



MY INDIE HANDBOOK

© 2017

TABLE OF CONTENTS

INTRODUCTION [blwm-llc.com]	2
SONG REGISTRATION CHECKLIST	3
SONG REGISTRATION WORKSHEET	5
PRO (Performing Rights Organization)	5
Online Digital Distribution	6
Nielsen SoundScan	6
Nielsen Virtual Encode	7
SoundExchange (Digital Performing Rights Organization)	7
U.S. Copyright Office	8
Music Reports	9
HFA (Harry Fox Agency)	9

INTRODUCTION

Hi, my name is Katrina Watts-McFarland and I have some valuable information to share with the independent artist community. I've created an Indie Entrepreneur resource website with crucial music industry information and links to assist you with establishing your indie music career.

While my son, 1-O.A.K., was spending his time creating music, I was spending my time learning all I could about the music industry. I wanted to make sure he took ownership of his creative works and got paid every time his songs were played. So, my first step was to search google for an online site to get our business started. Then, with google still at my fingertips, I continued learning all I could about publishing, royalties and copyrights. Now I don't know it all, but I know enough to help get some of you folks started.

So, if you're an independent artist who creates sound recordings to share on SoundCloud and would like to expand your reach to iTunes, Spotify, Tidal and other digital distribution and streaming outlets, the tools and links you need are available right here at blwm-llc.com.

Maybe you're an independent artist like me, who has never put your musical gifts and talents on display and simply need the necessary tools to get started. The information on this site will be confirmation for some and revelation to others. So, take some time to click around.

There are only six pages underneath the Resources tab (Business, Social Media, Digital Distribution, Song Registration, Website and Miscellaneous). Each of these pages have one click links to the resources you need to move forward with your music career.

On the miscellaneous page, you'll find a button called "My Indie Handbook," which contains a song registration checklist and song registration worksheet. This handbook was created to give you a "heads-up" on questions that will need to be answered when completing the online registration forms for various entities like BMI, Tunecore & US Copyright. I encourage you to register your songs to protect your creative works and ensure royalty payments are matched to the correct composers, writers, publishers and artists.

Lastly, there is a page called "Watch Me!" which will serve as my proof of concept documentary. By subscribing, you'll receive blog posts on my progress, links to the songs & music videos I release, and additional music industry tips.

Like My Mama said to me "Nothing beats a try but a failure."

Peace!



SONG REGISTRATION CHECKLIST

What comes first?

- 1) Establish publishing company by starting a business.
 - a. DBA (Doing Business As)
 - b. LLC (Limited Liability Corporation)
 - c. Corporation

NOTE: Swyftfilings.com has a wealth of information about the various business entity types available on their website to help you make an informed decision on what type of business is best for you. They also have a help line and live chat for real-time support.

➤ *Links @ www.blwm-llc.com Resources → Business*

- 2) Register song with PRO (Performing Rights Organization) a week or two before the release when possible, but it can still be done even if the song has been released. If there are multiple authors (songwriters/lyricists), composers (music/melody) and publishers (song owners), be sure there is an agreed upon % split.
 - a. BMI (US)
 - b. ASCAP (US)
 - c. SESAC (US)
 - d. SOCAN (CANADA)

NOTE: IPI (Interested Parties Information) numbers for writers and publishers must be accurate before an ISWC (International Standard Recording Code) will be issued. It takes a few weeks after the song is registered with the PRO (Performing Rights Organization) to receive the ISWC, so it's best to wait until you have that number before adding the song to Music Reports and Harry Fox Agency (HFA). Login to the PRO and check your song catalog for the ISWC.

➤ *Links @ www.blwm-llc.com Resources → Song Registration*

- 3) Create an account with the online digital distribution site of your choice and upload a master copy (i.e. .wav file) of the song(s).
 - a. Tunecore
 - b. Cdbaby
 - c. Dittomusic
 - d. Reverbnation

NOTE: The above is a very short list of online digital distribution sites, so shop around to find the site that works for you. Most digital distribution sites automatically generate the ISRC (International Standard Recording Code) for each track and UPC (Universal Product Code/Bar Code) for singles/albums.

➤ *Links @ www.blwm-llc.com Resources → Digital Distribution*

- 4) Add song(s) to Nielsen SoundScan.

➤ *Links @ www.blwm-llc.com Resources → Song Registration → Nielsen SoundScan*

5) Request Virtual Encode access.

➤ *Links @ www.blwm-llc.com Resources → Song Registration → Nielsen BDS*

6) Upload song(s) electronically through Nielsen Virtual Encode.

➤ *Links @ www.blwm-llc.com Resources → Song Registration → Nielsen Virtual Encode*

7) Create accounts to upload song(s) to additional streaming & sales site.

a. SoundCloud [Headquarters: Berlin, Germany]

b. Bandcamp [Headquarters: Sea Ranch, California]

NOTE: The above sites allow you to create accounts and upload music. The meta data (i.e. ISRC, UPC, Release Date etc.) generated by the online digital distribution site is needed to track streaming on these sites. With SoundCloud, a “where to buy” link can be added for users to purchase songs (i.e. iTunes). With Bandcamp, users can purchase directly from their site. These are the two additional streaming sites outside of the many places offered by the digital distributors that I am familiar with, but there may be more out there.

➤ *Links @ www.blwm-llc.com Resources → Digital Distribution → SoundCloud*

➤ *Links @ www.blwm-llc.com Resources → Digital Distribution → Bandcamp*

8) Create an account with SoundExchange (Digital Performing Rights Organization).

NOTE: Artists and copyright owners can register with SoundExchange (Digital Performance Rights Organization) which will collect digital royalties from streaming service providers (i.e. Pandora, SiriusXM & webcasters).

➤ *Links @ www.blwm-llc.com Resources > Song Registration.*

9) Register song with U.S. Copyright Office.

NOTE: Publishers/Song Owners can register songs with the U.S. Copyright Office to protect the creative work (i.e. lyrics, music, sound recording etc.).

➤ *Links @ www.blwm-llc.com Resources → Song Registration → U.S. Copyright*

10) Create a user account with Music Reports and Harry Fox Agency.

a. Music Reports

b. Harry Fox Agency (HFA)

NOTE: Publishers can register song catalog with Music Reports and Harry Fox Agency to enable licensing and collect mechanical royalties from digital streaming services.

➤ *Links @ www.blwm-llc.com Resources → Song Registration → Music Reports*

➤ *Links @ www.blwm-llc.com Resources → Song Registration → Harry Fox Agency*

SONG REGISTRATION WORKSHEET

PRO (PERFORMING RIGHTS ORGANIZATION) BMI REGISTRATION INFORMATION

Songwriters, Composers and Publishers can join a music "Performing Rights Organization" which will collect performance royalties from businesses such as television, radio stations, digital jukeboxes, broadcast and cable networks. The information below pertains to BMI affiliates, but most likely applies to ASCAP & SESAC as well.

- TITLE SONG TITLE
- LANGUAGE CHOOSE SONG LANGUAGE
- WORK TYPE CLASSICAL or ALL OTHER GENRES
- DURATION VIEW FILE DETAILS FOR MINUTES/SECONDS
- PUBLISHER(S) NAME PUBLISHING COMPANY NAME
 - *Links @ www.blwm-llc.com Resources → Business*
- PUBLISHER AFFILIATION BMI | ASCAP | SESAC
 - *Links @ www.blwm-llc.com Resources → Business*
- IP NAME # INTERESTED PARTY PRO PUBLISHER NUMBER
- OWNERSHIP % DIVIDE 100% BETWEEN ALL PUBLISHERS
- COLLECTION % THIS PERCENT USUALLY MATCHES THE OWNERSHIP%
- WRITER(S) NAME COMPOSER (MUSIC) | AUTHOR (LYRICS) | COMPOSER/AUTHOR
- WRITER AFFILIATION BMI | ASCAP | SESAC
- IP NAME # INTERESTED PARTY PRO WRITER NUMBER
- WRITER(S) SHARE % [DIVIDE 100% BETWEEN ALL WRITERS]
- ARE THERE ANY ARTIST(S) [YES or NO]
- ARE THERE ANY RECORDINGS? [YES or NO] *PREFERRABLE DONE BEFORE THE RELEASE*
- WAS THIS WORK CREATED FOR FILM [YES or NO]
- ARTIST(S) STAGE NAME or LAST, FIRST NAME
- ADDING RECORDING ALBUM | EP | SINGLE

ONLINE DIGITAL DISTRIBUTION INFORMATION

The information below is based on Tunecore's online digital distribution upload requirements.

- ADD A NEW ALBUM [2 or MORE SONGS]
- ADD A NEW SINGLE [ONE SONG THAT IS SHORTER THAN 10 MINUTES]
- SONG TITLE [ENTER TITLE OF SONG]
- EXPLICIT [SONG LYRICS HAVE CURSE WORDS, ART IS SEXUAL, VIOLENT OR OFFENSIVE IN NATURE]
- MAIN ARTIST FEATURED [SOLO ARTIST PERFORMING ON TRACK]
- FEATURED ARTIST [ADDITIONAL ARTIST PERFORMING ON TRACK]
- SINGLE LANGUAGE [CHOOSE LANGUAGE]
- PRIMARY GENRE CHOOSE GENRE [i.e. R&B/SOUL, HIP-HOP/RAP, JAZZ, CHRISTIAN/GOSPEL etc.]
- SECONDARY GENRE CHOOSE GENRE [i.e. R&B/SOUL, HIP-HOP/RAP, JAZZ, CHRISTIAN/GOSPEL etc.]
- DIGITAL SALES START DATE [SET A RELEASE DATE IN ACCORDANCE WITH SITE GUIDELINES]
- PREVIOUSLY RELEASED? [**NO**, UNLESS YOU ALREADY MADE IT AVAILABLE ONLINE, i.e. SOUNDCLOUD]
- LABEL NAME [ADD BUSINESS NAME]
 - *Links @ www.blwm-llc.com Resources → Business*
- ISRC [IF FIELD IS LEFT BLANK, MOST DIGITAL DISTRIBUTION SITES AUTOMATICALLY GENERATE THE ISRC (INTERNATIONAL STANDARD RECORDING CODE) FOR EACH TRACK]
- UPC [IF FIELD IS LEFT BLANK, MOST DIGITAL DISTRIBUTION SITES AUTOMATICALLY GENERATE THE UPC (UNIVERSAL PRODUCT CODE/BAR CODE) FOR EACH TRACK or ALBUM]
- RECORDING LOCATION [NAME AND ADDRESS OF STUDIO USED TO RECORD SONG(S)]
- STORES [SELECT AND ADD DESIRED STORES]
- SONG UPLOADS 16 bit, 44.1 kHz, 1411 kbps (bit rate) stereo wav files
- ART UPLOADS [JPG, PNG or GIF image file. 3000x3000 pixels in size (iTunes requirement).
 - ❖ Perfect square. No blurriness, pixilation, or white spaces

NIELSEN SOUNDSCAN DATABASE INFORMATION

The information below is based on Nielsen SoundScan Title Registration for a digital song(s).

- COUNTRY TO REGISTER FOR [U.S. | CANADA | BOTH]
- FORMAT TYPE [ALBUM | SINGLES | VIDEO]
- TITLE [ENTER TITLE OF SONG]
- ARTIST [SOLO ARTIST PERFORMING ON TRACK]
- RELEASE DATE [DIGITAL DISTRIBUTION RELEASE DATE unless earlier SOUNDCLOUD RELEASE DATE]
- LABEL [ADD BUSINESS NAME]
- DISTRIBUTION COMPANY [NONE | SONY | UNIVERSAL | WARNER BROTHERS | INDIE]
- ADD NEW UPC/EAN CODE [CHOOSE UPC & ENTER CODE]
- PRICE [ENTER THE iTUNES PRICE]
- CONFIG DETAIL TYPE [CHOOSE DIGITAL]
- SELECT GENRE [CAN ONLY CHOOSE ONE]
- CONTACT INFORMATION → VERIFY and SUBMIT

NIELSEN VIRTUAL ENCODE SONG UPLOAD INFORMATION

The information below is based on Nielsen VirtualEncode "Send Electronic Media" guidelines.

- TITLE [ENTER TITLE OF SONG]
- LABEL [ADD BUSINESS NAME]
- NOTES [THIS IS HOW I PERSONALLY USE THIS FIELD – *ALBUM: TITLE* or *SINGLE: TITLE*]
- CATALOG [THIS IS HOW I PERSONALLY USE THIS FIELD – *BMI: CATALOG NUMBER*]
- ISRC [CODE GENERATED WITH ONLINE DIGITAL DISTRIBUTION SONG UPLOAD]
- UPC [CODE GENERATED WITH ONLINE DIGITAL DISTRIBUTION SONG UPLOAD]
- AUDIO UPLOAD [MP3-Frequency: 44.1KHz, Format: Joint Stereo or Stereo, BitRate: 128]
- ADD TRACK FILE [IF FIELDS ARE LEFT BLANK, RE-ENTER TITLE | ARTIST | ISRC]
- SUBMIT MEDIA

SOUNDEXCHANGE (DIGITAL PERFORMING RIGHTS ORGANIZATION) REGISTRATION INFORMATION

Artists and copyright owners can register with SoundExchange (Digital Performance Rights Organization) which will collect digital royalties from streaming service providers (i.e. Pandora, SiriusXM & webcasters). The information below is based on SoundExchange's repertoire spreadsheet submission form.

- ARTIST [ARTIST, BAND OR ENSEMBLE]
- TRACK TITLE [ENTER ONE TRACK PER ROW, USE AS MANY ROWS AS NEEDED]
- ALBUM TITLE [IF NO ALBUM ADD SINGLE TRACK TITLE]
- MARKETING LABEL [LABEL NAME USED FOR THE DIGITAL RELEASE]
 - *Links @ www.blwm-llc.com Resources → Business*
- FEATURED PERFORMER [CLAIM 100% FOR FEATURED SOLO ARTIST ON TRACK]
- MASTER RECORDING CLAIM [DO YOU OWN THE MASTER RECORDING (i.e. .WAV FILE)?]
- MASTER RECORDING OWNERSHIP % [THIS % SPLIT USUALLY MATCHES THE PRO PUBLISHER % SPLITS]
- MASTER RECORDING COLLECTION RIGHTS BEGIN DATE [SAME AS DIGIAL RELEASE DATE]
- MASTER RECORDING COLLECTION RIGHTS END DATE [LEAVE BLANK]
- TRACK VERSION [IF NOT APPLICABLE LEAVE BLANK]
- ISRC [CODE GENERATED WITH ONLINE DIGITAL DISTRIBUTION SONG UPLOAD]
- UPC [CODE GENERATED WITH ONLINE DIGITAL DISTRIBUTION SONG UPLOAD]
- RELEASE DATE [DIGITAL DISTRIBUTION RELEASE DATE unless earlier SOUNDCLOUD RELEASE DATE]
- RECORDING LOCATION NAME AND ADDRESS OF STUDIO USED TO RECORD SONG(S)
- DISTRIBUTOR [ONLINE DIGITAL DISTRIBUTION SITE USED TO UPLOAD MASTER RECORDING]
- PUBLISHER [THE NAME OF YOUR PUBLISHING COMPANY]
 - *Links @ www.blwm-llc.com Resources → Business*

U.S. COPYRIGHT OFFICE REGISTRATION INFORMATION

Publishers/Song Owners can register songs with the U.S. Copyright Office to protect their creative work (i.e. lyrics, music, sound recording etc.). The information below is roughly based on the “eCO” performing arts (sound recording) registration process.

- ANSWER [3 YES or NO QUESTIONS]
 - Are you registering one work (one song, one poem, one illustration, etc.)?
 - Are you the only author and owner of the work?
 - Does the work you are sending contain material created only by this author?
- TYPE OF WORK
 - Explanations appear below each selection.
- TITLES
 - New
- TITLE TYPE
 - Title of work being registered would be the name of the single track being registered or the album name.
- TITLE OF THIS WORK
 - Name of the album or the name of the single track being registered.
 - Add the name of each track from the album separately or the single track being registered.
- HAS THIS WORK BEEN PUBLISHED?
 - My preference is to register my sound recordings after they have been published (online digital distribution) so that I get the option to include the release date and ISRC numbers on the copyright registration form.
- AUTHORS
 - It's more expensive, but my preference is to register each of my songs separately. That allows me to add each author's contribution clearly (i.e. lyrics, music, production) in the “Other” field.
- CLAIMANTS
 - The author is the original copyright claimant.
- LIMITATION OF CLAIM
 - If your work does not contain any preexisting material, click “Continue” to proceed.
- RIGHTS & PERMISSIONS INFORMATION (Optional)
 - You may provide contact information for a person and/or organization to be contacted.
 - I like to add my name/email address and complete information for my company under “Organization.”
- CORRESPONDENT
 - This is the person the Copyright Office will contact if it has questions about this application.
 - I like to add my name/email address and complete information for my company under “Organization.”
- MAIL CERTIFICATE
 - This is the name and address to which the registration certificate should be mailed.
 - I like to add my name, organization name and company address.
- SPECIAL HANDLING (Optional)
 - Special handling carries a significant surcharge fee. If you do not qualify for special handling service, please click the Continue button without completing this screen.
- CERTIFICATION
 - I like to add the artist and name of album or track in the optional “Applicant's Internal Tracking Number.”
- REVIEW SUBMISSION CAREFULLY BEFORE ADDING TO CART.

MUSIC REPORTS PUBLISHER CATALOG REGISTRATION INFORMATION

Publishers can register song catalog with Music Reports and Harry Fox Agency to enable licensing and collect mechanical royalties from digital streaming services. Most of the information needed can be found on a PRO (Performing Rights Organization) catalog statement.

- ISWC
- UNIQUE PUBLISHER ID
- SONG TITLE
- COMPOSER(S)
- COMPOSER PRO AFFILIATION
- PUBLISHER
- PUBLISHER PRO AFFILIATION
- % SHARE
- PUBLISHER MAILING ADDRESS
- PUBLISHER CONTACT
- TERRITORY CONTROLLED
- ARTIST
- ALBUM
- LABEL
- ISRC
- UPC

HFA (HARRY FOX AGENCY) PUBLISHER CATALOG REGISTRATION INFORMATION

Most of the information needed can be found on a PRO (Performing Rights Organization) catalog statement.

- SONG TITLE
- ISWC
- FIRST, MIDDLE, LAST NAME
- IPI/CAE # [PRO STATEMENT]
- WRITER TYPE
- COUNTRY CODE
- P# [HFA ASSIGNED NUMBER]
- OWNER PUBLISHER NAME [PRO STATEMENT]
- OWNER PUBLISHER IPI [PRO STATEMENT]
- SPLIT [PRO STATEMENT]
- ARTIST NAME
- ALBUM TITLE
- ISRC