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The Online Marketing and Sales of Music

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The Online Marketing and Sales of Music

A Major Qualifying Project Report

Submitted to the Faculty

of the

WORCESTER POLYTECHNIC INSTITUTE

in partial fulfillment of the requirements for the

Degree of Bachelor of Science

in Audio Engineering & Production

by

Brandt York

-

Date: 4/25/10

Approved:



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Introduction

The purpose of this project is to explore potential options for selling and marketing music online, while learning the business model behind music sales in the 21st century. These concepts were utilized to design a personal website based on rhetorical effectiveness in order to stream media content and further promote sales and awareness of artist presence.

Review of Literature

History of the Music Industry

The music industry runs by selling recordings, compositions, and live performances of music. During the mid 19th century, the use of radio became increasingly popular, which paved the way for independent artists to be heard around world. Because performances were no longer limited to live performance, the spread of artist's talent could give them fame throughout the airwaves [27]. With this new musical exposure, people were opened up to new genres, styles, and rhythms that paved the way for world music. Because of this new exposure, music began to be more experimental and less formulaic, free from the orthodox rules that the classical genre previously held, for example. Additionally, music performances were filmed and broadcasted, especially with music videos, which paved way for additional exposure for artists [20].

With the rise of the Internet as a form of music distribution, it has raised many potential opportunities, especially for computer based music production. These days as much as 10% of all music bought in the U.S. will be purchased over the Internet [5]. Although copyright laws have been strengthened, new internet-based technologies such as file sharing and the use of torrents have made it easier than ever for anyone to download and share all types of media illegally.

Within the genre of electronic music, distributing content online is ideal for many reasons. First, the sheer variety and number of artists worldwide within this genre can be justified by the low price and accessibility to the necessary equipment and software. Since the music is created on a computer to begin with, artists can simply send music files via the Internet to anywhere in the world. Even very

popular artists within this genre are accessible to negotiate contracts with since they tend to be self-distributed, or own small record labels. [9]

Internet music sales are made possible from high-bandwidth connections and compression software to reduce file size, which still retains CD quality sound. Without compression software, users would spend nearly thirty times the download time just to download a CD. Finally, advances in online credit card processing allow for tracks to be purchased instantly, presuming users Paypal or iTunes accounts are logged in.

Technology of Music Production

Technology has always been instrumental in defining the production limits within popular music. From the development of the microphone to the amplifier, pop music generates a sense of exploration and the sense of possibility provided by the use of new technologies. Electronic music feeds off the rise of digital technology, in a time when the boundaries between musician and machine become increasingly blended together.

Recently, advances in technology have allowed virtually anyone to afford a home studio, as utilizing music production software programs on a personal computer can make most electronic music. Another important piece of equipment is a pair of quality audio monitors, in order to accurately listen to sound with an unbiased, flat frequency response, which will result in clean mixing. Furthermore, listening through monitors can result in the absolute potential for a mix to become balanced throughout virtually any speaker source.

A computer's sound card is capable of generating sounds, which fall into 2 categories: synthesized, and sampled. Synthesized sounds are generated from simple tones, whereas sampled sounds are recorded from various sources, such using a microphone or line in. Using MIDI software, the

musician can create a score that plays this sequence data, which in turn act as sounded instruments. The finalized result of the MIDI file playing these sounds is a WAV file. Minimum requirements for a music production computer are a MIDI-compatible sound card such as SoundBlaster, 1 gig of RAM, and music composition software that can process MIDI information, like Reason or Cubase.

The aforementioned technology consists mainly of software that replicates the same functionality as professional, very expensive equipment. Propellerhead's Reason software, for example, emulates real rack mount hardware and devices used by professional musicians both live and in the studio. With this technology it's possible to create music entirely with an average-priced PC and moderately priced software. This affordability has caused the increase of the electronic genre of music. Music created on a computer is not necessarily categorized as "electronic music", but electronic music is all generated in this style.

Audio Compression

There are several major technologies associated with audio file compression. First, A2b is a music compression format based on AAC (MPEG-2 Advanced Audio Coding) technology by AT&T labs. It compresses ratios up to 20:1 without loss of quality [22]. It also provides encryption algorithms, which makes music files secure when sent over the Internet, and allows control over the number of copies authorized.

Although it is the most popular compression method, MP3 software offers only 10: 1 audio compression [21], resulting in inferior quality reproduction of music, although its small file size makes it easily transferrable.

IBM is currently working on its new Madison Electronic Music Management System, with the help of BMG, EMI, Sony Music, Universal Music, and Warner Music. The new format claims to prevent unauthorized copying of music, superior compression, and content that can be played on any CD player.

[9]

Hard Drives & Writable Media

CD-RW burners allow one to copy an entire album's worth of compressed music onto a blank CD. Current standard CD data capacity is 700MB (as of 2010). Flash music players such as the iPod, Rio MP3 Player, Zune, etc. have similar functionality to its predecessor, the Walkman. These portable players allow one to connect with a computer and download music tracks in MP3 format for portable listening and are extremely popular throughout the world.

Hard disk drives, both internal and external, come in many different sizes and are essential for storage of data, particularly large sound files. External hard drives are primarily used for backing up crucial information, but also act as information superhubs that can store and potentially share with the world, such as the use of torrents. Currently, one can buy a 1 terabyte (1,000 gigabyte) external hard drive for as little as \$90. [19]

Social Networking

The computer boom of the late nineties has brought about many profound changes to modern society, namely in terms of communication. As people became increasingly able to instantly reach each other via email, instant messenger services like AIM and video messaging programs like Skype, the implementation of the web has become more and more an incomparable method of social networking. In an increasingly globally face-paced age, exchanges of information are occurring at rapid rates that

would not be possible without the current arsenal of technology. The marketing industry has discovered an entirely new facet in graphic design of web pages. These online services have nurtured the younger generation of social networking websites: those made for recreational social networking.

MySpace Marketing

Marketing through MySpace is one of the most effective sites to use. Because it's the most popular site on the web, it's advantageous to build a business page to get maximum exposure through its massive web traffic. The best part is, the service is totally free, without any charges based per click, etc.

Many people sell things on MySpace, whether openly or through an affiliated link on their page. The most common method of making money, however, is to advertise. Clearly, advertisements are placed all over MySpace, literally on every site's page. Likewise, people and companies can mimic this strategy by treating their page as a one-stop business card in advertising a product or service. [13]

A popular marketing strategy is to create viral buzz. This helps spread the word by promoting brand awareness on a website. With this awareness, the online buzz directs potential consumers to these social networking pages. The ultimate goal is to get people to buy into various products or services.

One of MySpace's most unique features is the ability to essentially create any layout imaginable. Users with a basic understanding of Hyper Text Markup Language (HTML) can customize most aspects of their MySpace home page with ease. The background and nearly everything else in the page may be adjusted to the user's taste, made much simpler by the use of this simple programming code. To the experienced html-user, this is the perfect opportunity to establish a page in a particular style, whether clean and elegant, or flashy and modern.

This however, can act as double-edged sword, as a majority of young teenagers especially know little to nothing about html code, and end up spamming pages with CPU-hungry flash animations and irritating sounds. [9] Dangerously enough, this can easily cause freezing and crashing to occur to the visitor's PC, inherently repelling visitors away from their site.

The most effective pages are ones that suit the taste and style of the product or service being advertised. Just as a company's brand image must be consistent, so too the corresponding MySpace page should be a reflective, definitive impression in attitude, goals, and taste. Text font and color must merge symbiotically to appropriately communicate the desired theme. Designing an attractive, clean, and easy to read layout will result in more attraction and popularity.

Facebook Marketing

The first step in establishing a presence on Facebook is to build a profile page. This method is easier to keep track of friends, as the identity of people's full names are apparent and can indeed be reaching real people. Additionally, this marketing tactic can target a potentially larger audience than MySpace. Just like MySpace, a Facebook profile page acts as a virtual business card, as links on the page will direct fans to MySpace or other websites where they can actually hear samples of the music.

Invasion of Privacy in Social Networks

MySpace and Facebook alike have increased advertisement placement all over their sites. This makes users more frustrated, because they don't want "their" space cluttered up with annoying ads.

In 2007, Facebook announced a new way of advertisement with a program called Beacon. As the name implies, Beacon "hones" ads towards users based upon the user's profile data. Through a process called behavioral targeting, this information is gathered from a user's listed interests, favorite music, movies, hobbies, etc. Because consumers' behaviors are indeed very predictable, it is sensible to use this targeting to anticipate individual's buying habits [2]. Ultimately, it makes it easier for

advertisers to reach their desired target audience more effectively, and generates free buzz at the same time.

As a demonstration of user's frustration, over 75,000 Facebook users signed an online petition against a Facebook's Beacon advertising program that was put into effect. Similarly, MySpace received many complaints for posting "favorite products" of members on the main MySpace home page. [2, p.481] Currently, Coca-Cola and Citi have purposefully stayed away from advertising via social networking sites because of the risk of overexposure; brand image will diminish if it's over enforced upon the public.

MySpace has a similar advertisement strategy. With its "influencer" option, they can allow advertisers to locate which users have the largest friend networks, especially with profiles satisfying similar interests in their profile data. [6]

In both cases, many users were very much unaware such data was being collected, and were furious when they realized they were never informed of such an invasion of privacy. Thus, the Catch-22 of online marketing can be summarized as such: As sites get more popular, the more popular they become to advertisers. However, the more popular they are to advertisers, the less receptive its members become.

Miscellaneous Advertising Strategies

Competing firms can rack up each other's advertising costs by constantly clicking on their rival's ads, known as click fraud. Because companies pay for many ads based how number of clicks they receive, people develop automated bots to continuously target ads and auto-click them to rack up costs. These fraudulent click counts cause \$500 million-\$1 billion worth of losses in advertisement money [2] annually, however CEOs feel this is simply an inconvenient cost of doing business they must endure.

In this age of blogging, rumors and gossip about companies and individuals can be spread around the Internet. Many times, this Internet buzz is designed to negatively influence the target's reputations.

However, corporations can secretly monitor blogs to receive greater consumer insight, without them knowing it.

"Brand advocates" are known to anonymously promote attitudes towards a product or brand. They can do this by a variety of ways: through blog posting, YouTube commenting, etc. In this way, the advocates can disguise their identity by acting the part of an average, everyday believable person and less as an automated corporate sponsor.

By using *Friend Adder*, or other such third-party software, it's possible to take MySpace's networking functionality to new heights. Users can tap into all regional areas within the MySpace community, to automatically friend hundreds of people, auto-comment those profiles, and mass message users [25]. This in turn taps into a much greater audience simply not attainable via manual, conventional means.

Optimizing Opportunity for MySpace Musicians

The creator of a MySpace page benefits from the use of the social network as a new market of advertising potential that is profitable and enjoyable. The users direct the expansion of the network and may engage in a community with a free form mode of expression with their unique style [33]. Each page essentially provides a certain portion of social commentary that may be interpreted for an insight into market potential.

After all, the only measure of successful art is that it is enjoyed, and music can be enjoyed as long as there are fans listening. Regardless of any real technical musical expertise, a band may become a "success" as long as it gains enough exposure to gain popularity, because the buzz surrounding the music is not necessarily focused on the quality of the music production itself.

Concluding MySpace Remarks

The generation of novel uses of the World Wide Web has revolutionized the world and its reaches into societal impact are only expanding. Besides the obvious advantage of the "information super-highway" ready at one's fingertips, the Internet has surpassed most expectations of cultural capability. A major commercial use of the Internet is to purchase various items at a distance, but ever-present in the background is advertising. The amount of advertising money flowing through the Internet is very apparent. The amount of profit to be made from advertisements strategically placed and scattered over the billions of websites presents a marketing potential that is foolish to be ignored. In the post-millennium generation, people of all stages of life are embracing technology into their lives, greatly endeared to them by the ease of navigation and satisfaction that may be had from various Internet-based services.

Internet exposure is unlike any other in terms of reaching vast demographics in a low profile, inexpensive way that takes very little time, effort and manpower to establish. Naturally, for any person or organization whose goal is to meet a larger audience, and reach people in a manner that can be private and free, the Internet is the first place to look. Within the "social Internet," there are sites to shop for things, sites to purchase music and sites to find friends. However, these sites require that a user initiate a relationship by choosing to visit the site.

Sites like Friendster and MySpace have provided a means for reaching individual people directly, instead of attracting them to a website, or spamming email accounts and phone lines. Each user will establish a home page that tells about them, and users will meet, message, comment and have virtual friendships. With a MySpace account of their own, organizations may make "friends" with user accounts, and establish relationships without ever even coming within a 100-mile radius of anyone.

As a musician, exposure is the first and most crucial step for success. A band may survive without record deals or radio recognition, but there must be people who seek to listen to their music.

And if no one is aware of his or her work, the tree will fall in the woods without so much as a sound. A band may have at least a MySpace account, where they can showcase a sampling of their work at no cost to them, and no cost for the friend to enjoy. MySpace has revolutionized the release of music and the debut of bands. It has become the life-blood of many artists that only reach small audiences. The only question is: has it hurt the music industry outside the World Wide Web?

Simply put, MySpace is not just a social networking site. There are so many opportunities for promotion and advertisement; it's no wonder businesses of all types are scrambling to reach their target audience. Ultimately, MySpace provides the end user with a no-cost online presence, therefore rendering this simple service to be very invaluable.

Intellectual Property for Music Distribution Sites:

In order for distributors, such as CD Baby, to sell music content, the artist must own the rights or be legally licensed to sell the music. Due to copyright reasons, third party content, such as samples, compositions, and recordings from other artists are illegal and if used, could result in legal dispute. This makes sense, because artists want complete accreditation for their work; money you're making off an artist is money they aren't paid.

Methods and Procedures

Improving a MySpace Profile

There are many ways to promote an artist profile page. In an attempt to drive more traffic towards a musician's page, links become very important. By putting links to other musician pages, it makes it easier to expand one's marketing network. [4] Adding descriptive keywords such as the genre of the music, influential artists, etc helps people find pages more effectively when typing in words into the music search engine.

When searching for emerging artists, record labels tend to find several artists at the same time to save time, money, and effort. This means "the top 8" friends displayed on a page is important, as it likely will direct fans to artists you currently support, and may result in combining efforts, or collaborating later on down the road [23].

Selling merchandise is another way to help build a fan base. You can sell CD's, t-shirts, mouse pads, hats, etc. Many more people will want to see the new items, which results in more page visits, and thus more friend requests [24].

As a musician, you can create a blog, describing yourself, musical interests, etc. By posting comments on various forums throughout MySpace, one can drastically increase visibility, even with a simple message asking users to stop by his/her page.

MySpace allows artists to upload a maximum number of 10 songs to their profile. With this limited selection, it becomes increasingly important to wisely choose which 10 songs will represent the artist's desired sound.

In 2006, MySpace introduced SNOCAP, its dedicated song selling service. According to co-founder Chris DeWolfe, "The goal is to be one of the biggest digital music stores out there. Everyone

we've spoken to definitely wants an alternative to iTunes and the iPod. MySpace could be that alternative [7].” SNOCAP has many copy protection technologies that it can utilize, and can manage the financial service to validate transactions, collect fees and issue the digital licenses. Because of this, there may be some level of watermarking (such as low fidelity or interrupting noises) or other copyright protection involved to limit piracy.

MySpace users are very receptive to the idea of buying songs from MySpace, mainly because they have already found many of their favorite bands on it. [4] In many cases, purchasing songs directly from the artist is the only way to obtain a digital copy of the artist’s songs, especially considering how many artists are unsigned and without even a small-scale label.

MySpace Records is MySpace’s dedicated record label. Yet another intuitive product of marketing, its purpose is to find upcoming, undiscovered independent artists, and sign them. [5] In this way, MySpace can tap into the recording industry while strengthening their image, as thousands of unsigned artists will aspire to them for recognition.

Results

Development of Personal Website

In order to constantly improve a pre-existing Internet presence, I continued to utilize rhetorical effectiveness by crafting content towards a hip-hop audience. Maintaining cleanliness of the page will additionally promote further revisits to the MySpace page. The current page can be found here:

www.Myspace.com/djbrandtasaurus

CDbaby.com is a website where independent artists can sell their albums, and viral market their sales through other major online music stores, such as iTunes, Rhapsody, Napster, and many others. I uploaded my entire album, *By the Pound*, using this service, allowing me to be visible to anyone browsing the iTunes store anywhere around the world. It can be viewed here:

<http://www.cdbaby.com/cd/Brandtasaurus>

Additionally, I created a Brandtasaurus Facebook page. It can be viewed here:

<http://www.facebook.com/pages/Brandtasaurus/68634276008?v=wall&viewas=29104831&ref=search>

Production of Album – *By the Pound*

Very few samples were used in the production of this album, mainly to avoid copyright infringement. Instead of straight sampling a song from a previous artist, you can legally do it be rearranging the material. For example, with the song “Stairway to Heaven”, I downloaded the midi file online, imported it into Reason and reassigned the midi tracks into new instrument voices. In particular I changed the rhythm guitar in the original song to a church organ, and added a laid back hip-hop rhythm over the piece.

Equipment used on the album:

- A Roland D2 Groovebox, a drum machine
- MXL 990 dynamic microphone for recording vocals
- M-Audio Radium 49 – midi keyboard for making songs in Reason
- Mackie MR-5's – Audio Monitors for listening to music in an unbiased mix
- MPC 1000, sampling workstation used for producing drum patterns

Software used on the album:

- Propellerhead Reason - see Appendix A
- Sony Acid Pro, for mixing, and chopping sound files into small pieces
- Nero Wave Editor, for up-sampling bit rates and adding effects to original .wav files
- iTunes, for converting .wav to .mp3 files

The samples for this album were taken from an underground 1970's reggae radio station while my friend's dad was living in Santa Cruz, California. Since the programs were recorded onto cassette, I had to digitalize them by first recording them onto my digital 4-track.

Most beats were chopped up in Sony Acid Pro by first taking an instrumental sample, then beat-mapping it (finds the exact global beats-per-minute based on peaks in the waveform), then adding a beat on top of it.

Rap lyrics were written during the finalization of the instrumentals, and finally the vocal tracks were recorded.

After completing the album I was eager to sell it on iTunes especially. I found that CDbaby offers sales throughout more than just iTunes; Rhapsody, Amazon mp3, Napster, and last.fm are all included in the registration price.

A major complication in the submission of the album was that at least 10 tracks utilized samples from old reggae cassette tapes, albeit obscure, which would result in a copyright infringement. These ten tracks were removed from the album prior to mailing the finalized data disc to CD Baby headquarters.

Website Design of www.brandtasaurus.com

A Webmaster was hired to work with developing the official Brandtasaurus website: Ivan Vasin (WPI '08), a computer Science major. He coded and constructed the mainframe based on recommendations, designs, and schematics provided by me. Ivan is also in charge of updating and maintaining the site.

The website was designed by me in early November of 2009. My desired plans for the site were very specific, even early on. It had to be divided into have four sections: Home, Music, Bio, and Links. The home page needed to include latest news feeds with an engaging opening picture: a Brontosaurus outlined painted onto the wall of my childhood elementary school was thus used.

The Music section features three full-length albums, with an integrated playlist where one can stream the entirety of all tracks before purchasing. Users can either buy tracks individually or entire albums via direct download. Payments are processed directly through CdBaby.com's services. Another main purpose of the music section it to raise awareness of my album, and that it can be purchased on iTunes as well.

Particular design elements around the website will primarily entail a forest green for the background, along with rounded borders. The banner contains the signature Brontosaurus logo, with corresponding white (**Cooper Black**) font.

The site, according to my future recommendations, will have the ability to for people to register to be a user on the site, in order to engage in an all-new forums/discussion section. Additionally, these users' email address would be stored in order to mass mail aliases occasionally, in order to keep fans updated on noteworthy productions, upcoming shows and news.

Conclusively, the digital download release of *Brandtasaurus – By the Pound* on the iTunes Store and cdbaby.com was made available, as well as the launch of www.brandtasaurus.com and MySpace page www.MySpace.com/djbrandtasaurus.

Table A: Website mock prototype of www.brandtasaurus.com (9/17/09)

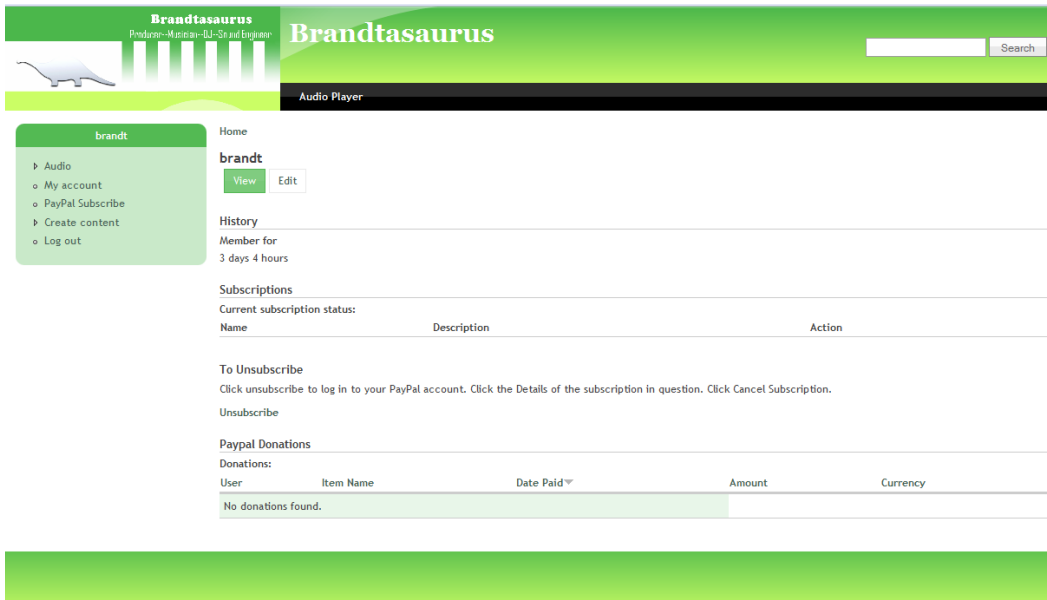


Table B: Current (As of 3-23-10) Live website screenshots – www.brandtasaurus.com





Bio



Brandtasaurus is a musician and producer from the obscure small town of Hopkinton, NH. His musical career has developed over the course of 12 years, starting with piano lessons at age 6.



In 8th grade Brandt got his first Ibanez Soundgear sparkle blue bass, the instrument that would change his life forever. He was taught by the famed Ray Lassonde, a French bass master.



Once at WPI, Brandt networked with several other musicians, notably C-Murdah, and beginning in 2007, started producing serious hip hop instrumentals and realized he had a real knack for it. With the additions of the Akai MPC 1000, Reason and a MIDI keyboard, the dreams once imagined are now being realized...



LINKS

Brandtasaurus on iTunes

[Brandtasaurus on iTunes](#)

Brandtasaurus on MySpace



<http://www.myspace.com/djbrandtasaurus>

Brandtasaurus on Facebook

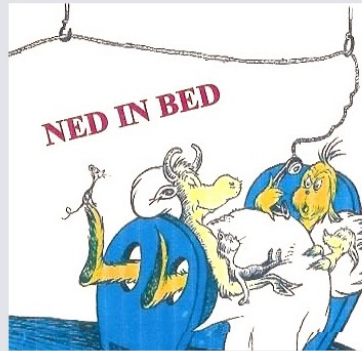


Brandt York's Solo Project



<http://www.myspace.com/brandtaxelyork>

Ned In Bed



<http://www.myspace.com/nedinbedofficial>



Music

Click on the music player to activate it.

Featured Collection
nisavid (Worcester)

Embed this collection

opus player

Podcast BUY ALL TRACKS

- BRING THE VORTEX 2.0
- EVOLUTIONARY GLANCE
- CHILLIN IN THE FRIDER ...
- HEAR MY ROOR
- LYRICAL ICE CREAM FT. ...
- JUDGEMENT JAM
- CARNIVAL
- CORROSION (2005 REMASH)
- ELECTRIC BICYCLE
- I AND I MASH
- CAMDEN TOWN

0:54

Electric Bicycle (Rap)
Brandtasaurus (Worcester)

BUY NOW Add to Playlist

Table C: Presence on the iTunes Store:

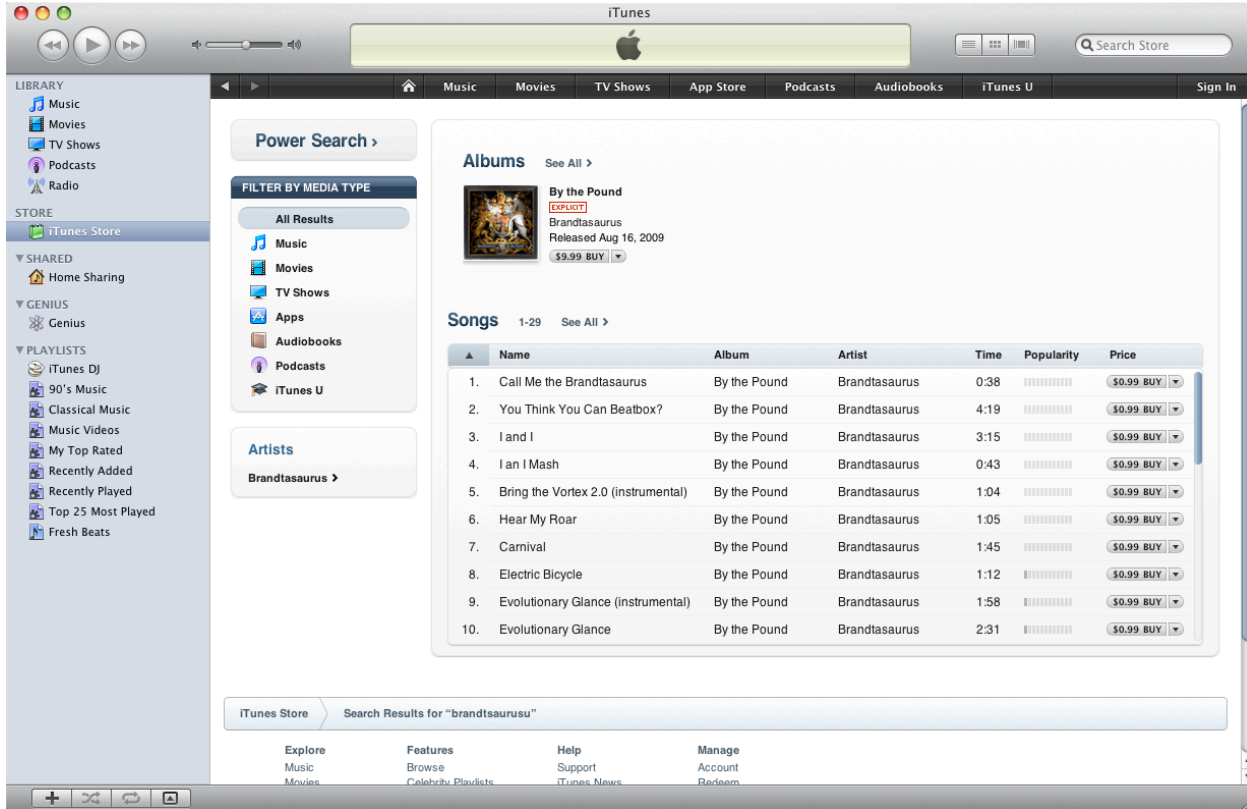


Table D: Brandtasaurus MySpace Page:

Interest-Free Online Savings

Get paid **Twice** with a balance of \$2,500

1.30% + **10%** on interest earned

• Great rate
• No fees
• Easy transfers

[Get Started](#)

MEMBER FOR

powered by Google

myspace. Find a favorite artist, song or album | Music | Search

Home Browse People Find Friends Local Music Videos Games More +

Log In Sign Up

Brandtasaurus
Hip-Hop / Rap



Worcester, Massachusetts United States
Profile Views: 6269

View My: Pics | Videos | Playlists

Last Login: 4/19/10

Contacting Brandtasaurus

Send Message Forward to Friend

Add to Friends Add to Favorites

Hi / Eat Block User

Add to Group Rank User

MySpace URL:
www.myspace.com/djbrandtasaurus

Brandtasaurus General Info

Member Since: 3/27/2008

Band Website: brandtasaurus.com

Band Members: Brandtasaurus - Fresh Beats, Unattached Beatboxing, Keyboard, 5 string Bass

Influences: Nas, Tech the Digits, J Dilla, Oluokun, Donkey Kong, Shingirai, Boris, Kanye West

Sounds Like: 

Record Label: Spice Monkey Productions

Type of Label: Indie

music Pop Out Player



Brandtasaurus's Latest Blog Entry (Subscribe to this Blog)

Buy my MPC 1000 on Ebay! (view more)

New Streaming Discography List! (view more)

[View All Blog Entries]

About Brandtasaurus

www.brandtasaurus.com

Stream all my beats HERE!

Download my Beatbox Sound Pack for Reason here!

New Hampshire-based producer Brandtasaurus is here to redefine hip-hop music, one beat at a time!




This huge undertaking of an album began over in London, England, where so much inspiration was found. The rest comes from chilling in the woods of New Hampshire, being inspired from friends who really know how to freestyle, and mainly, fellow producers I've met all around the world (Amsterdam and the U.S. mainly), giving me advice, learning their stories, and finally to produce music that is uniquely my own.

[By the Pound on cdbaby.com!](#)



Brandtasaurus LP --- Click HERE to download!

Brandtasaurus's Friend Spaces (Top 15)

Brandtasaurus has 119 friends.

See Man Arm Me



CR THE BEAST



OH!



jake balcourt



Fat Gregg



Ned in Brod



Brandt York's Side Project



SymondSard



Margreta York



MARATHON



Dank Naps



Ron



BIG RUSH



Brett Power



Maiella




View Brandtasaurus's Friends All | Online | New

Help | Terms | Privacy Policy | Safety Tips | Block User | Report Abuse | MySpace International | MySpace Latino

[Careers](#) | [Press Room](#) | [Advertise](#) | [Developers](#)

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Table E: Brandtasaurus CDBaby Page:



type your search here... SEARCH

Log In

GENRES
EXPLORE MUSIC
ARTIST SIGN UP
MY ACCOUNT


CART 

Home
Brandtasaurus
By the Pound

← BACK TO ARTIST PAGE

BUY NOW
Download Album (MP3) - \$5.00

AVAILABLE FOR DOWNLOAD ONLY



Smooth, chilled out hip-hop instrumental beats, a musical taste of what it means to live free or die!

Genre: Hip-Hop/Rap: Instrumental
Hip-Hop
Release Date: 2009

Related Items

Recommended if you like

Dr Dre
J Dilla
King Tubby

Genres you will love

Hip-Hop/Rap: Instrumental
Hip-Hop
Hip-Hop/Rap: Party Rap
Moods: Instrumental

By Location

New Hampshire

More cool artist stuff

By the Pound

Brandtasaurus
© Copyright-Brandtasaurus (884502227871)
Record Label: Space Monkey Productions

[see album notes & reviews](#)

Preview	Song Name	Time	Format	Price	Select
	Hear My Roar	1:05	Album Only		<input type="checkbox"/>
	Evolutionary Glance	2:32	Album Only		<input type="checkbox"/>
	Lyrical Ice Cream (feat. Firepower)	2:53	Album Only		<input type="checkbox"/>
	Bring the Vortex 2.0	2:33	Album Only		<input type="checkbox"/>
	Judgement Jam	1:40	Album Only		<input type="checkbox"/>
	Carnival	1:45	Album Only		<input type="checkbox"/>
	Corrosion (2005 remash)	2:11	Album Only		<input type="checkbox"/>
	Electric Bicycle	1:12	Album Only		<input type="checkbox"/>
	I an I Mash	0:43	Album Only		<input type="checkbox"/>
	Chillin in the Fridgeator	1:06	Album Only		<input type="checkbox"/>
	Camden Town	0:45	Album Only		<input type="checkbox"/>
	Worcester and the Park	2:30	Album Only		<input type="checkbox"/>
	Heaven's Stairwell	1:31	Album Only		<input type="checkbox"/>
	Judgement Day	1:49	Album Only		<input type="checkbox"/>
	Jabbed by the Falcon RATATAT Remix	2:13	Album Only		<input type="checkbox"/>
	Party of the Century	5:13	Album Only		<input type="checkbox"/>
	Up In Space	1:04	Album Only		<input type="checkbox"/>
	You Think You Can Beatbox?	4:19	Album Only		<input type="checkbox"/>
	Call Me the Brandtasaurus	0:38	Album Only		<input type="checkbox"/>
	I and I	3:15	Album Only		<input type="checkbox"/>
	Chosen by the Planet	1:40	Album Only		<input type="checkbox"/>
	Cosmic Canyon	2:29	Album Only		<input type="checkbox"/>
	Worwown Ride	2:05	Album Only		<input type="checkbox"/>
	90% Mash	1:14	Album Only		<input type="checkbox"/>
	Evolutionary Glance (instrumental)	1:58	Album Only		<input type="checkbox"/>
	Bring the Vortex 2.0 (instrumental)	1:04	Album Only		<input type="checkbox"/>
	Heaven's Stairwell (instrumental)	2:26	Album Only		<input type="checkbox"/>
	Woods of NH	2:31	Album Only		<input type="checkbox"/>
	Ambiance Jam	4:16	Album Only		<input type="checkbox"/>
	preview all songs				

Album Notes

This huge undertaking of an album began over in London, England, where so much inspiration was found! The rest comes from chilling in the woods of New Hampshire, being inspired from friends who really know how to freestyle, and mainly, fellow producers I've met all around the world, giving me advice, learning their stories, and finally to produce music that is uniquely my own.

REVIEWS

Please [log in](#) to review the album.

COMPANY INFO

- About CD Baby
- Newsletter Sign Up
- Terms & Conditions
- Privacy Policy
- DIY Musician Blog
- Careers

NEED HELP?

- Contact Us
- Shipping Info
- Returns
- Forgot Your Password
- FAQ

MY ACCOUNT

- Login
- Manage Account
- Order Info

MORE...

- Host Baby
- Film Baby
- Podcast
- Disc Duplication
- Redeem Download Cards
- Artist Sign Up

Table F: Project Opus – Brandtasaurus Page:

project OPUS: supporting bands, fans and local music everywhere.
 opus player This is your music. Anywhere. Everywhere.


HOME NEWS MUSIC SHOWS COMMUNITY FAQ OPUS PLAYER SHAREBACK
SEARCH GO

Already a member? SIGN IN HERE.
Sign up as a FAN or ARTIST.

Brandtasaurus' Site
Report Bugs

Brandtasaurus
From Worcester • Genre Rap/Hip-hop/Urban

HOME MUSIC BIO FANS FAV ARTISTS SHOUTS SHOWS PICTURES



Brandtasaurus

From Worcester • Genre Rap/Hip-hop/Urban

MORE PICTURES

OPENING LINE

Herbivore for Life

INFLUENCED BY ...

J Dilla, Madlib, Ecco the Dolphin

SEX, DRUGS AND ...

more sex

FIRST NAME

Brandt

LAST NAME

York

GENRE

Rap/Hip-hop/Urban

WEBSITE

<http://www.brandtasaurus.com>

AOL/AIM

star memory

Brandtasaurus' Biography


<http://www.brandtasaurus.com>

Brandtasaurus is a musician and producer from the obscure small town of Hopkinton, NH. His musical career has developed over the course of 12 years, starting with piano lessons at age 6. He's been apart of over 15 bands throughout highschool, ranging from reggae to harmonized metal.

Once at WPI, Brandt networked with several other musicians, notably Cmurdah, and beginning in 2007, started producing serious hip hop instrumentals and realized he had a real knack for it. With the additions of his MPC 1000, Reason and a midi keyboard, the dreams once imagined are now being realized...


[READ FULL BIO](#)

Brandtasaurus' Latest Releases




Baker's Dozen

[LISTEN](#)



Brandtasaurus


[LISTEN](#)




By the Pound

[LISTEN](#)

Playlists Containing Brandtasaurus' Music



Brandtasaurus
By: misavid



TheMafiaGod
By: The_Donn

LATEST SHOUTS

There are no shouts posted for Brandtasaurus. Click below and be the first to post a shout!

You must [log in](#) or [register](#) to post shouts.

LATEST BLOG POSTS

Brandtasaurus has yet to make a blog entry.

Featured Collection
Brandtasaurus (Worcester)

opus player

PLEASE MAKE A SELECTION

0:00

Add to Playlist

BY THE POUND
10 TRACKS

BAKER'S DOZEN
10 TRACKS

BRANDTASAUURUS
11 TRACKS

opus player Embed this collection

Get your own FREE music player

About Terms of Use Privacy Contact Support Local Music
Copyright © 2007 Project Opus Technologies. All Rights Reserved.

Conclusion

As stated earlier, a modern home studio is inexpensive and accessible to the average person, as music software is capable of producing studio-grade songs utilizing just a computer, keyboard, and audio monitors or headphones.

As a hip-hop producer, collaborating with rappers of various styles is of great reward. The base tracks give the instrumental producer name recognition, and the vocalist can symbiotically promote the collaborator simultaneously.

Basic marketing strategies can be quickly learned by emulating successful musician's efforts to promote and utilize free services like MySpace and Facebook, by crafting their content towards specific target audiences.

Appendices

Appendix A: Typical Reason Song File



Appendix B: Initial Web Site Development - Email from Webmaster Ivan Vasin:

"In general you have two options when it comes to web development: either a site developed from scratch or a site built using a content management system (CMS). The former provides ultimate flexibility, but the latter is the faster of the two (in terms of development time) for many applications, including what you want.

Here's a demo site I threw together using Drupal, my favorite CMS:

<<http://66.189.96.118/brandtasaurus>>. It features a few streaming tracks by various artists from my music library and a (currently non-functional) paypal subscription page. There is also a (currently empty) audio player called Dash Player, which would be similar to the MySpace music player once populated with your music. There's a catch though, with Dash Player: the commercial license costs \$160 per 2 years. If you want to use a sleek media player on your commercial site instead of the individual track players, you'll need to buy a license (or hire someone like me to write you one based on free code, which will take more time and more expense).

For a basic site similar to the demo site above, fully configurable by you and me, with streaming audio, a multi-track player, paypal-paid subscriber accounts, subscriber-only downloadable tracks, an image gallery, and whatever other freely available features you want, I'll charge \$100. Considering how much time this will take me (and has already taken), this is a very good deal for you compared to how much any other web developer would charge.

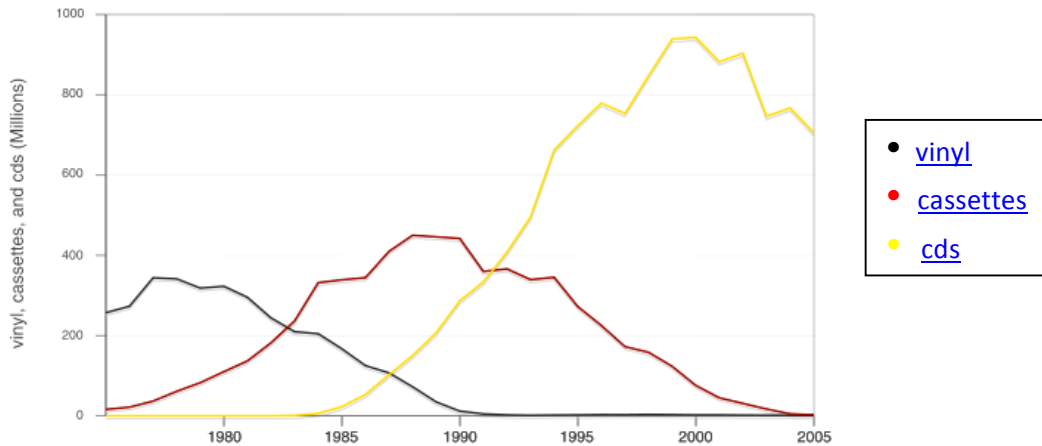
Even with a high quality, flexible, modular, open source CMS such as Drupal, there is a very long and steep learning curve involved in mastering control of its features. Most interesting modifications require the use of an appropriate module---and if one has not already been developed with the feature you want, then it will involve PHP programming using the Drupal API. I myself can only say that I know a little about the Drupal API, having written only one module, which was a fairly trivial extension of an existing module.

Alternatively, I can build for you a custom site. I'll offer you a special rate of \$20/h. examples of my work are <<http://www.renalremission.com/>> and <<http://www.phisiqkap.org/>> (the latter also has a lot of really cool members-only brotherhood management features). I have plenty of experience with web design and PHP, a fairly extensive personal code base, and a good eye for free PHP resources on the Web, which together can be applied to a wide variety of applications. A custom site for your requirements would take at least a few days of work. After its set up it would take little or no maintenance unless you wanted it developed further. This option would enable you to have (through a continuous dialog with me, the developer) full control over the site's design from the ground up."

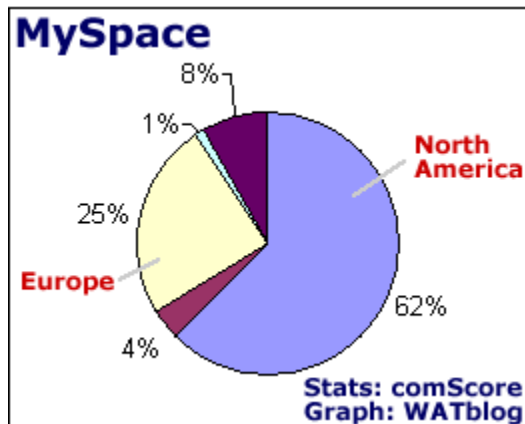
Appendix C: E-mail from Ivan (10/1/09):

"I found not only a sick deal on hosting and a privately registered domain (\$44.88 for 1 year, \$59.86 for 2 years, \$74.84 for 3 years...), but also a free media player app that's made specifically for artists to stream their music to fans and optionally buy tracks or albums. Well, there's a catch: the provider of the player takes \$0.50 from each sale and PayPal takes \$0.05 + 5% of each sale. It's an incredibly elegant solution---better than any alternatives that I've found, especially by virtue of it being so easy to set up. Also it doesn't require any CMS integration (e.g. Drupal), so I think it would actually be easier for me to make you a custom site in this case!"

Appendix D: U.S. Music Sales, 1975-2005: Vinyl, cassettes, and CDs



Appendix E: MySpace Usage in the World



Appendix F: CD Baby Distribution (From cdbaby.com):

“Digital Distribution Options:

“Please choose which Digital Distribution option you would like for your album from the list below. Click here for more info...

CD Baby Only (No distribution)

You can still sell digital downloads of your music on CD Baby, but we won't send you anywhere else unless you specifically ask us to.

Only sales. (No streams. no subscription services)

This option only includes sites that pay 60 cents per track and over. (Download/kiosk/etc.)

Everything that pays:

As long as it pays, you'll take it. There are always new forms of income for your music in the digital world, and we'll make sure it is sent to partners that use innovative models. This option includes paid streams, as well as services that may pay less than more traditional sites for downloads. Option D is great for exposure, and will ensure that your music is delivered to a vast majority of our digital partners! Do it all. Even unpaid.

You'll take everything that pays AND you want us to send it to places that get you extra exposure, even if it doesn't pay. This level includes services that may, under certain circumstances, offer free downloads. Don't worry though, we're not here to just give your music away for free; CD Baby only enters partnerships that we feel will ultimately provide value. Choosing this option means you'll be delivered to every single digital retailer that we are partnered with!

Uncheck the boxes below if you do NOT want to distribute your music to that company:

Amazon MP3

Apple iTunes

Last.fm

LimeWire

Napster

Rhapsody

Zune”

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