



Independent Digital Media Distribution



About Us

Republic Of Music represents independent music in all its forms. We provide the means for unsigned bands, artists, cottage labels and studios to have their music and video works distributed and self-managed through major online digital media retailers including iTunes and Bigpond Music.

Republic Of Music is run by the founders of the venerable Transmission Communications (Trans:Com) – a label formed in 1994 to activate and support completely new sectors of music production and performance in Brisbane. We have always supported the ideology and ethics of independence, art and alternative media.

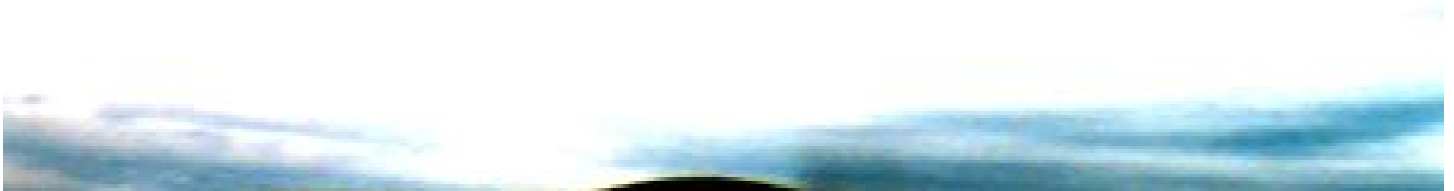
The Online Music Market

This market has matured to the point where online sales of digital audio significantly outnumber physical product. Furthermore, consumer audio technology fully embraces the online world. Almost everyone has an iPod, MP3 player or mobile phone playing downloaded music. For the independent musician/label – there has never been a better opportunity to reach beyond their local domain.

From our point of view there are three sets of issues that are key to the success of digital distribution; 1) copyright and piracy, 2) artistic control, and 3) quality vs. quantity. The huge proliferation of uncontrolled music sharing, temporary MP3 'retailers', together with the sheer 'noise' on the Net, makes it very hard for an artist to maintain control of their works whilst making it as widely available as possible.

Our role is that of facilitator, and our philosophy is to partner with selected and trusted retailers, and not take a 'scattergun approach' – which in an online context is irrelevant. You wouldn't trust your CDs to a car boot operator at your local markets, so why trust a shortlived MP3 site?

We have invested time, money and effort in setting up the necessary services, agreements, and means of access to make releasing independent music online an affordable and viable option for any band, artist, cottage label or studio.



Our Services

Most of the established and trusted Digital Media Retailers, such as iTunes, will not release works directly from bands and artists, or indeed 'Net-only' operations. They will only work with established labels under strict distribution agreements, to ensure that many of the previously mentioned issues are managed as effectively as possible.

Republic Of Music, through Trans:Com's established history and online presence dating back to its inception, is well placed as a partner of iTunes, Bigpond and others to support Digital Media Distribution (DMD) of independent music. Put simply, we can facilitate access to trusted online media stores.

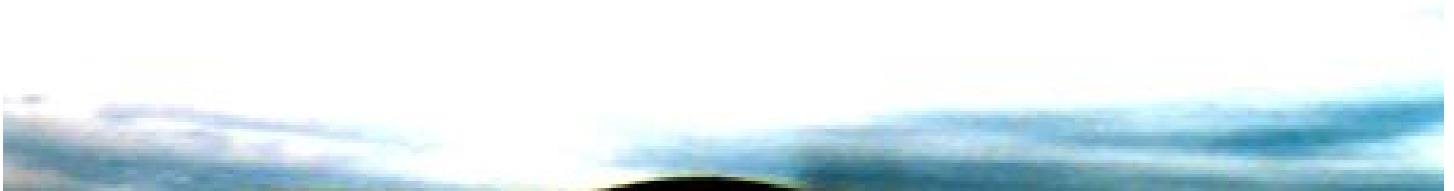
On a standard fee-for-service basis, **Republic Of Music** acts as a conduit for bands, artists, studios, labels, etc that would like to have their rightful works digitally distributed. As such, our core services are:

- Digital release and distribution
- Sales management
- Payments
- Reporting

... and the artist retains income from sales, less a small % to cover processing charges.

Republic Of Music can also provide additional services beyond the act of facilitation and tracking, such as:

- Recording and production
- Advertising, media management and public relations
- Promotional support, such as DJ vinyl or radio CDs
- Design and image development
- Events and performance support
- Rights and records management



Distribution Requirements

The main requirement for DMD is to give permission to **Republic Of Music** to be the exclusive digital distributor of the work/s to the nominated online store/s and associated territories.

Note that the distribution agreement must be exclusive to prevent multiple registrations of the same works with the same online store/s, which is not permitted.

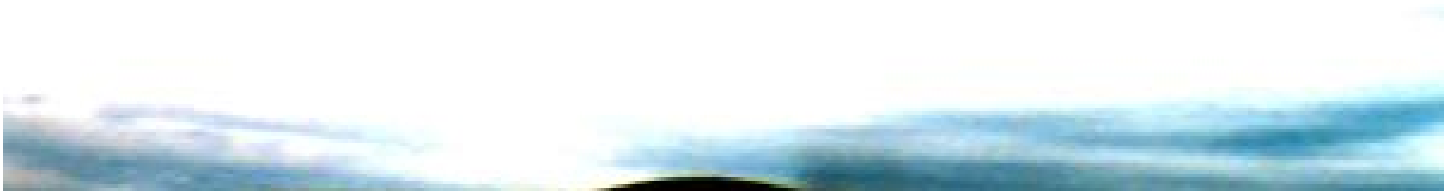
Permission can only be given by the copyright owner/controller of the sound recordings. Note that no copyright is assigned - all music remains (c) and (p) the copyright owner/controller.

Based on permitted content (digital sound recording/s, applicable artwork, associated metadata) supplied to us, we will prepare and deliver the work/s to the online store/s according to their specification. The online store/s will then facilitate the works for public sale, and periodically make sales payments and reports to us.

Republic Of Music is paid a wholesale price for sales of the works by the online store, and periodically pays the artist / band / third party cumulative sales royalties based on this wholesale price (according to the terms of their agreement with us). For example, an artist under a typical arrangement will receive sales royalties based on 96% of the wholesale price, with **Republic Of Music** retaining 4% to cover its payments and reporting costs.

Some additional up front costs may apply to a given release. For example it may be necessary to acquire a mandatory EAN/UCC barcode and prepare ISRC codes for the work/s prior to distribution.

Republic Of Music recommends that artists become writer members of both APRA and AMCOS to ensure that they receive their performance, mechanical and communication royalty entitlements. Refer to APRA/AMCOS for more detail. We also offer publishing services by invitation through our Trans:Com label operation.



Schedule of Fees / Scenario

These fees include GST and are current as at January 1, 2007:

Basic Setup Charge:	AU\$ 100.00#
Distribution Fee (per song/track):	AU\$ 30.00
EAN/UCC Barcode (if required):	AU\$ 70.00
ISRC Codes (if required, per song/track):	AU\$ 3.00
Payments and Reporting:	4% (wholesale) of sales

Once-off fee to set up the band/artist details, reporting, bank transfers, etc. For subsequent releases only the per-track, code (if necessary) and reporting fees apply.

Scenario:

Distribution of a 4-track EP to iTunes only. 1000 purchased downloads (of all tracks) at AU\$0.99 per track (iTunes wholesale).

Setup is required for the artist and 4 tracks, and the artist already has a valid barcode and ISRC codes.

Initial Fee (setup + distribution, no codes):	AU\$ 220.00*
Payments and Reporting Fee:	AU\$ 158.40*
Artist Receives:	AU\$ 3801.60*

* Including GST



How and Where?

Access to **Republic Of Music's** DMD services will be through its website at www.RepublicOfMusic.com.au – or by contacting us directly as per the details below.

- Through the website, users of our (secure) DMD services can:
- Register their interest in **Republic Of Music's** services.
- Prepare and submit their works, including:
- Information about a candidate release, including all the data necessary to identify works, genres, recording and copyright details, etc.
- Artwork, and if desired – the tracks themselves (although an uncompressed physical CD with the release in its ready form is preferred).
- Track release progress
- Track sales reports and payments

Following submission and approval, **Republic Of Music** packages the release and transmits the music, artwork, data and information to the online store, where it is added to their catalogue and made available for sale according to their internal processes.

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