Upload Guide

Contents

1. Creating a release .................................................................................................................. P.g 4
   1.1 Navigating to RouteNotes release tool........................................................................... P.g 4

2. Release Overview and Album details .................................................................................. P.g 5
   2.1 Album details.................................................................................................................. P.g 6
   2.2 Compilation album.......................................................................................................... P.g 7
   2.3 Multiple artists............................................................................................................... P.g 7
   2.4 Copyright lines............................................................................................................... P.g 7
   2.5 Label name.................................................................................................................... P.g 7
   2.6 Release year.................................................................................................................... P.g 7
   2.7 Sales start date............................................................................................................... P.g 7

3. Upload audio......................................................................................................................... P.g 8
   3.1 Upload audio.................................................................................................................. P.g 9
   3.2 Track level metadata...................................................................................................... P.g 9
   3.3 Track title....................................................................................................................... P.g 9
   3.4 Title version................................................................................................................... P.g 9
   3.5 Multiple artists............................................................................................................... P.g 9
   3.6 Track numbers............................................................................................................... P.g 9
   3.7 ISRC code...................................................................................................................... P.g 9

4. Add artwork............................................................................................................................ P.g 10
   4.1 Add artwork..................................................................................................................... P.g 10
5. Manage stores........................................................................................................ P.g 11
   5.1 Store distribution............................................................................................ P.g 12
   5.2 Store Pricing.................................................................................................. P.g 12
   5.3 Territory Options............................................................................................ P.g 12

6. Distribution and release completion......................................................... P.g 13
   6.1 Free distribution............................................................................................ P.g 14
   6.2 Premium distribution..................................................................................... P.g 14
   6.3 Moderation..................................................................................................... P.g 14
1. Creating a new release

Creating a new release

This guide will help you through RouteNote’s release creation tool.

Whether you are new to RouteNote or an advanced user it is worth looking through this guide to avoid delays during our moderation process.

If you are looking for help with formatting your release then please refer to the “Style Guide”.

1.1 (Navigating to RouteNote’s release creation tool)

- Getting to RouteNote’s release creation tool couldn’t be simpler simply click on the “Create New Release” button on the Nav bar as shown in the image below.

- From here you arrive at the album data page.

New Release

<table>
<thead>
<tr>
<th>Album Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>UPC Code:</td>
</tr>
<tr>
<td>Release Title:</td>
</tr>
</tbody>
</table>

If you do not have a UPC Code please leave it blank and one will be generated for you.

This will be the name of your release.

Create Release

- If you have a specific UPC you wish to use you have the option to enter it but otherwise leave blank and enter your Release Title. This will be your album name.

- When ready click on the “Create Release” button and you will be taken to the next step.
Release Overview

This Release Overview page will act as the hub for creating your release.

You will need your album metadata prepared (information such as album name, artist/artists name, label, copyright information), artwork (with dimensions of 1425 x 1425 pixels and a dpi of 72 - 300), your Mp3’s (to a quality of at least 192 kbps, recommended 320 kbps).

2. Release Overview Album Details

Release Checklist
Complete your release by clicking on the four steps below and filling in each page.

- Album Details
- Add MP3’s
- Add Artwork
- Manage Stores

Your Selected Stores:

<p>| | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Album Details

UPC: 605181600000
The Bloody Tenacles
Ian Crossland
Label: iRNC
© C line: 2014 ianc
© P line: 2014 ianc
Rock & Alternative

Approval date:
Release Date:

Artwork Preview
No Art Uploaded

Add Artwork

Review and make edits to your tracks here

Track Data

<table>
<thead>
<tr>
<th>Track no</th>
<th>Title</th>
<th>Artist</th>
<th>Role</th>
<th>ISRC</th>
<th>Track Length</th>
<th>Details</th>
<th>Edit Track</th>
<th>Delete</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Edit</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Edit</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Edit</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Edit</td>
<td></td>
</tr>
</tbody>
</table>
2. Album Details

2.1 (Album Details)

- Here you will need to enter your metadata used for the album level of the release package. All starred queries must be completed before the user can progress to moderation. You can save your progress at anytime.

**Album Details**

- **Album/Singles/EP Title**: 
  - If this release contains the same featuring artist for all tracks please add the featuring artist to the album title in this format "feat.".

- **Compilation album**: Yes / No

- **Artist Name**: 
  - The name of the artist attributed to the album. If there is more than one artist please add a new artist. There must always be a Primary artist.
  - **Primary**: 
  - **Secondary**: 

- **Primary Genre**: 
  - **Alternative**

- **Secondary Genre**: 

- **Songwriter Copyright**: 2014

- **Publisher Copyright**: 2014

- **Record Label Name**: 
  - If you have no formal signed label your artist name or band name will be sufficient. Descriptions such as "indie", "independent", "new" will not be accepted.

- **Release Year**: 2014

- **Sales start date**: 
  - If you would like your release sent as soon as possible, please leave the sales start date blank.

- **Explicit Content**: Primary
2. Album Details

2.2 (Compilation album)

This feature should be used if the album contains 4 or more Primary artists in the track listing, this does not include Producers, Remixers, Performers or Featured artists. If Compilation Album is selected the Artist entry locks to Various Artists.

2.3 (Multiple artists)

Here you can split out and assign roles to each artist on the album. Each artist must have a role and at least one artist must have the Primary role.

2.4 (Copyright lines)

Each release requires a set of copyright lines each with the year this particular copyright began.

Songwriter copyright refers to the name/title of the band/artist who originally wrote the composition.

Publisher copyright refers to the name/title of the band/artist who owns the copyright to this particular recording.

2.5 (Label name)

Often users do not have a record label and are unsure as what to fill in this field. We usually suggest using the band/artist title in this case, as it helps in search results. Please refrain from using values ‘none’ or ‘unsigned’.

2.6 (Release year)

Refers to the year in which this version of the release was originally recorded.

2.7 (Sales start date)

Using the sales start date calendar a predetermined release date 6 weeks in advance of the upload can be set. Leaving the SSD (sales start date) blank will result in the composition being released as soon as possible. (See welcome page for latest approx lead times)
3. Upload Audio

Add MP3’s

● From the Release overview page access Routenote’s MP3 upload tool by clicking the “Add MP3’s” button.

3.1 (Upload Audio)

Upload Audio

RouteNote can only accept MP3 files. The MP3 must be 44.1kHz sample rate and greater than 192kbps bit rate.

WARNING: The upload tool is restricted to 15 files per session. Please choose Add More Tracks at the end of this session if your release contains more than 15 tracks.

Here you can add your audio files to the release package. Once you have completed uploading your track via the “Add Audio” buttons simply click the “Upload and continue” button to continue. You have the ability to upload up to 15 tracks at a time, if your release has more than 15 track you will be given the option to upload more before finishing with the upload tool.

All tracks must be uploaded as MP3’s and must be at least 192 kbps but preferable 320 kbps. Sample rate must be 44.1 khz.
3. Track level Metadata

3.2 (Track level metadata)

Following the completion of the track upload you must fill the track level metadata for each track on the release.

Audio Metadata

1. Track Name:

Title Version:

Track Number:

If you are happy with the track numbering leave blank.

Artist Name:

The name of the artist attributed to this album. If there is more than one artist please add a new artist. There must always be a Primary artist.

Primary

Add Artist

ISRC Codes:

3.3 (Track Title)

The track title must not contain the track number. Track title must contain featured artists in the style, “[trackname] (feat. [artistname])” please refer to: 1.1 Correct formatting for a featuring artist in the Style Guide.

3.4 (Title Version)

Title Version is used to distinguish between different versions of the same track by the same artist. (E.g. Live from San Francisco, Club Mix, Radio Edit etc)

3.5 (Multiple Artists)

Multiple Artists can be added at track level with the same limitations as at album level. Various Artists cannot be used as an artist at track level.

3.6 (Track Number)

This refers to the track’s position in the release. (e.g. 1, 2, 3...10...999)

3.7 (ISRC Codes)

4. Add Artwork

Add Artwork and Metadata

- From the Release overview page access RouteNote’s Add artwork upload tool by clicking the “Add Artwork” button.

4.1 (Add Artwork)

Here you can add your front cover Image of the digital release, for display at the retailers/streaming sites.

Selected Album Artwork

- Cover images must be:
  - 1425x1425 pixels exactly and must be .jpg files only.
  - Professional quality, product relevant Images
  - 72 - 300dpi (300dpi is the best)
  - Less than 25mb
  - RGB colour schema (not CMYK)

- You may NOT upload artwork that displays the following:
  - Website URL
  - Contact information (i.e., email address, phone number)
  - Pornographic images
  - Pricing Information
  - Copyrighted images
  - Scan of a CD (must be retail-ready artwork)
  - Blurry or pixelated images

Digital releases that do not abide by these cover art restrictions will be rejected.

- From here you simply have to click on the “Upload Artwork” button and select your artwork.

Your artwork must fill the following parameters:

- 1425x1425 pixels exactly and must be .jpg files only. Professional quality, product relevant image. 72 - 300dpi (300dpi is the best) Less than 25mb RGB colour scheme (not CMYK)

You may NOT upload artwork that displays the following:

- Website URL Contact information (i.e., email address, phone number) Pornographic images Pricing information. Copyrighted images Scan of a CD (must be retail-ready artwork) Blurry or pixelated images. Digital releases that do not abide by these cover art restrictions will be rejected.
5. Manage Stores

Manage Stores Overview

Choose your stores

Select all stores

RN Direct
iTunes
Amazon
eMUSIC
Spotify
Google
Xbox
Radio
Deezer
Omnitone
WIMP

iTunes Pricing
Standard
Lowest
Low
High

Amazon Pricing
Standard
Lowest
Low
High

GooglePlay Pricing
Standard
Lowest
Low
High

WARNING: For Worldwide distribution please DO NOT add Territory information. Selected Stores with NO additional Territory information will be distributed Worldwide.

Territories

Include these Territories

Territories
Christmas Island
Guinea-Bissau

Stores
eMUSIC
Spotify
iTunes
Deezer
Radio
Xbox
YouTube
WIMP

Clear Territories
Clear Stores

Back
Save and Continue
5. Manage Stores

5.1 (Store Distribution)

The final part of the album creation process, “Manage Stores” allows the user to distribute to RouteNote’s various distribution partners.

You have the choice to either distribute to all the partners or make a custom selection using the check boxes.

5.2 (Store Pricing)

- Once stores have been selected the user can choose between four pricing bands, low, lowest, standard and highest.

- Pricing at the stores is greatly dependent on several factors including:

  Total tracks on the release, total length (in time) of tracks on the release, the retailer and the specific territory.
  For this reason we are unable to publish exact pricing. Standard pricing approximately ranges-between $7 and $10 per album and between 70 cents and $1 per single.

5.3 (Territory options)

**WARNING:** For Worldwide distribution please DO NOT add Territory information.

Selected Stores with NO additional Territory information will be distributed Worldwide.

- From Territory options you can select where your release will be distributed and to which stores.

  It is important to note that if you do not want to specifically select territories then the territories table should be left blank and will automatically be released worldwide.
6. Distribution and release completion

Distribution options

When the release has been finalised and the four sections, Album Details, Add MP3’s, Add artwork and Manage Stores are complete you are ready to submit their release to be moderated. RouteNote offers distribution options, Free distribution and Premium distribution. To select the distribution option you simply click the relevant button which appears on the screen once the “Release Checklist is complete”.

“Album Title”

Please review your release before selecting your distribution model as further audio and playlist changes are not permitted beyond this point! Metadata changes are permitted but have an update period of 30 days.

- I understand and accept RouteNote’s terms and conditions

| Free distribution model allows artists to upload their music to The World’s largest music stores without having to pay upfront. Artists keep 85% of the royalties. | Our Premium distribution model allows the artist to pay a small fee upfront but keep 100% of the royalties. $10 - Singles, $20 - EP, $30 - Album $45 - Ext Album, then $9.99 annually. |

Distribute Free

Distribute Premium

Release Checklist

Complete your release by clicking on the four steps below and filling in each page.

- Album Details
- Add MP3’s
- Add Artwork
- Manage Stores

Your Selected Stores:

| Your Selected Stores: |

Review and make edits to your tracks here

Track Data

<table>
<thead>
<tr>
<th>Track no</th>
<th>Title</th>
<th>Artist</th>
<th>Role</th>
<th>ISRC</th>
<th>Track Length</th>
<th>Details</th>
<th>Edit Track</th>
<th>Delete</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Artwork Preview | Add Artwork |

| Artwork Preview | No Art Uploaded |

| Artwork Preview | Add Artwork |

| Artwork Preview | No Art Uploaded |

| Artwork Preview | Add Artwork |
6. Distribution and release completion

6.1 (Free Distribution)

Our free distribution model allows artists to upload their music to the World’s largest music stores without having to pay upfront.

Artists keep 85% of the royalties and can control which stores they want to work with.

6.2 (Premium Distribution)

Our Premium Distribution model allows the artists pay a small fee upfront

$10 - Singles,  
$20 - EP,  
$30 - Album  
$45 - Ext Album,  
then $9.99 annually

Artists keep 100% of the royalties.

6.3 (Moderation)

Releases once uploaded and completed will be subject to moderation and will have been approved or disapproved within 72 hours

To ensure that the release is approved, please read over the Upload guide and Style guide carefully before submitting to moderation.