



YOU MUST HAND IN YOUR WORK BY

TO




HOW LONG
should this assignment take?

Every person works at his / her own pace.
As a guide, this should take you 2 hours to read and research and another 3 hours to write your answers and discuss them with your tutor.



HOW
will I be assessed?

Your tutor will assess your work. He / she will give you feedback on how you have done. If your work needs further work to be passed, then you will be given the chance to do further work to bring it "up to scratch". For more details, please refer to your music provider's own guidance.



WHAT
do I do now?

Read the TASKS section below.
Then read the NOTES AND GUIDANCE section.
Carry out the TASKS.

TASKS

- 1 Find out more about conventional distributors that may be interested in your music.
Try looking in specialist record shops for music similar to your own and find the name of the distributor. Try speaking to staff in various shops to see who local distributors may be. Try searching on the internet and in music industry directories.

	Write their name and contact details here	What type of music products do they distribute? (Give examples)
Identify a local distributor		
Identify a large national distributor		

- 2 Associate the different ways in which you can market, promote and retail your product by organising the words below under the most appropriate headings.

Description	Traditional	Electronic	Other	Comments
Sale or return				
Download				
Bluetooth				
PDF				
File share				
Van sales				
Covermount				
Book club				
Mail order				
MP3				
Goody bag				
USB				
Wav file				
MPEG movie				

3 Research new UK and international digital distribution companies, content providers and mobile telecoms companies that are seeking to distribute music electronically. Where possible, try to obtain, download and read the terms of engagement with that organisation to see if a deal is worth considering.

	Write their name and contact details here	What type of distribution deals do they offer?
Identify three digital distributors in the UK		
Identify an international digital music distributor		



Some of the larger operators (at the time of writing) include iTunes, CD Baby, The Orchard and Napster. Look at how they operate, who are they distributing and if you and your music would be of any value to them. Report your findings to your tutor.

4 Research different music retail outlets. The objective is to find out more about how conventional music retailers operate.

Type of retailer e.g. High street, specialist, supermarket	Type of product	Make notes here on the instore displays, promotional offers, full price, mid-price and budget products etc.
1.		
2.		
3.		