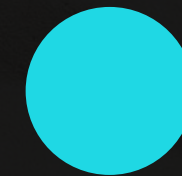


We believe in the power of music and its potential to bring us together and make a difference in the world.

BENEFITS



Livestreaming music performances breaks down barriers like physical distance, age, and cost if your digital shows are affordable or donation only.



During the unprecedented time we're all facing, livestreaming has been a lifeline not just for musicians, but also for music fans who are desperate for live music experiences.



THANK'S FOR WATCHING

D A N I E L A T O N Y B R U N O