



INFORMATION SHEET

DIGITAL MUSIC DISTRIBUTION IN CHINA

China is one of the fastest growing music markets in the world with more than 800 million active listeners and thus a huge pool of potential fans. However this market is not open to the mainstream streaming providers such as Spotify, Apple Music, Deezer and Amazon. **Dutch Music Works** offers the following distribution service on the major Chinese streaming providers.

Your music will be uploaded to the top five major streaming providers in China: QianQian Music, QQ Music, Kuwo Music, Kugou Music and Netease. These platforms will be guaranteed to stream your music. We will also upload your music to these minor streaming providers: China Mobile, China Telecom and China Unicom. Streaming on these platforms is at the discretion of the platforms and cannot be guaranteed.

Next to uploading to these streaming providers we send your music to be published on 28 more Chinese music promotion companies and Chinese radio stations. It is at the sole discretion of these providers whether your music will be picked up and aired, so no guarantees here.

The distribution process typically takes about 6 weeks before your music is live on the major platforms! The process to the minor platforms typically takes longer. Please note that there is no notification process about this. You will have to check yourself on the platforms via the links provided below.

Streaming statistics will be updated on a quarterly basis and will be included in the **Dutch Music Works** Sales Statements. Please note that gathering the statistics info is a mainly manual process so it may take up to 12 months before the first sales statistics will be visible.

What do we need from you?

To be able to successfully distribute your music **Dutch Music Works** needs the following information:

1. Your music tracks in WAV format (minimum 44.100 kHz – 16 bits, preferably 48.000 kHz – 24 bits).
2. Album cover in JPG format (square: minimum 3000x3000 pixels).
3. Proposed release date (at least 6 weeks after providing these details).
4. EAN-code (if not available we can provide one at € 17,50 ex.VAT).
5. Per track: first and last name of composer(s), lyricist(s) & performer(s) incl. their instrument.
6. Per track: ISRC-code (if not available we can provide them for free).
7. Full lyrics of each track.

Pricing

Dutch Music Works charges the following for this service:

- Setup fee: € 25 ex.VAT or € 10 ex.VAT if in combination with world wide digital distribution.
- Yearly renewal fee: € 1 ex.VAT
- 15% of net streaming income in China.

Dutch Music Works is your independent label services provider

Dutch Music Works is a registered company (VAT NL856136438B01), Bakkerstraat 39, 5554 EC Valkenswaard (NL)

All information is correct at the time of preparation. Subject to change. Please check before commitment.



- Please note: All applications are subject to approval of the music and lyrics by the Chinese government. In case your application is denied we have to charge you the setup fee.

Income & pay out

You will receive 85% of the streaming income of your music. This income will be added to the **Dutch Music Works** Sales statement. These sales statement are the basis of your invoice to **Dutch Music Works** and the pay out to you. Sales Statements are prepared monthly but only sent out when the turnover is minimum € 50. If this limit is not reached the income will be held and added to the income of the next month until we meet the minimum limit.

Streaming providers information

- **QQ Music** is the Chinese leading music streaming service owned by Tencent Music Entertainment Group. It has more than 284 million monthly users. It annually celebrates the QQ Music Awards. (<https://y.qq.com>)
- **Qianqian Music** is a Chinese music streaming service by Taihe Music Group and Baidu. By 2018, Taihe Music Group has upgraded Baidu Music brand to Qianqian Music. (<http://music.taihe.com/>)
- **KuGou** established in 2004 is owned by Tencent Music Entertainment Group. With more than 450 million monthly active users in 2016 it was the largest streaming service in the world. (<http://www.kugou.com>)
- **Kuwo Music** is one of the most popular music streaming service in China, which is owned by Tencent Music Entertainment Group. It has more than 129 million active monthly users. Kuwo Music provide lossless music streaming service to users. (<http://www.kuwo.cn>)
- **NetEase Music** is a music streaming service developed and operated by NetEase Inc. Officially launched in 2013, as of November 2017 the platform had 400 million users and a music database consisting of more than 10 million legal copies of high quality music. (<https://music.163.com>).
- Migu Music is the online music service of **China Mobile**, a Chinese state-owned telecommunication corporation that provides mobile voice and multimedia services across Mainland China. Launched in 2006, Migu Music provides over 873 million China Mobile users ringtone service and now also provides streaming music service. (<http://migu.cn>)
- iMusic is the online music service established by **China Telecom**, a state-owned China Telecom munications Corporation. iMusic provides Chinese Internet users streaming music service and ring tones service. It has more than 170 million users. (<http://www.imusic.cn>)
- Wo Music is the online music service by **China Unicom**, a Chinese state-owned telecommunications operator. Wo Music provides online streaming music and ring tone service. China Unicom is the world's fourth-largest mobile service provider by subscriber base and has more than 100 million users. (<https://www.10155.com>)

We are proud to offer you our distribution service in China together with our partner Musicinfo.io

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