



Artist Introduction Guide

Releasing music through a record label can be overwhelming at the best of times, especially if you are not familiar with the process or if you have never worked with a label before. At *DeeVu* we pride ourselves on the professional relationships that we have built with the artists we work with. As part of this, we feel that any extra information and resources that we can offer to you is key.

This guide explains the way that we work, how we approach releases and what you should be expecting when partnering with us.

Submitting Your Music To Our A&R Department

If you're reading this document, you have most likely already been in contact with some of the team at *DeeVu*. The submission process for new music is very straight forward, but follows some important guidelines at the same time.

All submissions are made via the contact form on our website www.deevu.co.uk/contact or via email (if you have been in contact with the team before.) The A&R department is extremely proactive when listening to all submissions, but due to the volume of music that is received, we are only able to contact the artists that we are interested in working with.

If your sound fits with *DeeVu*, someone will be in contact with you via email. In most cases, we contact successful artists within a week!

Before sending music to us please check the following:

- Your submission has the correct contact details
- Private listening links are included within your message
- A short explanation about yourself and what your track is about is always helpful
- The music that you're sending has not been released by any other label or organisation previously (this includes independent releases of any kind)
- That you own the rights to your music (and that any sampling is legally obtained and used within the correct permissions)

Please make sure that all submissions are serious and that you are firmly interested in working with us, as this process can be very time consuming for the label. Failure to follow any of the above guidelines may directly result in an unsuccessful submission.

The Legal Part

After submissions the label will reach out to successful artists, detailing the tracks that we are interested in signing (if multiple.) We will then confirm your interest in working with us on a release. At this point you are welcome to ask any questions if you need further clarity or more information on anything that is mentioned.

If you decide to decline working with *DeeVu* on your release, it is best to do it at this stage of the communication. Obviously, this saves us time when drawing up a contract that may not be needed. If the partnership does not go ahead for any reason, you are always welcome to submit more material in the future!

If you decide to proceed with the release through us, the contract will be written up and sent over via email within a two week period (in most cases.) The legal document is sent through a secure third party platform called *Hello Sign*, allowing you to read the contract in full before choosing to sign the agreement. If you are unsure of any parts of the document, we highly recommend that you source impartial advice from a legal professional before committing to the agreement.

The contract will be sent back to the label automatically through *Hello Sign* after a representative from *DeeVu* and yourself has signed the document. From this moment, you do not need to do anything further until a member of our artist liaison team gets in contact with you.

Sending us your masters

As mentioned above, you do not need to send over any files or information until we request any of these things. Shortly after we receive the signed contract back, we will be in touch asking for the information that we need to complete your release.

In most cases we will request generic information such as: links to your profiles on streaming platforms (if they are already up and running), a proposed release date from yourself, information on your social media accounts and a few more points. There will also be a link to a shared *DropBox* folder on this communication that you can use to send us your masters.

By the term 'masters', we simply mean the original files of your music. We will only accept high quality files formatted in WAV format (MP3 files or lower quality audio files will not be accepted.) You do not need to send through all of your stems (each individual element to your song) unless specifically requested to do so. Please ensure that you complete this request with all relevant information in a timely manner, as it will affect the release date of your track if this takes too long.

Creating The Right Artwork For Your Release

Again, after the agreement has been signed, you will be added into a group chat with some of the label team and our dedicated graphic designer. We will then narrow down a visual approach that is in line with the label's expectations, whilst also suiting the aesthetic that you're looking for as much as possible. If you have any concepts and ideas please share them with us in the chat, as this process can become lengthy without a starting point.

Sometimes artists already have artwork that they wish to use with their upcoming release, and our team are always happy to look over any pre-arranged visuals. Just be aware that these designs may not fit in with *DeeVu's* branding and that they may not be suitable to use for the release.

When the artwork is agreed upon by all parties, the promotional assets will be created (images for social media etc.) and sent through to you for promotional purposes.

Your Pre-Release Promotional Period

Firstly, we request that you do not share any news of your release online or on social media platforms until all previous steps are completed. In rare cases complications can occur that may delay your release, making it a better idea to hold off on any announcements until we have finalised all preparation.

Otherwise, this is mostly a self-explanatory process and is covered in much greater detail with our **Artist Self-Promotion Guide**. We highly recommend that you give the ASP guide a good read through and follow the steps as closely as possible. During this timeframe the team will plan a promotional strategy behind the scenes, ensuring that your single reaches the best level of exposure possible.

Release Day & Post Release

Another straightforward point and an important period for both you and us! Following your release day, you will be able to view live progress on platforms such as *Spotify*. This service in particular allows you to view live updates on how many streams your release has generated for the first seven days after the drop (via *Spotify For Artists*).

From this point onwards we will also send you access to our network platform *Inflyte*, which allows you to view feedback from a huge number of individuals in the DJ and Radio industry, worldwide. This is extremely helpful as you will be able to see how your track has been received across the industry and how many downloads your song has had from key supporters.

Reporting has always been a big focus point for us and we send three collections of data to you on a weekly basis after your release. These reports focus on a different areas:

- International Radio Play
- Spotify Playlist (including total reach)
- Apple Music Coverage

Royalty Payments

Every label handles the financial part differently, and at *DeeVu* we like to keep this process as transparent as possible. Each contract is individual and your document will detail the financial split of your release clearly. Before asking any royalty related questions, please make sure that you have read and understood this section of the signed agreement.

DeeVu pays royalties to qualifying artists four times a year, at the end of each accounting quarter. These timeframes can vary depending on how much manual processing is needed from the team. Payments are made by simple bank transfer, accompanied by a breakdown of your earnings in detail.

We kindly ask that any financial information regarding your releases with us does not get uploaded or posted to social media (or any other online platform) for public viewing.

That's How We Work (In A Nutshell)

Hopefully this has given you a deeper look into the way that our business works and has answered any questions that you might have had.

As always, each and every release means the world to us and gets the full support of the team at *DeeVu*. After all, without your great music, we wouldn't be here.

If you have any questions, don't hesitate to contact us, we are always happy to help!

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Regards,

The team at DeeVu

