

# **LUCASO MEDIA**



## ***INTRODUCTION KIT FOR NEW LABELS / ARTISTS***

LUCASO MEDIA  
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## *Hello and Welcome to Lucaso Media!*

Lucaso Media offers digital music and video distribution, promotion, and representation services for musicians, filmmakers, and other new media artists. Artists gain digital exposure and sales through our ability to distribute, market, and promote releases to a worldwide network.

Our experience in new media and emerging technologies and our unique industry partnerships allow us to bring independent artists to the forefront of emerging media networks.

### ***DISTRIBUTION***

An artist's release (LP, EP, single, ringtone, etc.) is distributed to over 70 retail outlets and 30 promotional and mobile partners including iTunes, eMusic, Beatport, Snocap, Amazon, Hi-5, Virb, Verison, T-mobile, Sprint, Rhapsody, and more.

We do this through our unique partnership with the Independent Online Distribution Alliance (IODA: <http://www.iodalliance.com>), the industry-leading digital distribution company for the global independent music community.

### ***PROMOTION***

Lucaso Media works to market and promote an artist's release to important online media outlets such as retail partners, press outlets, music blogs, podcasts, forums, and social networks.

This includes working to get placements, features, and profiles on promotional and retail outlets (e.g. itunes, emusic, beatport), social networking sites (e.g. Myspace, Facebook, imeem, Hi-5, Virb, Mog), top music blogs and podcasts (e.g. pitchfork media, indiefeed), and other online promotional outlets to help artists gain digital exposure and sales.

We design new media marketing strategies including audio and video podcast services, viral marketing, and other online campaigns to help spread the word about an artist's release and help expand artists' networks.

### ***REPRESENTATION***

We serve as a digital agent, manager, representative, and ambassador to an artist and their release. We keep artists informed and work to bring artists as much exposure and as many appropriate licenses as possible. Through our industry network, we work to secure music licenses including television, radio, film, mobile, and retail licenses.

## ***RIGHTS HOLDER DASHBOARD***

Each label has their own web interface to manage their releases. Here is the demo login so labels can take a closer look at the Right's Holder Dashboard, their label management tool. This is where labels manage their online content:

Login to a demo of the dashboard by going to <http://dashboard.iodalliance.com>  
Login as [dlabel1@dashboard.com](mailto:dlabel1@dashboard.com), password: indie

Once added to the Lucaso Media label group, labels are sent a login and instructions for downloading the IODA Rights Holder Welcome Kit. Complete information on using the dashboard, delivering releases, and necessary paper work can be found in the IODA Welcome Kit. Labels can then deliver their releases to Lucaso Media for immediate encoding or directly to IODA.

## ***OPTING IN AND OUT OF NEW LICENSES / TERRITORIES***

As new distribution and promotion contracts are introduced to the current licensed network, labels have the opportunity to option in and out of specific licenses and territories.

Labels can view and manage their licenses through the "Licenses" tab in the dashboard and are required to manage their own licenses and territories by optioning in or out of licenses within a week of notification. Please read the IODA Welcome Kit for complete information on licenses.

## ***PROMOTRACKS AND PROMONET***

Once in the system, labels are **required** to designate promotional tracks for their releases (also called Promotracks).

Promotracks are tracks that are licensed for promotional use and allow bloggers, podcasters, and web outlets to play, stream, and download an artist's track for free as long as they provide buy and affiliate artist links for the release. Promotracks are a great way for artists and labels to gain digital sales and exposure.

We've found that promotracks sell as well (and in some cases better) than non-promotracks and recommend choosing strong singles for maximum play, exposure, and digital sales.

Login to a demo of Promonet by going to <http://iodapromonet.com>  
Login as [demo@iodapromonet.com](mailto:demo@iodapromonet.com), password: indie

Here a label sees the marketing platform where an artist's release will be promoted.

## ***COMMITMENTS***

Lucaso Media agrees to encode and distribute a label's catalog / artist's release(s) and promote and represent an artist's release (and the artist as they pertain to the specific release) for 5 years from the date of encoding of the release (album, EP, single, ringtone, film, etc.).

Lucaso Media agrees to provide accounting services and to pay the label 80% of net profits (or 60% of net profits to independent artists on the Lucaso Media label), within 30 days of being issued payment. Lucaso Media agrees to make accounting records available to view by label / artist with due notice.

Label/Artist agrees to supply Lucaso Media with releases, artwork, artist's assets, and other promotional materials in proper digital formats and in a timely fashion.

Label/Artist agrees to produce at least 5 digital releases per artist per year to be distributed by Lucaso Media. Labels agree to sign at least 5 artists with market potential to their Label.

Label/Artist grants Lucaso Media exclusive privilege of digital distribution, promotion, and representation for the specific releases for the term of 5 years from the date of encoding.

Both parties agree to communicate, cooperate, and participate in full support of the promotion, marketing, distribution, exposure, licensing, digital management, content production (e. g. audio and video podcasts or ring tone production), networking, and sale for the artist's release for the duration of the term.