

METADATA INSTRUCTIONS FOR PITCHING SONGS

What is metadata? Why is it so important when you are trying to license your music?

Metadata is the critical information about your track that a supervisor needs to make a decision about whether to use it or not. You need to let them know not just the obvious things like the artist and song name, but who the copyright holders are and your contact info...etc. If you don't include metadata in your song file and just send out untagged songs, a music supervisor will have no idea who you are or how to reach you.

So how do we make sure we do this right?

Once you have your mastered tracks, the first thing you're going to want to do is create an MP3 from your full resolution 16 bit / 44.1 kHz master audio file. Your master file will almost always be a .WAV file these days which can't hold metadata. Only MP3s and AIFF files can hold this information. Make sure you create your MP3 at the bit rate of at least 192 kbps. You won't get much perceivable quality from MP3 bit rates above 192 kbps, but it's smart to use 256 kbps to be on the safe side.

It's really easy to enter metadata in almost all digital audio workstations. Just check your help menu in your favorite one. You can also easily do this in iTunes (now known as "Apple Music"). Go to iTunes/Apple Music preferences > Files > Import Settings. Select MP3 under "Import Using" and then click on "Custom". Under "Stereo bit rate" select 256 kbps, check off "Use VBR", select "Highest" under "Quality", and you can leave the rest of the preferences the same.

After you have created your MP3, you simply need to select it in iTunes/Apple Music and click on the "3 dots" and select "Get Info". This will bring up the MP3 information box allowing you to type in the metadata. Enter your info in the comment fields. Make sure you include the song name, contact email, phone number and something that indicates you own all the rights to your master and publishing for the song. You can put "*I own 200%*" or "*One-Stop*" which lets the person listening to your music know what you control all rights to the song so they only need to contact you to license the track. If you don't control 200% of the song, then you have to list the songwriter, publisher, and/or label share.

You even have the option to add album artwork (or a photo), song bpm, song description & mood, as well as lyrics if you'd like though they're not necessary.

Here's what you should list:

Song Name: Make sure the title is clear and you don't have any 'extras' like "Song title alt mix master 2". You may have labeled your song that way to make it easy for you to know which version it is, but it's not good when sending it out to someone. Two things to note...if you have a featured artist on the track, they should be included in the song name - ie. "Song Title (feat. Guest Artist)". And if a song is a cover, be sure to list the original artist in the song name. For example: "Hey Jude (The Beatles cover)"

Artist: Artist or band name

Album: If the song is a single, you can list it in this field or leave it blank

Composer: Be sure to list all the songwriters' FULL names, PRO information (ie. ASCAP/BMI) and splits (ie. ownership %). And it's not a bad idea to list the CAE/IPI# too if you have it handy.

Grouping – List the companies clearing the master and publishing sides and their splits if applicable - i.e. Publishing Co. Name (50% publishing). If you control the song completely, you would list it here as well - ie. Artist Name (one-stop).

Genre – It's a good idea to list it but not required. You can choose a genre from iTunes/Apple Music's dropdown list or enter your own genre (this is good if it's multi-genre).

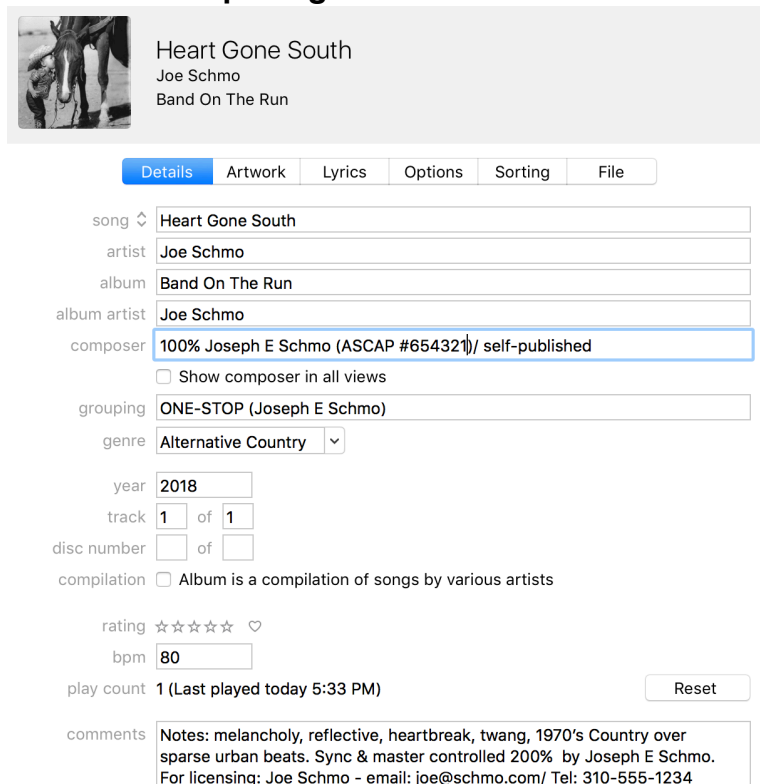
BPM – Include if you have it (very helpful), but not required. You can use an app or your DAW to figure out your song's BPM.

Comments – It's really important that you list the **CONTACT INFO** here. You can also list the song description and mood which helps a music supervisor find your song if they're doing a search for a specific type of song (ie. melancholy, ballad, female vocals...etc). Keep in mind there is a limit to the amount of text you can enter in this field so make sure to check that nothing gets cut off.

*****IMPORTANT: No matter what platform you use for metadata, the most important tags are song title, artist name, writer/publisher, master recording rights, and above all...CONTACT INFO.**

Below are three examples of correct metadata tagging:

1. One-Stop song:



The screenshot shows a music metadata tagging interface. At the top left is a small album art image of a horse. To its right, the song title "Heart Gone South" is displayed, followed by the artist "Joe Schmo" and the album "Band On The Run". Below this is a navigation bar with tabs for "Details", "Artwork", "Lyrics", "Options", "Sorting", and "File". The "Details" tab is active. The form contains the following fields and options:

- song: Heart Gone South
- artist: Joe Schmo
- album: Band On The Run
- album artist: Joe Schmo
- composer: 100% Joseph E Schmo (ASCAP #654321)/ self-published
- Show composer in all views
- grouping: ONE-STOP (Joseph E Schmo)
- genre: Alternative Country
- year: 2018
- track: 1 of 1
- disc number: of
- compilation: Album is a compilation of songs by various artists
- rating: ☆☆☆☆☆
- bpm: 80
- play count: 1 (Last played today 5:33 PM) [Reset]
- comments: Notes: melancholy, reflective, heartbreak, twang, 1970's Country over sparse urban beats. Sync & master controlled 200% by Joseph E Schmo. For licensing: Joe Schmo - email: joe@schmo.com/ Tel: 310-555-1234

2. Multi songwriter/publisher song:



Summer Loving Ends

The Doe Girls

Summer Loving Ends - Single

Details | Artwork | Lyrics | Options | Sorting | File

song ↕ Summer Loving Ends

artist The Doe Girls

album Summer Loving Ends - Single

album artist

composer Jane Doe (50%) (ASCAP #123456)/ Judy Doe (50%) (BMI #7891011)

Show composer in all views

grouping Master (100%) Slow Jam Rec/ Pub. (100%) DG Music Pub

genre Pop ballad ▾

year 2018

track 1 of 1

disc number of

compilation Album is a compilation of songs by various artists

rating ☆☆☆☆☆ ♡

bpm 60

play count 0 Reset

comments Notes: contemporary, emotional, ballad, love, loss, female vocals duet
For more information or licensing contact:
John Deer @ DG Music Publishing and Jim Buck @ Slow Jam Records
Email: jd@dgmusic.com and jb@slowjamrec.com

3. Cover song:



Blackbird (The Beatles cover)

Julie Darling

Sing Julie Sing

Details | Artwork | Lyrics | Options | Sorting | File

song ↕ Blackbird (The Beatles cover)

artist Julie Darling

album Sing Julie Sing

album artist Julie Darling

composer John Lennon (PRS) (CAE/IPI# 17798450)/ Paul McCartney (PRS)

Show composer in all views

grouping Master (100%) Darling Music/ Publishing (100%) Sony/ATV

genre Cover songs ▾

year 2017

track 1 of 1

disc number of

compilation Album is a compilation of songs by various artists

rating ☆☆☆☆☆ ♡

bpm

play count 1 (Last played today 6:04 PM) Reset

comments Master controlled by Darling Music. Contact Julie Darling.
Email: julie@juliedarlingmusic.com
Phone: 212-555-1234