

Music Reproduction and Distribution Survey

MusicLawInfo.com

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One of the questions we are frequently asked is who we recommend for distributing physical or digital music. It's a tricky issue because we only know what our clients share and the most recent discussion will inevitably be the one that comes to mind.

In an effort to obtain some information to share with all of you, from August 2 - 14, 2011 we posted a short survey on preferences for digital and physical reproduction and distribution services. Twenty-nine people were kind enough to complete the survey and we thank you if you were one of the respondents.

We were surprised to see that overall, most people were pleased with the services that they were using. We have provided a short summary of the findings. We are not in the business of conducting surveys; ours is not meant to stand up to scientific or statistical standards for survey taking. Nevertheless, we hope that you will find the data helpful and interesting.

Digital Distribution

TuneCore was the preferred digital distributor for 41.38% of the respondents. 27.59% used CD Baby and another 27.59% listed another service like Bandcamp, soundcloud, and their own website to digitally distribute their music. Overall, most people were satisfied with the services provided by their digital distributor with only 17.24% rating customer service as being less than satisfactory.

Reproduction

Discmakers was the service used by 24.14% of the survey respondents while 20.69% didn't use a service at all (made their own) and 20.69% didn't distribute their music in CD format. For quality and cost, 55.16% were satisfied with the cost and only 10.34% were less than satisfied with the quality of the finished product.

CD Distribution

CDBaby was the service used by 17.24% of the survey respondents while 27.59% didn't distribute their music in CD format at all. Overall, survey respondents were generally satisfied with the services provided by their CD distributor. Only 3.45% were less than satisfied with the analytics and customer contact information provided by the distributor and only 6.90% found the customer service provided to be less than satisfactory.







Survey Results

The following is a copy of the questions we asked and the answers that we received. If you would like a copy, please don't hesitate to contact us.







Statistics

Form name	MusicDistributionSurvey
Form title	Music Distribution Survey
Number of questions	22
Total number of submissions	29







Music Distribution Survey**1. 1. What service do you use for digital distribution of your music?** (Question type: Multiple-choice, select one)

Answer	Amount	Percentage	
TuneCore	12	41.38 %	
CD Baby	8	27.59 %	
ReverbNation	1	3.45 %	
ioda	0	0 %	
The Orchard	0	0 %	
Other	8	27.59 %	
Number of respondents	29		

2. 2. How do you rate the process of providing your tracks, artwork, etc. to the distributor? (Question type: Multiple-choice, select one)

Answer	Amount	Percentage	
Not applicable	4	13.79 %	
1 - Unsatisfactory	2	6.90 %	
2	3	10.34 %	
3 - Satisfactory	5	17.24 %	
4	10	34.48 %	
5 - Highly Satisfactory	5	17.24 %	
Number of respondents	29		

3. 3. How do you rate the length of time it takes for your songs to be posted with the distributor's affiliates? (Question type: Multiple-choice, select one)

Answer	Amount	Percentage	
Not applicable	4	13.79 %	
1 - Unsatisfactory	2	6.90 %	
2	4	13.79 %	
3 - Satisfactory	12	41.38 %	
4	3	10.34 %	
5 - Highly Satisfactory	4	13.79 %	
Number of respondents	29		

4. 4. How do you rate the price you pay for the distributor's service?

(Question type: Multiple-choice, select one)

Answer	Amount	Percentage	
Not applicable	4	13.79 %	
1 - Unsatisfactory	1	3.45 %	
2	5	17.24 %	
3 - Satisfactory	10	34.48 %	
4	4	13.79 %	
5 - Highly Satisfactory	5	17.24 %	
Number of respondents	29		

5. 5. How do you rate the analytics offered by the distributor?

(Question type: Multiple-choice, select one)

Answer	Amount	Percentage	
Not applicable	4	13.79 %	
1 - Unsatisfactory	2	6.90 %	
2	4	13.79 %	
3 - Satisfactory	11	37.93 %	
4	5	17.24 %	
5 - Highly Satisfactory	3	10.34 %	
Number of respondents	29		

6. 6. How do you rate the fee (if any) charged by the distributor for analytics?

(Question type: Multiple-choice, select one)

Answer	Amount	Percentage	
Not applicable	11	37.93 %	
1 - Unsatisfactory	2	6.90 %	
2	5	17.24 %	
3 - Satisfactory	8	27.59 %	
4	1	3.45 %	
5 - Highly Satisfactory	2	6.90 %	
Number of respondents	29		

7. 7. How do you rate the distributor's method of payment?

(Question type: Multiple-choice, select one)

Answer	Amount	Percentage	
Not applicable	5	17.24 %	
1 - Unsatisfactory	1	3.45 %	
2	3	10.34 %	
3 - Satisfactory	12	41.38 %	

4	6	20.69 %	
5 - Highly Satisfactory	2	6.90 %	
Number of respondents	29		

8. 8. How do you rate the distributor's frequency of payment?

(Question type: Multiple-choice, select one)

Answer	Amount	Percentage	
Not applicable	5	17.24 %	
1 - Unsatisfactory	2	6.90 %	
2	5	17.24 %	
3 - Satisfactory	13	44.83 %	
4	1	3.45 %	
5 - Highly Satisfactory	3	10.34 %	
Number of respondents	29		

9. 9. How do you rate the accuracy of the distributor's statements?

(Question type: Multiple-choice, select one)

Answer	Amount	Percentage	
Not applicable	6	20.69 %	
1 - Unsatisfactory	0	0 %	
2	2	6.90 %	
3 - Satisfactory	11	37.93 %	
4	7	24.14 %	
5 - Highly Satisfactory	3	10.34 %	
Number of respondents	29		

10. 10. How do you rate the customer service of your digital distributor?

(Question type: Multiple-choice, select one)

Answer	Amount	Percentage	
Not applicable	5	17.24 %	
1 - Unsatisfactory	0	0 %	
2	5	17.24 %	
3 - Satisfactory	9	31.03 %	
4	5	17.24 %	
5 - Highly Satisfactory	5	17.24 %	
Number of respondents	29		

11. 1. What service do you use for the creation of CDs of your music?

(Question type: Multiple-choice, select one)

Answer	Amount	Percentage
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CDBaby	3	10.34 %	
TheOrchard	0	0 %	
Mixonic	0	0 %	
Discmakers	7	24.14 %	
None - I make my own	6	20.69 %	
None - I don't distribute my music in CD format	6	20.69 %	
Other	7	24.14 %	
Number of respondents	29		

12. 2. How do you rate the cost for producing the CD?

(Question type: Multiple-choice, select one)

Answer	Amount	Percentage	
Not applicable	8	27.59 %	
1 - Unsatisfactory	1	3.45 %	
2	4	13.79 %	
3 - Satisfactory	10	34.48 %	
4	3	10.34 %	
5 - Highly Satisfactory	3	10.34 %	
Number of respondents	29		

13. 3. How do you rate the quality of the finished product?

(Question type: Multiple-choice, select one)

Answer	Amount	Percentage	
Not applicable	6	20.69 %	
1 - Unsatisfactory	0	0 %	
2	3	10.34 %	
3 - Satisfactory	5	17.24 %	
4	10	34.48 %	
5 - Highly Satisfactory	5	17.24 %	
Number of respondents	29		

14. 4. How do you rate the length of time it takes for CDs to be completed and delivered?

(Question type: Multiple-choice, select one)

Answer	Amount	Percentage	
Not applicable	9	31.03 %	
1 - Unsatisfactory	0	0 %	
2	3	10.34 %	
3 - Satisfactory	12	41.38 %	
4	2	6.90 %	

5 - Highly Satisfactory	3	10.34 %	
Number of respondents	29		

15. 1. Do you sell or distribute your CDs through any of the following?

(Question type: Multiple-choice, select one)

Answer	Amount	Percentage	
CDBaby	5	17.24 %	
Amazon	2	6.90 %	
Your own website	4	13.79 %	
None - I don't distribute my music in CD format	8	27.59 %	
Other	10	34.48 %	
Number of respondents	29		

16. 2. How do you rate the quality of the customer contact information provided to you by the CD distributor?

(Question type: Multiple-choice, select one)

Answer	Amount	Percentage	
Not applicable	12	41.38 %	
1 - Unsatisfactory	0	0 %	
2	1	3.45 %	
3 - Satisfactory	6	20.69 %	
4	4	13.79 %	
5 - Highly Satisfactory	6	20.69 %	
Number of respondents	29		

17. 3. How do you rate the analytics offered by the CD distributor?

(Question type: Multiple-choice, select one)

Answer	Amount	Percentage	
Not applicable	16	55.17 %	
1 - Unsatisfactory	1	3.45 %	
2	1	3.45 %	
3 - Satisfactory	7	24.14 %	
4	2	6.90 %	
5 - Highly Satisfactory	2	6.90 %	
Number of respondents	29		

18. 4. How do you rate the fee (if any) charged by the CD distributor for analytics?

(Question type: Multiple-choice, select one)

Answer	Amount	Percentage	
Not applicable	17	58.62 %	
1 - Unsatisfactory	1	3.45 %	

2	2	6.90 %	
3 - Satisfactory	4	13.79 %	
4	3	10.34 %	
5 - Highly Satisfactory	2	6.90 %	
Number of respondents	29		

19. 5. How do you rate the CD distributor's method of payment?

(Question type: Multiple-choice, select one)

Answer	Amount	Percentage	
Not applicable	15	51.72 %	
1 - Unsatisfactory	1	3.45 %	
2	2	6.90 %	
3 - Satisfactory	5	17.24 %	
4	3	10.34 %	
5 - Highly Satisfactory	3	10.34 %	
Number of respondents	29		

20. 6. How do you rate the CD distributor's frequency of payment?

(Question type: Multiple-choice, select one)

Answer	Amount	Percentage	
Not applicable	14	48.28 %	
1 - Unsatisfactory	0	0 %	
2	1	3.45 %	
3 - Satisfactory	5	17.24 %	
4	6	20.69 %	
5 - Highly Satisfactory	3	10.34 %	
Number of respondents	29		

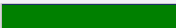





21. 7. How do you rate the accuracy of the CD distributor's statements?

(Question type: Multiple-choice, select one)

Answer	Amount	Percentage	
Not applicable	14	48.28 %	
1 - Unsatisfactory	1	3.45 %	
2	1	3.45 %	
3 - Satisfactory	7	24.14 %	
4	3	10.34 %	
5 - Highly Satisfactory	3	10.34 %	
Number of respondents	29		

22. 8. How do you rate the customer service of your CD distributor?

☐ (Question type: Multiple-choice, select one)

Answer	Amount	Percentage	
Not applicable	15	51.72 %	
1 - Unsatisfactory	0	0 %	
2	2	6.90 %	
3 - Satisfactory	5	17.24 %	
4	1	3.45 %	
5 - Highly Satisfactory	6	20.69 %	
Number of respondents	29		

