

1. Competitive audit goal(s)

Compare other companies that offer distribution and pre order services

2. Who are your key competitors? (Description)

This is a niche market. There are major distributors and startups that offer preorders as a service

3. What are the type and quality of competitors' products? (Description)

Distrokid is a well-known provider of this type of service. It is easy to use. However, they seem to be susceptible to new entrants to the market surpassing them. The site has the beginnings of something modern but then quickly looks dated.

Tunecore has a much more modern approach and definitely caters to design principles. The user flow is simple like Distrokid. They display a global presence that is beneficial to the users via language and accessibility.

4. How do competitors position themselves in the market? (Description)

Tunecore offers other services and features that position their products strongly. They want to capture more tech savvy and “creatives” rather than just musicians.

Distrokid utilizes its familiarity and historical contributions to the market. They solely focus on the distribution of the music and the artist revenue.

5. How do competitors talk about themselves? (Description)



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Tunecore looks to focus on helping the artist sell music and how to grow their careers. They also focus on the global distribution of music.

Distrokid's focus is more on the speed of music uploads. There is also a priority on the artist's retention of revenue.

6. Competitors' strengths (List)

Tunecore positions itself strongly as being a global entity with no barriers. There is also the highlight of making music a long-term revenue.

Distrokid helps artists who want to get music online fast without complications.

7. Competitors' weaknesses (List)

Distrokid is not very accessible or looks to cater to a global audience. This is something that they can do, but it is not shown.

Tunecore can seem like they are trying to sell services before focusing on the artists revenue retention.

8. Gaps (List)

Both offer similar services, however it still feels that artist maybe hesitant to collaborate with companies that seem to be more focused on their own revenue rather than the artists brand.

9. Opportunities (List)



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More on the artist, their story. More on how to connect to their community and performances.

Pricing options are also something to consider.

