



AUDIOSWIM DISTRIBUTION & MUSIC MARKETING

Connecting Your Music Brand To Fans

MUSIC. TECH. BUSINESS.



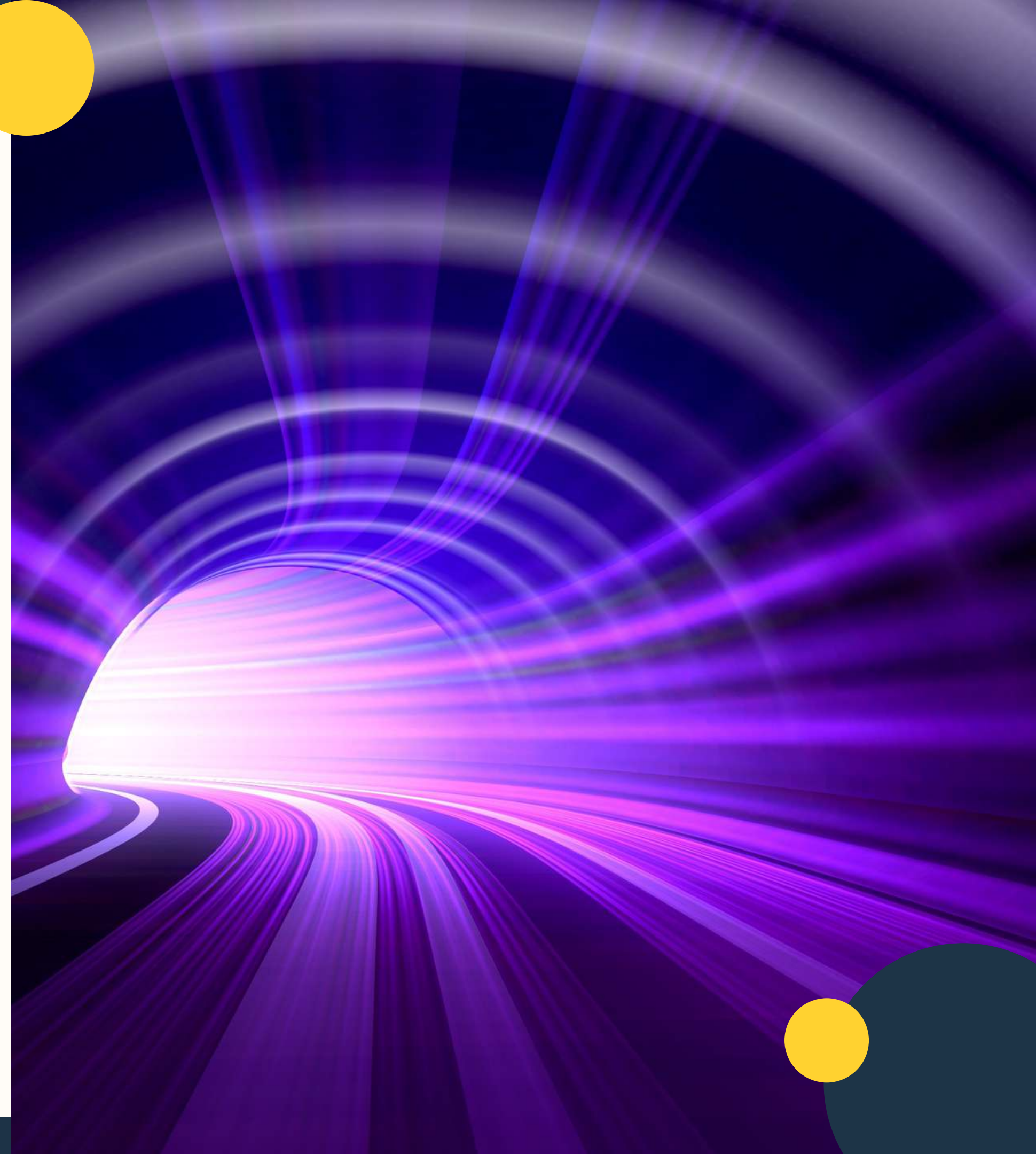
ABOUT US

BEHIND THE BRAND

AudioSwim was birthed from an innate desire to be a champion for creatives.

We recognize that recorded music is an undervalued asset for creatives and the lack of transparency from various levels within the music ecosystem contributes to most artists being in debt. With the current music economy being a closed market, we believe now is the right time to leverage technology and open the market up for both musicians and fans.

We have a unique platform that will help artists build real fanbases by creating macro and micro-level communities using data driven methods, that will allow for increased transparency and additional opportunities to monetize music. Not only do we ensure that artists are being paid, but we allow fans to get in on the action by investing in their favourite independent musicians, using the latest in blockchain technology.





FOUNDER

MY NAME IS ALBERT M. CARTER

YEARS OF EXPERIENCE

I have over 20 Years in Music and Entertainment.

- Music Businesses Specialist (Berklee)
- Google Digital Marketing Certified
- Google Project Management Certified
- E-Marketing Certified
- Digital Advertisement Specialization
- YouTube Certified
- Spotify Digital Audio Certified

BRIEF DESCRIPTION

Helping to shift the cultural landscape of the music industry with innovative approaches to solve common problems.

My goal is to help build artists, labels and brands, no matter if you're set to release your first song ever or you are a legacy artist looking for new ways to monetize, we can help.

LICENSING AND CERTIFICATIONS

WE ARE LICENSED AND CERTIFIED

Licenses

- Internet and Multimedia
- Consultancy
- Solution Provider
- Tier 1 Financial Brokerage
- Marketing via Social Media
- Support Service Provider
- Marketing Management
- Public Relations Management
- Artist Talent Contracting
- Live Events

Certifications / Specializations

- Google Digital Marketing and E-Commerce (Certified)
- Google Project Management (Certified)
- E-Marketing Specialist (Certified)
- Digital Product Management (Certified)
- Music Business Specialist (Certified)
- Public Relations Specialist (Certified)
- Spotify Digital Audio Foundation (Certified)
- Public Relations (Certified)
- Blockchain and Decentralized Finance (Certified)
- Youtube Music / Music Rights / Asset Monetization (Certified)



LICENSED

VALUE PROPOSITION

Billions of music fans globally. We help you engage with your audience and grow your fanbase while helping you and your fans monetize.



Data Driven

We use authentic data to help you engage with your audience and grow your fanbase.



Technology

We use the latest in technology to help you understand your insights to find out who is listening to your music and how both fans and artists can monetize.



Online and Offline

We operate both online and offline. We use the data to create a plan for artists to grow their fanbase.



OUR OBJECTIVES



Artists Monetization



Fan Monetization



Data Collection



Music Education

WAYS WE CAN HELP YOU MONETIZE

Non-Fungible Tokens

Merchandise



Music Streaming

Royalty Investment

Live Events



WE HELP YOU BUILD YOUR FANBASE THROUGH DATA



DATA DRIVEN

Data-driven marketing uses information from various sources to inform future strategies.



INSIGHTS DRIVEN

Insights-driven marketing involves turning raw data into actionable insights.

THE UNDERLYING MAGIC: THE AUDIOSWIM PROCESS



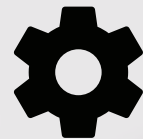
Research

Uncover what is true about your brand through leadership perspective, communications audits, and fan perspectives competitive audits.



Synthesize / Story

Expose your brand position so that you can confidently own your fanbase. Then determine the story to take to the marketplace.



Create

Apply recommendations, decisions, and creative direction. Develop the plan of how to take it to market.



Share

Launch to your team and stakeholders first then to the world. Taking this to the marketplace to engage is the final step.



WE ARE NOT YOUR AVERAGE MUSIC AGENCY

01

RELEASE STRATEGY

We help you figure out the best ways to release your music. We customize each release strategy.

02

PRE RELEASE MARKETING

Before your song or project is released we help you develop various ways to get the word out.

03

ALBUM RELEASE MARKETING

We help you release your album with a number of different strategies that will help you reach your goal.

04

ATTRACT & ENGAGE FANS

We help you grow as an artists by keeping the attention of current fans and growing new fans.

05

BRAND SYSTEM & IDENTITY

We help develop the visible elements of your brand, such as color, design, and logo, that identify and distinguish your brand in your fans minds.

06

MARKETING ANALYTICS

We do a thorough assessment of the current and future music market to keep you engaged with current and future trends.

07


SOCIAL MEDIA ADVERTISING

We help keep you engaged with your fans via social media. Setting up social media ad campaigns.

08

DEVELOP FAN LOYALTY

We help you develop fan loyalty in order for your to continue your career as an artist.



HOW WE WORK WITH OUR CLIENTS



WEBSITE

You can use our music distribution and NFT marketplace on our website.



CONSULTATION

Consultations for merchandise, royalty investment, marketing and PR will be done via zoom, phone call or in person.



EXECUTION

Bringing to life you brand's needs.

FEATURES

1

Dolby Atmos

Go beyond the ordinary listening experience and inside the song in a spatial way. Unparalleled clarity and depth.



3

Pre-save Campaigns and smartlinks

Based on things that really matter and can cover a wide range of potential topics

2

Data Insights

Discover where your fans are to fine-tune your marketing strategy, and track your performance.



4

Generate Earning Report

Track your streams and earnings with reports that show top-performing outlets, countries, and songs.



INFORMATION

AudioSwim Statistics



2020 - 2022

2 Million+ Streams
In two years we've amassed over two million streams and counting.



2022

International Artists
We've signed 3 international acts to our label division.



2020 - 2022

200+ Projects
We've released over 250 music projects in total.



2022

65+ Artists
We've worked with over 65 local, regional and international artists in various capacities.

NOTABLE ARTISTS



REMA

Afrobeats Star



SKALES

Afrobeats Star



DJ KABOO

International DJ/Producer



DABABY

Hip Hop Star



RAMZ

Hip Hop Star



DANILEIGH

RnB Star



MALIK YUSEF

Grammy Winning
Writer



MAZMARS & SEIDOSIMBA

Afro-Arab Stars

CASE STUDY: REMA

(IN PARTNERSHIP WITH MACKIE ENTERTAINMENT)



NUMBER ONE



Calm Down

REMA

1

THE OFFICIAL
MENA
CHART

DELIVERABLES

In-Depth Brand Study
Define Goals & Objectives
Identify Target Audience
Podcast
Press Run

TESTIMONIALS

"In 2019, I remember us reluctantly heading to this interview in Dubai, asking ourselves who does DSP interviews in Dubai. In 2022, Calm Down ends the year as the number one song in the Middle East" - Sean Okeke (Rema's Manager)

CASE STUDY: DANILEIGH



DELIVERABLES

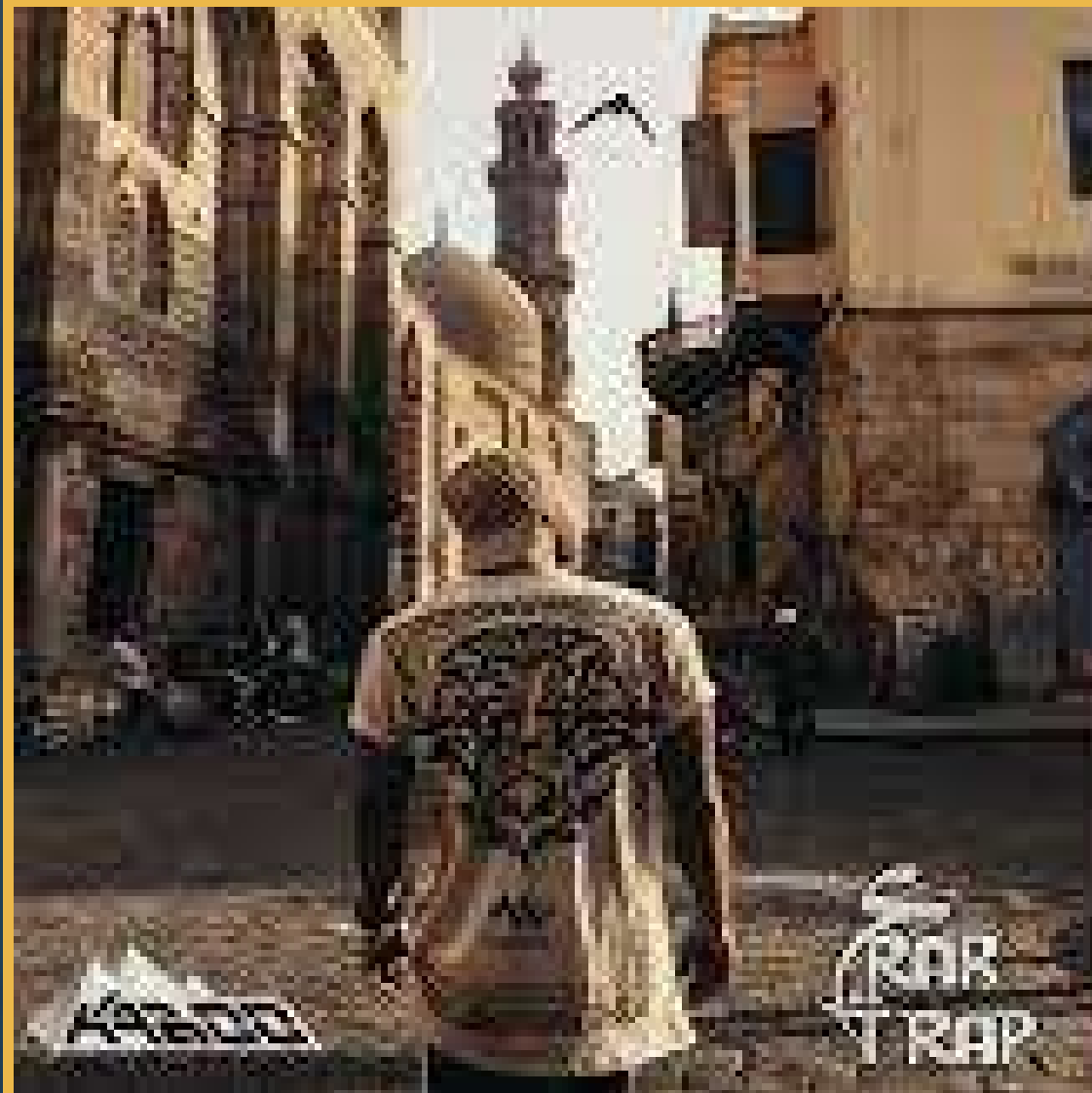
In-Depth Regional Brand Study
Understand Cultural Differences
Identify Target Audience
Press Run

TESTIMONIALS

"Albert personally took us around to brands such as TikTok, Spotify, Angami and more to help us understand the regional music culture. This helped Dani use different platforms to expand her growth in the region and have a clear picture of how to market in the region." - Vicky Curiel (Danileigh's manager)

CASE STUDY: DJ KABOO

(IN PARTNERSHIP WITH MACKIE ENTERTAINMENT)



DELIVERABLES

In-Depth Brand Study
Define Goals & Objectives
Identify Growth Strategy
Interviews and Panels
Press Run

TESTIMONIALS

"I was looking for exposure in the Middle East and North Africa. AudioSwim helped to set up interviews, connect with various DSP's, and meet with record labels to help with my growing fanbase." - DJ Kaboo

AUDIOSWIM

SCOPE OF WORK

- Distribute your music to over 150+ streaming services all over the world—from Spotify, Anghami, Apple Music, and Tidal to Instagram, TikTok, and more. Now with Dolby Atmos.
- Create music NFTs and directly drop them on AudioSwim's marketplace, and buyers of these tokens can resell or rent them via our unique platform.
- Sell a portion of your music royalties to your fans.
- Book artists for your next event or collaborate with.
- We help with digital marketing channels from email to social media and music blogs to search engines that help promote artists and their music.
- We examine music data sets in order to find trends and draw conclusions about the information they contain to help you reach more fans.





PRICE LIST

(20 MINUTE FREE CONSULTATION)

01

MUSIC DISTRIBUTION - \$5- \$150

The process by which music is sent to music providers (major streaming services, radio channels, advertising agencies, etc) to reach your future fanbase.

02

MUSIC MARKETING: \$1,250 AND UP

Music marketing is the use of strategic messaging and advertising to connect music artists with their fan base while also informing new audiences about the artist's music career and latest work.

03

CONSULTATION: \$120 PER HOUR

Guides musicians about the basic composition of music. They are the ones who perform the research and studies to identify the art of what good music is.

04

ROYALTY SELL: VARIES

Royalties are recurring payments that are desirable to investors looking for a source of predictable income, typically found in a variety of asset classes from real estate to music.

05

LIVE EVENTS: VARIES

A live event is content that is happening in real-time. Whether it is an in-person, virtual, or hybrid event – any event can be considered live. Live events can be more enticing to your audience and increase attendee engagements.

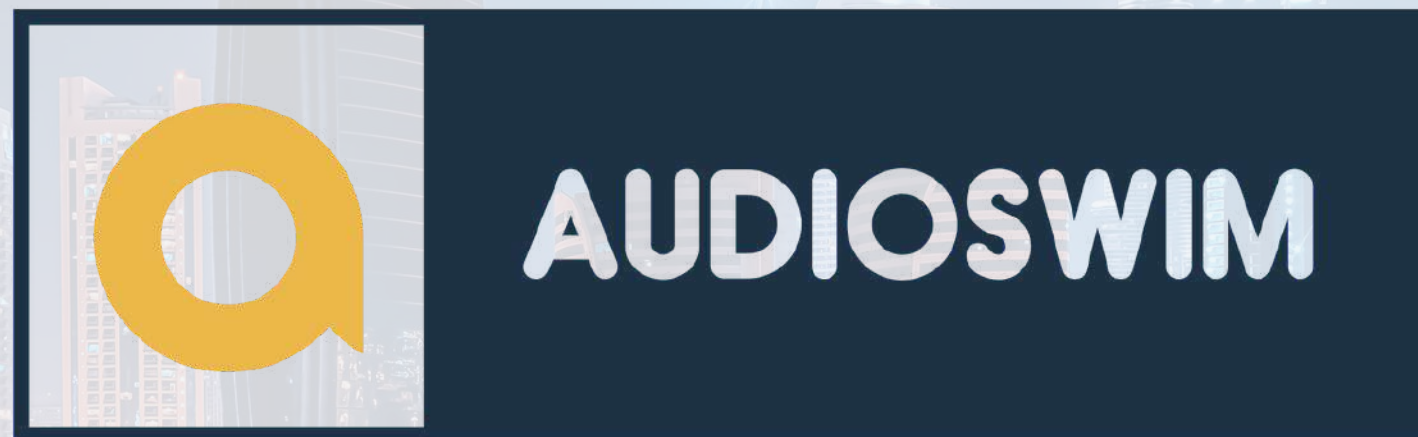
06

MERCHANDISE: VARIES

Music merchandisers design, manufacture, ship, and sometimes sell products related to musical artists and their brands.



LET'S WORK TOGETHER



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