

## WHAT IS IT?

Distribution is the means by which a product is delivered to the consumer.

Physical products such as CD's, records and DVD's, have to be physically distributed to the customer, either through retail outlets ( shops ) or by other means such as mail order.

Nowadays we also have non-physical products such as MP3 files, which can be distributed electronically via the internet or email.

## WHY DO I NEED TO KNOW ABOUT THIS?

As an artist intending to release product, you will need some form of distribution. In other words, you will need a method for getting your product to the customer. This chapter outlines what is involved in the process and factors that contribute to the success or failure of a release.

It is also important to know about digital distribution, which is becoming more and more popular as a means of purchasing music.