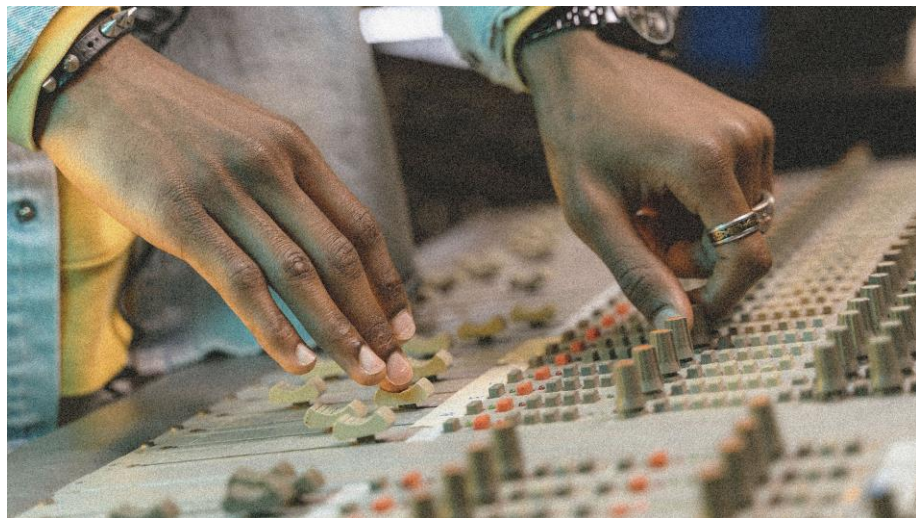
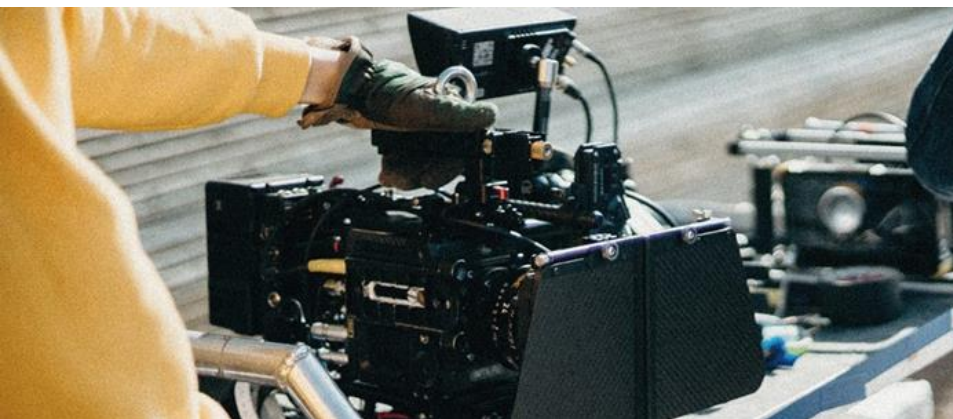




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## WHY VIDEO DISTRIBUTION WITH DJ CENTRAL TV?

1. **Reach:** DJ Central TV's distribution networks access a wide audience base, including popular streaming platforms like YouTube, Spotify, Apple Music, and more. By leveraging these networks, you can potentially reach millions of viewers and listeners, increasing the visibility of your music video.
2. **Exposure:** Distributing your music video through established networks exposes your work to industry professionals, influencers, and potential fans. This exposure can lead to opportunities such as media coverage, collaborations, and increased fan engagement.

1. **Monetization:** Most distribution networks offer monetization options, allowing you to earn revenue from your music video through advertising, streaming royalties, and other income streams. This can provide a source of income to support your music career and fund future projects.
2. **Analytics:** Distribution networks typically provide detailed analytics and insights into the performance of your music video, including metrics such as views, engagement, demographics, and geographic location of viewers. These analytics can help you better understand your audience and tailor your promotional efforts accordingly.
3. **Legitimacy:** Having your music video distributed through reputable networks can enhance your credibility as an artist. It demonstrates that your work has been vetted and endorsed by established platforms, which can attract the attention of industry professionals and potential collaborators.
4. Overall, distributing your independently produced music video via distribution networks can significantly increase its exposure, reach, and potential for success in the music industry.



Platform	Cost	Platforms
Ditto	\$79.99. Keep royalties \$55 Apple music \$24.99 Vevo	Apple Music, Tidal, YT and Vevo
Maestro	Flat fee per release. Free to \$99pm.	Major streaming platforms and social media
DistroVid	Annual subscription \$99 Keep royalties	Major streaming platforms and online music stores (e.g., Apple Music, TikTok Music, Vevo, Tidal)
Symphonic	\$19pa Keep royalties	TikTok, YT, Instagram Reels, Snapchat.
PeekSound	\$79.99 annual. Percentage of royalties	Major streaming platforms and niche outlets Apple Music, Tidal, YT, Vevo

## WHY DJ CENTRAL TV?

Get access to over 60 video distribution networks for your music video.

By working with DJ Central TV we work to expand your audience base through leveraging an extensive network including YouTube, Apple, Amazon, and social media platforms.

DJ Central TV delivers an extensive distribution network across all platforms, along with its own extensive channel network, including the syndicated program DJ Central TV.

Note it takes up to 90 days to see results following a video launch.

EMPRESS



## DJ CENTRAL TV

DJ Central is a global TV show featuring today's artists leading the way in the world of Electronic Dance Music (EDM). An MTV-style music video show, DJ Central TV offers independent labels and artists from all over the world to gain global exposure for their music and reach new fans via a 2-hour show.

Each episode is different – filled with a variety of music videos, segments on club culture in global nightclubs, and interviews with DJs, club patrons, and special guests.

DJ Central TV currently comprises 6 seasons, of 13 episodes each. Over the next year, DJ Central TV will be adding a further 6 seasons to the catalog, allowing our audience to access 143 episodes – the equivalent of over 214 hours of music television.

## DJ CENTRAL TV MUSIC PARTNERS



DJ Central TV is a global EDM TV show exploring music, culture and lifestyle trends in clubs around the world.

DJ Central TV - [www.djcentral.tv](http://www.djcentral.tv)

DJ Central Records is a record label offering a full suite of services to its artists and labels.

DJ Central Records - [www.djcentral.tv](http://www.djcentral.tv)



A Film, Documentary TV Show Production House.

Planet Blue Pictures [www.planetbluepictures.com](http://www.planetbluepictures.com)

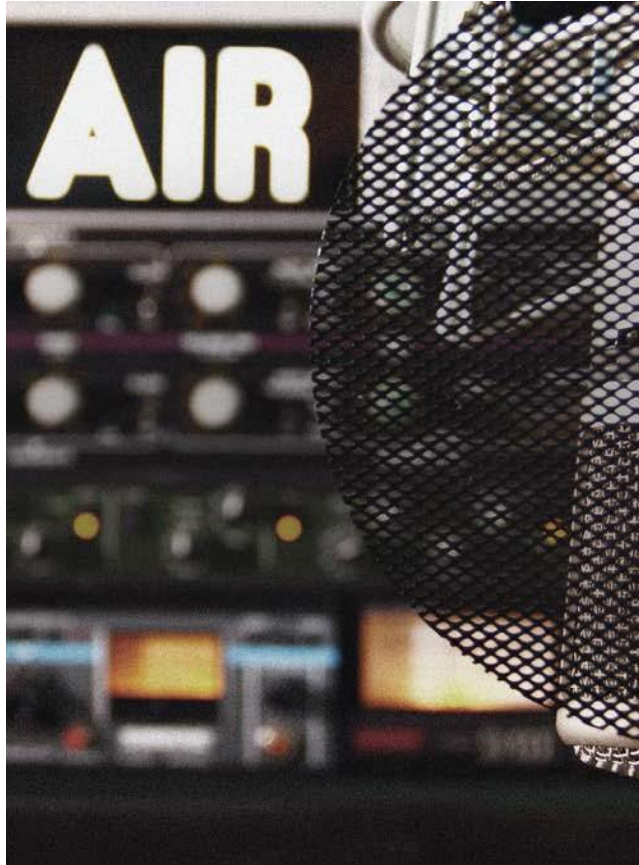


Ordior are the forensic music rights & distribution specialists, involved in the monetization, copyright enforcement and recovery of unclaimed royalties.

Ordior – [www.ordior.com](http://www.ordior.com)



A Record label, Publisher, Distribution Platform, Rights Management Service & Digital Entertainment Company. Blue Pie Records [www.bluepierecords.com](http://www.bluepierecords.com)



## LICENSING AND SYNDICATION REQUIREMENTS FOR DJ CENTRAL TV



### **Music Video Licensing:**

All music videos featured in DJ Central require a non-exclusive syndication and international distribution license signed by both the artist and the label. This ensures that we have the necessary rights to showcase the music content on our platform and distribute networks globally.

### **Music Rights Management:**

We manage music rights through the label portal on bluepiedata.com. This platform allows your label to access royalty reports and ensure compliance with copyright laws and royalty obligations. By utilizing this system, DJ Central maintains transparency and accountability in its music rights management processes.

### **Syndication Partners:**

DJ Central's syndication partners include a diverse range of platforms such as television networks, streaming services, online channels, film and television partners. Through syndication agreements, we extend the reach of DJ Central to broader audiences whilst ensuring fair distribution and revenue-sharing arrangements.

### **License Agreement Coverage:**

The syndication license agreement covers various aspects including distribution rights, revenue sharing (if applicable), and any exclusivity clauses. This comprehensive agreement ensures clarity and fairness in our partnerships with syndication partners, facilitating the seamless distribution of DJ Central across different platforms.

Soul Shift Music will require a non-exclusive license to cover music video distribution and syndication.

## OUR RIGHTS MANAGEMENT PARTNER ORDIOR and THE RIGHTS MANAGEMENT PARTNERS



fairphonic



Rights Management managed by Ordior.



## ACTIVE VIDEO DISTRIBUTION NETWORKS, PARTNERS, CHANNELS + AUDIO NETWORKS

DJ Central TV provides its labels, content partners and artists with access to vast global distribution, publishing, rights management and music licensing platform with over 600 + services providers. This vast network is made available to our labels, content partners and artists via one easy to manage non-exclusive agreement with your record label.

We do not charge annual fees, release processing fees or service fees to have your music distributed and serviced to our network.

We create partnership agreements and keep you focused on what you do best, producing and creating great music.

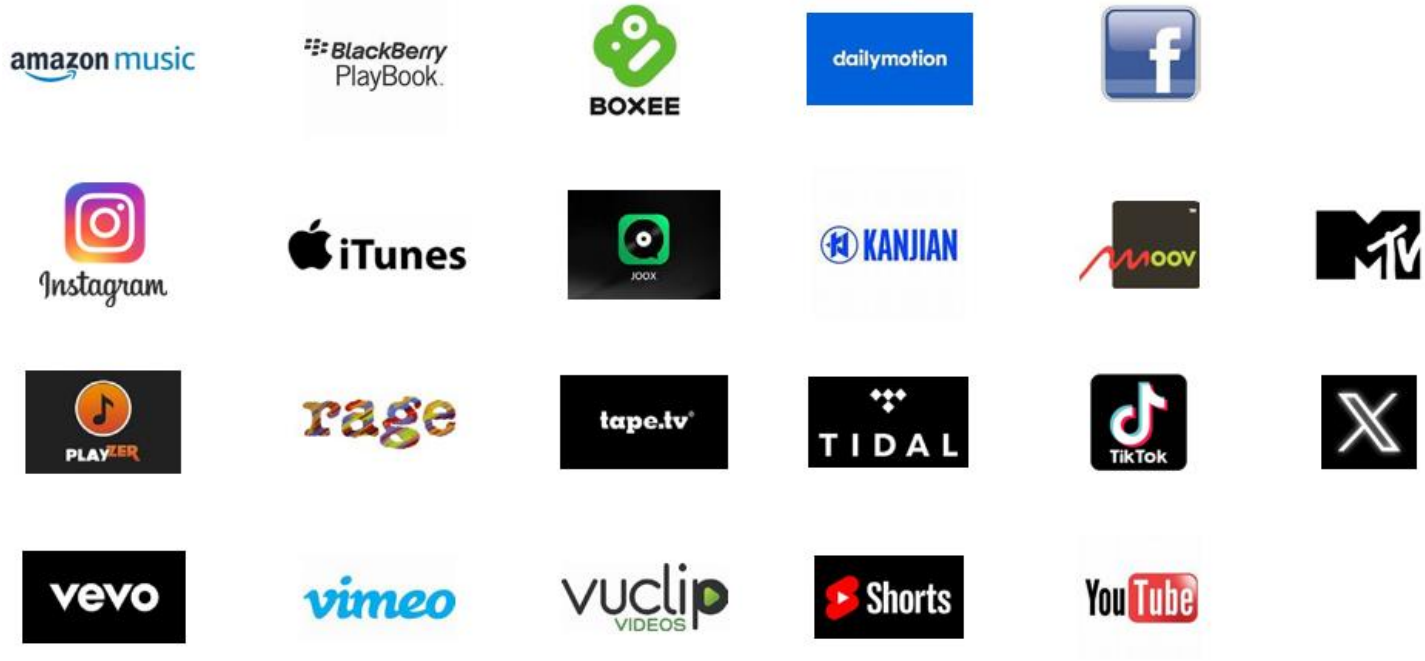
For EDM focused tracks, we provide you access to the DJ Central Records partner EDM specialist stores. See [www.djcentral.tv](http://www.djcentral.tv) for details. We make sure that your EDM genre release is featured on Beatport, Juno Download, 8Tracks, Traxsource and other key EDM specialist outlets and retailers.





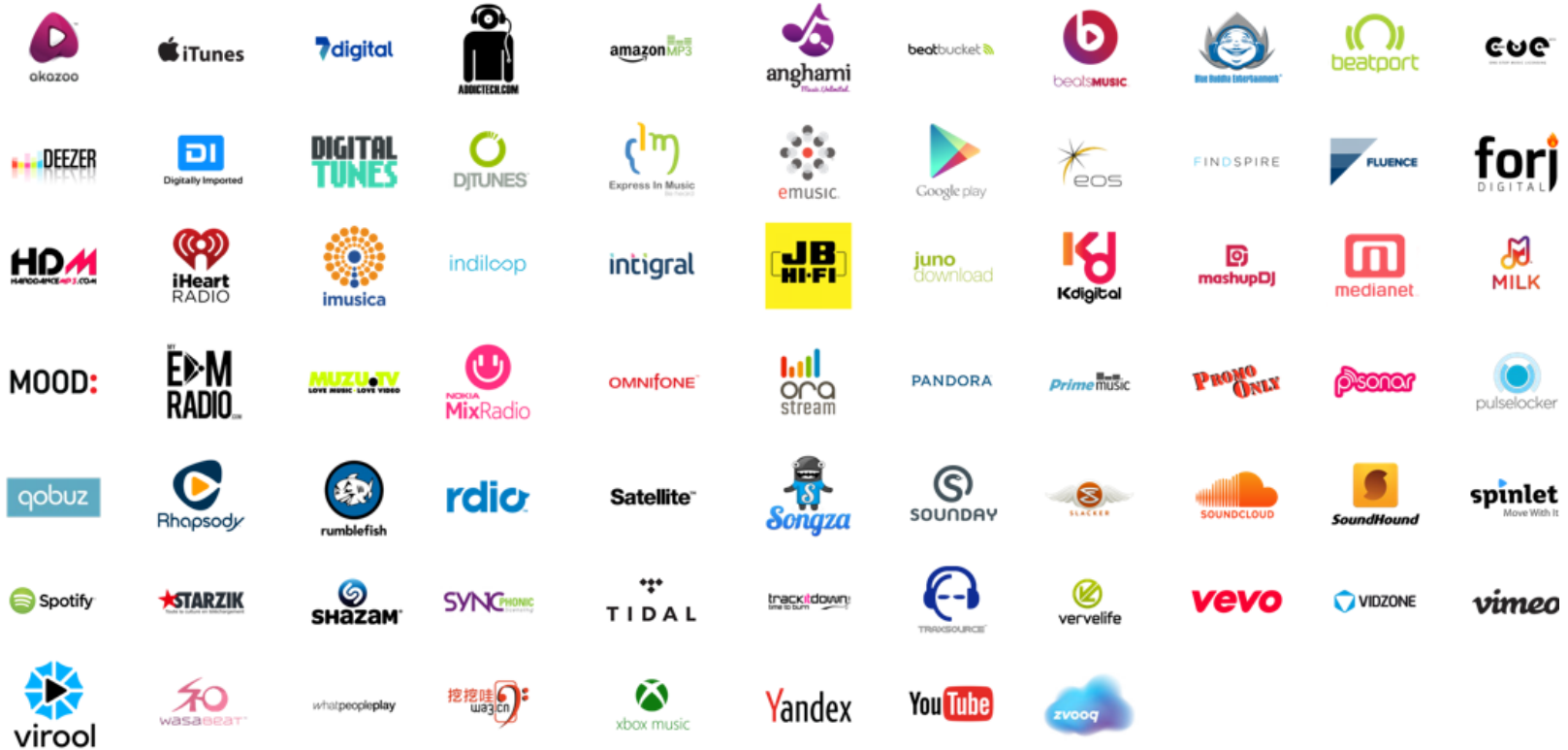
## ACTIVE VIDEO DISTRIBUTION NETWORK & CHANNELS

DJ Central TV services your video to over 60 + stores, channels, and networks. Some of these include the following:



# ACTIVE MUSIC DISTRIBUTION NETWORK, PARTNERS + CHANNELS

DJ Central TV services your music to over 600 + stores, channels, and networks. Some of these include the following:





## DJ CENTRAL YOUTUBE and MANAGED CHANNELS

Your music videos have the opportunity to be selected and then distributed, across the DJ Central TV network of YouTube and the other managed channels. Selection is based on the channel genre and quality of the video, as well as the content and nature of the clip.

Videos that promote violence, drug use, anti-social issues and are political in nature will not be selected due to the content moderation requirements and legal demands of the various networks they DJ Central provides content to.





# THE VALUE PROPOSITION



## ARTIST VALUE PROPOSITION

### The value of DJ Central TV and its partner networks to artists is:

- Access a fully produced, ready-for-broadcast TV show.
- Access a partner network of 2 million eyeballs annually watching the DJ Central TV music shows.
- Distribution to over 60 video networks, channels and services that provide the opportunity for your video to gain exposure and the ability to connect with new music fans all over the world.

### The Cost:

- DJ Central charges a set fee **\$330USD** for each video that gets accepted by the content curation team. This appears as a debit on your royalty account.
- **There is NO upfront cost to you.** DJ Central covers all the costs to get your video ingested into our delivery systems and then out to the appropriate genre-based channels.
- On completion of the distribution of your video a report will be sent via your client Basecamp showing the channels where the video was accepted.
- You can then submit another video and the process repeats.
- If you would like to DJ Central Marketing and Media teams to work on promoting your video, then simply make a request via your client Basecamp or email [sales@djcentral.tv](mailto:sales@djcentral.tv), and one of our team will come back to you with a proposal.

### Next Steps

- Sign the DJ Central Video License Agreement that we have sent you via the SignNow platform to your email.
- Make sure DJ Central has your most up-to-date email and contact details.

### Marketing Collaterals

- Upload all the data files to DropBox or Google Drive and send us the link to download to [sales@djcentral.tv](mailto:sales@djcentral.tv)
- Deliverables include an MP4 version of your music video in HD format at 1080p.
- Include a short artist bio, artist stills, and any information that we can use to promote your video through social media.
- Include minimum 3 x vertical reels no longer than 15second snips of your music video so that we can promote your video through our socials. Facebook Reels dimensions are 9:16 aspect ratio, or 1080 pixels by 1920 pixels.





# DJ CENTRAL

June 2022



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