



SONGWRITER Q&A

The Important Questions Answered

What Is Music Publishing?

Music Publishing is the management of musical composition rights for the financial benefit of songwriters. Music Publishers acquire rights, protect copyrights, handle administration, and promote then licence songs for various uses. Royalties are collected from performances, sales, and placements, which are then split with songwriters. Publishers play a crucial role in the music industry, supporting songwriters and ensuring they receive compensation for their creative works.

Why Evolved?

As a collection of creative professionals with over two decades of experience across the electronic music scene, we have a vast network with which to leverage and place your music, including some of the most influential labels, artist management agencies, and producers worldwide. Unlike other publishing houses, being deeply embedded in the sphere of dance music allows us the ability to truly understand our market, resulting in increased placement chances and regular repeat clients, building lifetime connections between songwriters and producers. As an international team with a focus on transparency, communication, and trust, we pride ourselves in having an extremely low turnover within our songwriting roster, and genuinely care about creating a sustainable long-term future for musicians regardless of background or demographic.

Who Do You Submit My Music To?

We have an international clientele of over two thousand, with names including Above & Beyond, Armin Van Buuren, Paul Van Dyk, Ultra Records, Christian Burns, Alok, Swedish House Mafia, Jax Jones, Meduza, Mark Sixma, mau5trap, and many more. We cater to all genres of electronic music, including House, Trance, Techno, Drum & Bass, Dubstep, Future Garage, Amapiano, and Commercial Pop.

Do Evolved Run Songwriting Camps?

Yes, and as part of our roster, we would love to see you at them!

What Is Evolved's Success Rate For Placing Songs?

While we typically amass around a 50% placement rate for submissions, this can vary significantly based on your industry experience, prior catalogue, and standing, as well as the quality of your songs in regards to musicality and technical production. If there is one certainty in the music industry, it is unpredictability, and we can never be truly certain about what material will appeal to whom, and at what point in time.

How Do I Increase My Chances Of Successful Song Placements?

Be sure to invest passion, vision, detail, and love into your music, building a strong conceptual theme with a meaningful lyrical message - catchy and impactful hooks are at the heart of electronic music. We advise you not to fully produce your songs, instead, to simply provide a topline over piano, guitar, or other guide chord structure. Acapella is also perfectly acceptable. Finally, please ensure that your vocal recording and production is delivered to a professional and commercial standard.

What Happens To My Songs If They Are Not Placed?

Whilst we endeavour to place all songs submitted with us, sometimes it is just not meant to be. Should our first few rounds of pitching yield no results, we will generally broaden our pitch and failing that, we tend to keep your songs on hand for a few more months, just in case any promising briefs arrive. Should after twelve months we still have no interest in a specific song, we are more than amicable about returning all copyright back to you, such that you can use and pitch it elsewhere.

How Do Songwriting Collaborations Work, Practically Speaking?

However you and the producer feel most comfortable. While most creatives agree that being in the same room together is the best way to find inspiration, our network is worldwide, so this is not often practical. The pandemic brought about new workflows for many artists, and we often find that video calls are an effective way to collaborate. With that said, many producers still work via email, as a simple way to bounce ideas back and forth irrespective of timezone differences. Historically, we have had great success running songwriting camps in London, New York, and Leeds, and we plan to launch more in 2024.

Am I Writing Over Instrumentals, To A Brief, Or..?

Historically, writing over instrumentals or to a brief was commonplace, and while we still get requests from producers who want to work in this fashion, we have generally found over the last decade that most producers would rather start from your vocal topline and chord bed, and build their production from there. Additionally, we find that briefs are often sent out to a mass of songwriters, and the chances of successful placement when writing to brief is a lot lower than when a songwriter has provided the initial song idea.

How Often Do Evolved Submit My Songs For Consideration?

We submit our rosters' compositions to our talent pool at the end of each month.

How Do I Submit My Songs To Evolved?

We are partnered with [DISCO](#) for managing our catalogue. Uploading your music is a streamlined and simple process, no more complicated than uploading to SoundCloud. We ask that you please submit your music prior to the 28th of each month, so it can be sent out and heard during that period.

Can I Submit Co-Written Songs?

Absolutely! We are able to and generally prefer handling all publishing for a song, including from third-party writers, though if they have an alternative publishing arrangement that is not a problem either. Please let us know if this is the case, and put us in touch with the other writer(s) so we can make sure everything is contractually addressed correctly.

Can I Songwrite For Evolved In Addition To My Solo Artist Career?

Absolutely, providing that you are comfortable healthily balancing your life around multiple commitments, and are able to provide us with two songs per month.

Is This An Exclusive Publishing Agreement?

No, this is not an exclusive publishing agreement. Outside of the songs that you are submitting to us, you are free to publish the rest of your catalogue wherever and however you would like, so long as you are not in any exclusive publishing agreement elsewhere. We believe non-exclusivity is important so that you can retain creative control over your future.

Are You Pitching Me As A Vocalist, Or Just As A Songwriter?

We always prefer to pitch your song with you as the main vocalist, however it sometimes occurs that a producer may already have an alternative singer in mind, or wish to take the song in a different sonic direction. At this point, it remains your choice should you wish to continue, and if so, we are happy to negotiate a fair deal on your behalf. You are also welcome to pitch as a songwriter only if you would prefer, please let us know if that is the case for your catalogue, or any particular songs within it.

Will I Be Credited As An Artist On The Release?

Yes, unless for any reason you do not wish to be. The only exception to this is if we were to receive a reasonable buyout offer which we will always present and confirm with you.

Which Negotiations Do Evolved Handle On My Behalf?

We take care of all contracts and negotiations with producers and artists on your behalf, in order to best protect and support your artistry. We are always willing to enquire about record label negotiations on your behalf, though this is usually outside of our legal remit as we are normally contracted with the producer or artist directly.

How Much Creative Control Do I Retain?

We will always strive to support our songwriters' vision wherever possible, and pride ourselves on our negotiation and conflict resolution skills. Prior to contracting, or any payments changing hands, you are free to pull your music from any collaboration, for any reason. Subsequently, it may still be possible for you to cancel any collaboration, providing you are happy to refund all parties, though we would generally prefer to aid in negotiations where possible to ensure all parties can amicably resolve their differences.

How Often Will Evolved Be In Contact With Me?

As soon as we have secured you a placement you will know about it! Additionally, our A&R team provides monthly feedback on your song submissions, and we also hold monthly group video calls for songwriters to discuss project progress, forthcoming opportunities, and information on what's on the horizon for us as a company. Should you need to get in touch with us about anything, we endeavour to respond promptly to emails, and you are welcome to join us on [Slack](#) to communicate directly with our roster and team.

Does Evolved Offer Any Other Artistic Services?

Yes! We have over a decade's experience in Artist Management, Audio Recording / Mixing / Mastering, Brand Development, Contract Negotiation, Live Bookings, Music Production, Social Media Strategy, Tour Management, and just about anything else you can think of. We generally offer these services on a consultancy basis, and are always open to discussing how we can further your career and creative vision.

If I'm Working With Evolved's In-House Production Team, How Are Royalties Addressed?

When engaging the services of our in-house team, we will always have a prior discussion with you as to their brief, and resulting commission. Where they are engaged with significant amounts of songwriting and/or production, we will generally approach their splits in the same manner as we would any third party producer and/or songwriter.

How Soon Will I Receive My Topline Fee Following Successful Placements?

Where possible, we typically aim to get all contracts signed off within a fortnight of agreed placement, and songwriters paid within one week of us receiving topline fees. This turnaround time rarely exceeds one month in total.

How Are Publishing And Master Rights Split?

Publishing is usually split equally between all credited songwriters; should this be only you and a producer, we would expect 50/50. In line with industry standards and all other publishing houses, we take 50% of the share of publishing royalties allocated to songwriters that we represent. While we do not currently take any cut of master rights, this is subject to change for future compositions in 2024 to 10%, in line with industry common practices.

How Often Will I Be Paid Royalties?

We account royalties to you every six months, and we will always account to you in full following the song's first royalty payment. In our experience, record labels typically account to us between every six to twelve months.

Do You Take A Commission Fee For Toplines?

Yes, though this is charged on top of your agreed fee, rather than taking a cut from it. Our commission percentage is 30%.

Do You Offer Advances?

Unfortunately at this juncture we do not offer advances against submissions. With that said, we are happy to work with you to increase your topline fee for placed songs so you are better able to recoup your creative expenses.

How Many Submissions Per Month Would It Take To Earn A Fulltime Living?

This varies significantly based upon your experience and reputation, which in turn dictates how highly we can negotiate your toplining fee. Based on our typical pitching success rate and calibre of songwriter, we generally recommend around six submissions per month.

What Happens If I'm Unable To Supply Two Songs In A Particular Month?

Life happens, and we understand that. We would never consider holding anyone in breach of contract for illness, life circumstances, or any other reasonable complications. We are also understanding of other professional or creative commitments that you may have. All we ask is that you keep us informed, and are willing to make reasonable efforts over the duration of your contract.

I'm Not Sure If I Have Time To Create Two Finished Productions Every Month?

We are fully understanding of any other professional or creative commitments that you may have, and appreciate that working with us is a fairly large decision to make. With that said, while we are open to submissions of fully produced songs, we prefer (and have better success with) toplines that are simply a produced vocal arrangement over chords, be that typically a piano or a guitar. If you still feel that you wouldn't be able to deliver at least two stripped back songs per month, then this probably is not the right opportunity for you.

Would I Be Able To Trial Your Services For A Shorter Term?

We are happy to include a one year trial period as part of our contract. Following that, you are either welcome to continue with us for four further years, or for any reason should you wish to walk away, you are free to do so.

Can You Recommend Me A Music Lawyer To Look Over Your Contract?

While we know a good amount of legal advisors, in the interests of impartiality and fair representation, we advise you to independently obtain your own legal council.

I'm Having A Rough Day, Any Suggestions?

We're really sorry to hear that. While there's not much we can offer through this PDF aside from the puppy below, we're a mental-health conscious company and our inboxes are always open.

