

AIRPLAY TRACKING GUIDE FOR MUSICIANS



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Introduction:

While many Artists think it's too good to be true, tracking airplay is easier than ever today. Through modern technology your airplay can be tracked, even from 10 years ago! This is a great time to be a Musician for those who take action!

1.)

Achieving Airplay

Getting on the radio is something that is possible with music of reasonable quality. With technology today, it is now much easier to reach radio stations. However, simply reaching radio stations doesn't guarantee airplay. Relationships are still important. While many radio DJs are sent music they never asked for, and will never play, they still need music to play. They need music that meets their requirements. By focusing on your own niche, and connecting with music industry within your niche, you are more likely to attract attention to your music. Focusing on building relationships with radio DJs that are more likely to play your music will save them, and you valuable time.

While focusing on relationships with the radio industry keeping communication short and to the point will get better results. For example, when writing a DJ be sure to ask only questions that you need to. It is acceptable to ask for a playlist, but first find out if the playlist is already published on their web site. It is acceptable to ask if your music has been received, if they asked for it. However, asking unnecessary questions like "do you like my music?" or "are you going to play my songs?" or "check out my YouTube video", etc... is likely to get your emails ignored. Remember, if they like your music, and put your songs into rotation, there are ways to track your airplay.

2.)

Radio & Music Promotion

Familiarity is also an important way to achieve recognition, which can in turn result in airplay. For example, if a DJ sees your Artist or Band name in print or online multiple times, they may be curious to hear your music. This can open the door to getting more attention, which can then result in even more attention if the DJ or other music industry contact exposes your music through their resources.

Music promotion in general is something that can be done one small step at a time. Regardless of whether or not your promotional efforts are directly related to radio, or other avenues, it is important to look at the bigger picture. With this in mind don't just focus on radio play, but focus on being a career musician if you are a serious Artist. There are many creative ways to get your name out there.

One great way to do this is through search engine optimization for your web site, and videos. For example, imagine coming up in Google or on YouTube when someone types in a keyword like "new acoustic rock music". This can be done with any keywords that clearly describe your style. Other examples "Los Angeles Hip Hop Artist", "Hard Core Dub Step Music", or even something like "Artist Similar To Taylor Swift". By showing up in the search engines with your web

site, or on YouTube with a video, you can dominate certain keywords. This recognition can result in some great exposure as an Artist that fits into a certain music genre.

Another great way to gain repeat exposure is through a professionally written press release. A press release can be submitted to thousands of places including press release submission sites, search engines, directories, and more! This is also a great way to get into your local newspapers by sending your press release to the editor of the Entertainment section. Doing this also helps you gain credibility as an Artist, book more gigs, grow by word of mouth, social media, etc...

There are so many other ways to promote music such as putting a music video on dozens of video sites online, getting on compilation albums with other Artists around the world, getting interviewed on radio programs, growing Fans on Facebook, getting targeted Followers on Twitter, advertising by getting featured on music related web sites, and many other creative methods!

"Music is a world within itself, with a language we all understand."

- Stevie Wonder

3.)

Career Mindset

Having a career mindset is important as a serious Musician. The right mindset can help to remember the value of pushing forward, and to grow even when you might not feel recognized. By doing something to further your music career at least once per week, over time you may be able to achieve massive results. Imagine starting a journey... and you want to walk 365 miles. Doing this all at once would seem almost impossible. However, what if you just walked 1 mile per day towards your destination. As short a distance as that is each day, you would reach your destination with little effort in 1 year.

Even if it takes a year, in small bits and pieces, you can achieve what would seem impossible all at once. Therefore, keep moving! After all, doesn't time seem to go by faster than we often realize? Start now and use all the resources you can to work smart.

Use this same concept for getting on radio stations! If you were able to build a new relationship with 1 DJ per week.. you would potentially get airplay on 52 radio stations within 1 year. If each of those radio station even had an audience of only 10,000 you could be heard by 520,000 listeners literally! That is the kind of listening audience that can make an Artist reach a level of fame that few reach. In small steps.. this can be done even if you are currently working a full time job to pay the bills.

4.)

Making Your Music Available

As you start to achive airplay, even if it is just a small amount of airplay you can still track the results. Just by making your music available, you could end up getting heard by thousands of listeners on a regular basis. However, whithout tracking the airplay, you might never know the results of your hard work. It is important to get set up with the major airplay tracking services available to you.

There are 3 tracking services that a musician can use to track airplay. This includes tracking airply (on-the-air), on internet radio, and even satellite radio! The most popular service is called Neilson BDS. By registering for this service, you will be able to have your airplay tracked (on-the-air) with no effort on your part. Media Base will also track your airplay (on-the-air).

While it is not necessary to join both services, they are both free to join. In addition, royalties will be collected for your airplay and you will get paid through these services.

The third tracking service is SoundExchange. They track airplay royalties from satellite radio, internet radio, cable TV music channels and other places that stream music. This is also a convenient way to know where your music is being played. SoundExchange is free to join. Royalties will be collected for your airplay and you will get paid through this service as well.

5.)

Take Action

Go ahead and get started! Join all 3 services and start getting your airplay tracked. This is a great step for any serious Artist or Band to take. Below you will find the direct link to each service to register your music.

1.) Follow these instructions to register your music with Nielsen BDS:

<http://nielsen.com/content/dam/corporate/us/en/public%20factsheets/Soundscan/How-to-Submit-Music-to-Nielsen-BDS.pdf>

2.) Follow these instructions to register your music with Media Base:

<http://w2.mediabase.com/mmrweb/NewMusic.asp>

3.) Follow these instructions to register your music with SoundScan:

<https://register.soundexchange.com/welcome>

While it will take some more reading on your part, and a little time, it will not cost any money to register with these 3 services. However, it probably will cost you money if you do NOT register with these services. There are millions of dollars in uncollected royalties out there!

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