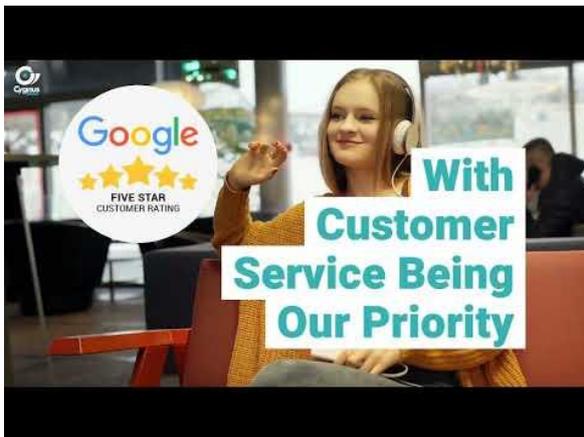


# Welcome to Cygnus Music 2022

Thinking of setting up a digital label? Or you're an artist who wants to self-release? There's never been a better time to do it. You'll have complete creative control, direct access to sales and royalties, and most importantly the freedom to release what you want and when you want. **Have an existing label and are looking for a better service?** Look no further, we have the tools at hand to maximise your label and provide a level of customer service that can't be found anywhere else.

## About us

The Cygnus Music company was created from the ground up with one sole purpose - To provide a range of services for labels and artists that are not only transparent, but effective. Cygnus Music is a music distribution company specialising in setting up, moving and managing digital labels, and distributing them to the biggest music stores online. We have a huge [network](#) of stores and streaming sites Worldwide including Beatport, Deezer, Amazon, iTunes, Juno, Spotify, VK, NetEase TikTok and many more. [Check out our welcome video.](#)

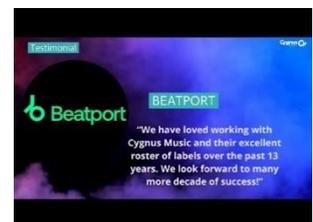
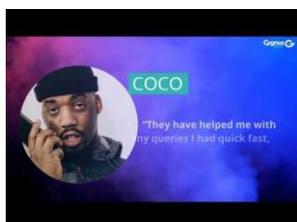


## Money

Here at Cygnus Music there are no setup fees, membership fees or up-front charges. We don't make any money until you do. It's as simple as that.

## Our Service to You

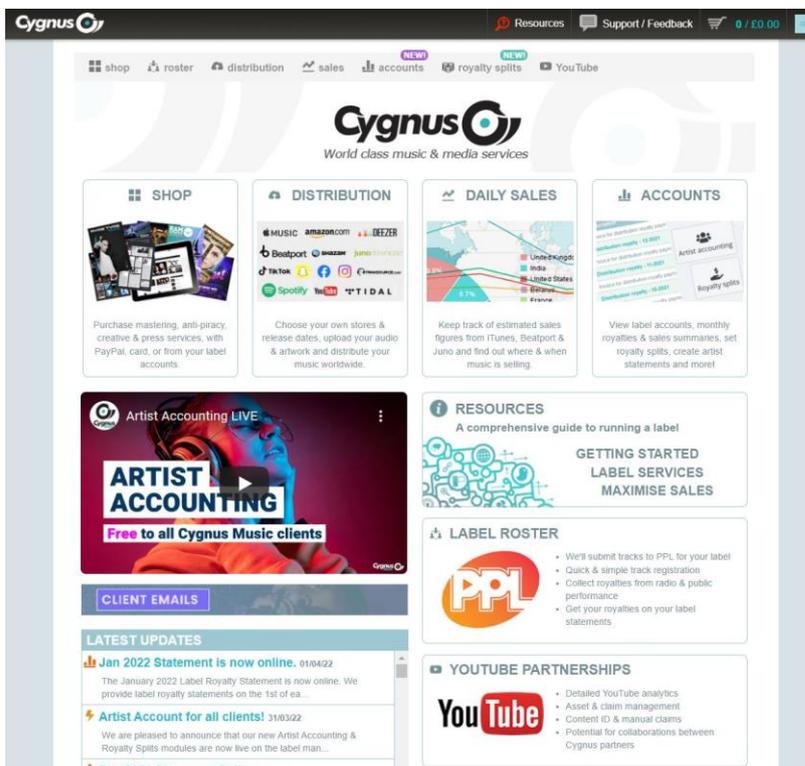
In this digital age we all benefit from the convenience of modern technology, but there is one aspect of a company that you wouldn't want automated or online - Customer Service. We believe that even though we work with electronic music in a digital format, our clients should receive a professional and personal service. Music is individual and varied, so why settle for a 'one size fits all' approach, when we can tailor digital distribution, marketing & mastering services to suit your requirements, and make selling your music online easy.



## With Cygnus You Get

Everything you'll need to run a label effectively! You can easily create and schedule releases, choose exclusives with stores and select your own release dates. You can track your sales every day by clicking on the **Daily Sales** tab and we have an **Accounting** system where you can download your sales statements at any time using filtering to export various reports on demand. [Watch our Accounting Demo here.](#)

We have several exclusive services too, including full **PPL integration** with catalogue submission and royalty collection. We provide free pre-save and smart URL links for all releases.



### Our in-house Shop,

another exclusive addition to the Cygnus experience, means you can purchase a range of high-quality services to assist your label including Logo Design, Cover Artwork and Banners, Mastering (By Break, Lockjaw, Villem & Luke Fletcher), Press Releases, Promo Mail Outs, Biographies, Vinyl Pressing and more. This can be paid for via Card, Paypal or via your label funds. [More about our label services.](#)



We also have an established **YouTube MCN** with hundreds of high-quality partnered channels using original and licensed content, At Cygnus Music we always have plenty of initiatives under development and strive to be at the forefront of new ideas and cutting-edge label services.



## Content ID

We deliver your music to Content ID systems to protect your tracks from piracy on YouTube, SoundCloud and social media sites. We can also make Shazam priority deliveries to ensure your fans can find your latest music on legitimate services.



## Social Media sites covered

We're fully integrated and delivering to the following social media platforms: Facebook, Snap, VK, Instagram, Yandex & Tik Tok.



## Free PreSave & Smartlinks

We provide PreSaves for Tidal, Spotify, Amazon and Apple Music along with Pre-Order on iTunes, Beatport and JunoDownload. On the day of release stores automatically update to 'Buy/Listen' links. These links are emailed out 9 days pre-release and can also be found next to your release on your label account with us.

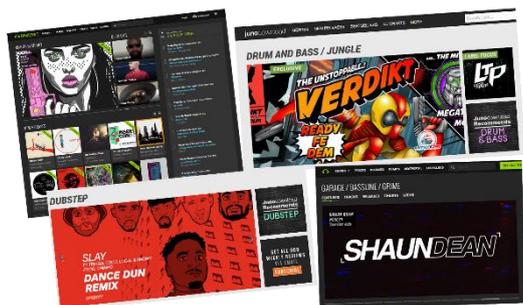


## Free Artist Accounting

At Cygnus Music all labels and artists can access our state-of-the-art, artist accounting system with royalty splits. Check out our demo overview and calculate artist statements in minutes when you sign up. Artist Accounting is free to use and a flagship development for 2022.

## Add your team

You can easily add team members to your label account and set their user permissions.

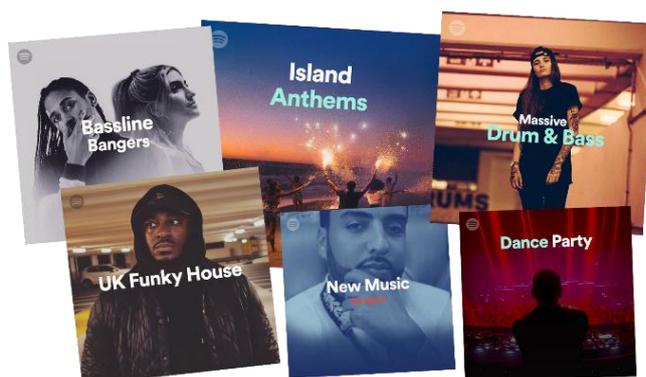


**Store features & banners** We liaise closely with leading stores and submit press and supporting information for features, reviews, label takeovers, banners and more. As a dance music specialist our clients content often gets prime feature placements and store wide number 1's!

## Playlist Pitching

We pitch priority content to leading platforms for playlist placement and playlist takeovers. We can also help you and your artists get set up with the tools you need to pitch directly to stores.

[More about store features and playlisting.](#)  
[Resources to 'Maximise your Sales'.](#)



## Our Criteria

**At Cygnus Music we don't just take on any label.** We have an application process where we ask every label starting with us to outline their plans for promotion and marketing, and each label must provide us with examples of their forthcoming music. From this information we're able to quickly gauge how well prepared the label is. This approach brings so much value to the company but also massively benefits all our clients. We make sure the content we deliver to stores is never substandard, yielding a much stronger relationship between us and the stores. Stores trust us to deliver high quality products and this creates knock-on effects that benefit all our clients. We're given more featured content, more content in playlists, increased promotional opportunities and faster response times when updates are made.

[Our criteria](#) when assessing a labels application:

1. Reach or potential reach of brand and artists.
2. Finished quality of the audio submitted.
3. Marketing plans proposed or in place.
4. Social networks in place.
5. Artwork, Branding and Image.
6. Engagement in existing content online
7. Label infrastructure, team, and resources



# Moving your label to Cygnus Music

Whilst it may appear that it is a lot of work to move from one distributor to another, it's something we're extremely versed in. Every week labels move over to Cygnus and whether a label has ten releases or five hundred releases we can put a simple and personalised plan of action together. [Find out more.](#)

## How our percentages stack up

We are committed to helping you to get the most amount of publicity and sales, which in turn will reduce our commission as part of our reward scheme. There are of course alternative distribution systems offering lower percentage rates, but cheaper really does not mean better. You will find most distributors lack customer service and make it difficult to speak to an actual person, we have a phone number you can call within working hours and we respond fast to emails and any issues. **With Cygnus you get much more than worldwide distribution, we can become part of your team and our [testimonials](#) are a great place to see the results!**

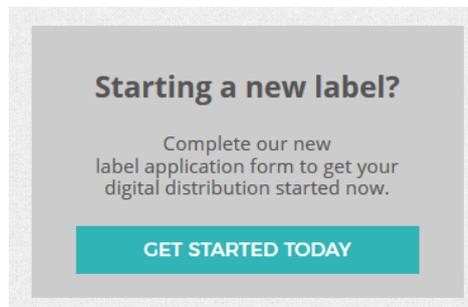
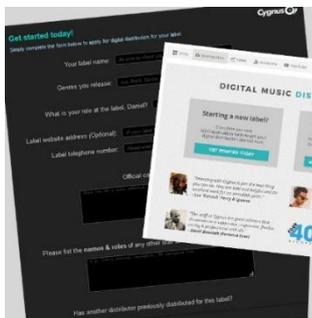
Labels Monthly Gross Sales % Commission Rate

Up to £500	20%
£500 - £1500	16%
£1500 - £3500	14%
£3500 and over	12 %

## So, what do you have to do?

Applying for distribution is simple. Complete the 'Get Started Today' application form by signing up through our website and visiting the 'distribution' tab.

**Please complete the form in as much detail as possible.** Applications are checked daily and generally approved within 1-2 working days. If your label hasn't been approved within 2 working days, check your email inbox as we'll be requesting more information.



- **Join Cygnus now and release the full potential of your music!**
- [Sign up](#) > [Login](#) > [Go to Distribution](#) > [Get Started Today](#)

