



Welcome.



Global Digital Music Distribution Into Over 60 Major Music Stores Including:



Welcome to Catapult,

Thank you for your interest in Catapult. You are now very close to having your album(s) digitally distributed throughout the global digital marketplace.

Catapult Distribution is a leading distributor of audio content to all of the world's top digital music stores. We work with thousands of artists and hundreds of small to medium sized labels and have paid out millions of dollars to our clients since our inception. With our service, your music will be distributed into iTunes, Rhapsody, Napster, eMusic, AmazonMP3, and over 60 other major music stores. With no monthly, yearly, or hidden charges we offer the highest royalty payout rate in the world, we pride ourselves in serving both the independent Artist as well as established Labels by distributing their content as quickly as possible into the digital marketplace.

With Catapult, Artists and Labels receive 91-95% of the royalties from the various digital music stores. And with our unique payout structure we make it easy for our clients to begin receiving higher payments for each album. Each payout level is determined by [All Time Track Downloads](#) for each album, so as an album continues to receive download purchases over time our clients receive a higher paying level for that album.

Total Downloads	Payout Percentage
0-2,500	91%
2,501 - 10,000	91.25%
10,001 - 50,000	91.50%
50,001 - 100,000	91.75%
100,001 - 250,000	92%
250,001 - 500,000	92.25%
500,001 - 750,000	92.50%
750,001 - 1,000,000	92.75%
1,000,001 - 2,000,000	93%
2,000,001 - 4,000,000	94%
4,000,001+	95%

About Our Service

Now that you have an account with Catapult, you will receive the following benefits from our service:

We offer the following to our Artists and Labels:
95%-91% of ALL royalties from the music stores go straight to you.
Get paid once a month via PayPal with NO TRANSFER FEES. PayPal
No Term Lengths. The agreement can be terminated with 30 days notice.
No Monthly, Yearly, or Hidden fees.
Detailed monthly reports of downloads from each store.
Ability to upload your album's audio and cover art or ship it to us for encoding.
Your own control panel to manage your content, view reports, etc.
Optional Digital Booklet service
Soundscan Reporting
Deep Discounts for Labels with large catalogs. (Contact Us To Find Out More)
And so much more...

Because of the technical aspects involved in digital distribution, many of our competitors utilize a "middle man" to handle their digital distribution. So when most of them say they offer you a certain percentage of the royalties, many times they are hiding the fact that another company will be taking a cut as well. We don't like that, and so we negotiated our own direct distribution system into all of the major music stores, so when we say that you'll be receiving 91-95%, you can rest assured that you'll be receiving the highest royalties possible.

How It Works

SUBMIT YOUR ALBUM ONLINE:



- Create an account with Catapult at our website (www.catapultdistribution.com).
- Once you are ready, you can login to your Control Panel and then submit your album's information such as Artist Name, Title, Track Listing, etc.
- You'll be asked during the submission process to agree to our digital distribution agreement as well make payment for the \$25 setup fee. A sample agreement is available for you to look over at the end of this document.

PROCESSING:



- Once the album has been submitted, you would then either upload your album's audio and cover art files OR ship us two (2) copies of each album submitted to our encoding facility.
- When we receive the album(s), we begin our work of encoding, scanning(if necessary), generation and assigning of ISRCs, metadata generation, and ingestion and delivery into the stores.
- This process normally takes about 7 business days to complete.
- After we deliver your album(s) to the music stores it can still take several weeks before your album(s) appear online in each music store (Average of 4-8 weeks for iTunes). This is due to each music store's own ingestion procedures and queues. *We do offer an optional 14 iTunes Expediting Service during the album submission process if your album release is urgent.

RECEIVE ROYALTIES:



- Once your music is purchased and downloaded on each music store, they then report back to us for each download of your album or track.
- We then parse the information and report it back to your control panel.
- Payment is then sent to your PayPal account at the end of each month.
- From then on, you'll receive reports in your control panel and payments via your PayPal account every month...as long as there have been downloads of your music.

Stores We Distribute Into

USA	CANADA
iTunes	iTunes Canada
Napster	Napster Canada
AmazonMP3	Puretracks Canada
Rhapsody	eMusic Canada
eMusic	Astral
IndependentBands.com	Futureship / Best Buy
URGE (MTV)	Choose Your Songs (Universal)
V-Cast (Verizon)	Carlson Marketing
Audio Lunchbox	Sasktel
Puretracks USA	Aliant
Univision	Bell
Best Buy Digital Music Store	Telus
Tower Records	Much Music (Chum)
Circuit City Digital Music Store	B3
Napster Mobile	Music To Go
AT&T Wireless	AOL Canada
Cellular One	iMesh Canada
SunCom Wireless	
Zune	
FYE	
iMesh	
United Kingdom	France
iTunes UK	iTunes France
Napster	Samsung France
eMusic	AmazonMP3 France
AmazonMP3	
Samsung UK	
Tesco UK	

HMV	
Spain	Germany
iTunes Spain	iTunes Germany
	Napster
Portugal	Netherlands
iTunes Portugal	iTunes Netherlands
Napster	
Belgium	Norway
iTunes Belgium	iTunes Norway
Sweden	Italy
iTunes Sweden	iTunes Italy
Ireland	Luxembourg
iTunes Ireland	iTunes Luxembourg
Napster	
Switzerland	Denmark
iTunes Switzerland	iTunes Denmark
Napster	
Greece	Liechtenstein
iTunes Greece	Napster
Australia	New Zealand
iTunes Australia	iTunes New Zealand
Japan	Latin America
iTunes Japan	Napster Chili
Napster Japan	

Frequently Asked Questions

1. What is Digital Distribution?

Digital distribution is the method by which your music is distributed to various digital music stores which then sell downloads of your music for iPods or other portable music devices. Where a traditional distributor would ship out your CDs to stores, we will distribute digital copies of your music to stores such as iTunes, Rhapsody, Napster, AmazonMP3, eMusic, etc.

2. What Music Stores can you get my music into?

Currently, we offer digital distribution to over 60 major digital music stores including: Apple's iTunes (All Regions), Rhapsody, Napster, eMusic, AmazonMP3, Puretracks.com, Audio Lunchbox, Best Buy Digital Music Store, and so many more.

While iTunes continues to have the predominate share of the music download market, Catapult is always in negotiations to provide even more distribution to other major online music stores to maximize our artist and label's sales.

3. How much does it cost for your service?

We charge a one time setup fee of \$25 for each album submitted for digital distribution to cover the cost of the time spent encoding/transcoding, scanning of the artwork, and metadata delivery to each music store. After that, we pay you 91-95% of the profits received from the respective retailers. There are no hidden fees or charges.

For example: If iTunes sells one of your songs for .99 cents and they pay us .70 cents, we would then pay you 91-95% of the .70 cents. The percentage rate that we pay is based off of an artist's All Time Track Downloads for each album.

4. How often will I be paid?

We disperse payments to our Artists and Labels once a month. Each music store is different and they all have their own payment intervals (monthly, quarterly, etc), however, once we have received payment from a music store, we will then pay you at the end of the next month for the previous month's sales.

5. How will I be paid?

We pay all of our artists by way of PayPal, the global leader in online payments. It is free to sign up for and regardless of which account type you create (personal, premium, or business) it will cost you nothing to receive money from us as we cover all transaction fees. Once the money is transferred to your PayPal account, you then have the option of depositing it into your bank account electronically for free, or for a small fee PayPal will mail you a check. To learn more about setting up a PayPal account, please visit www.paypal.com.

For payment dispersements that exceed \$10,000 USD, we reserve the right to distribute payment by way of check.

6. Will I be able to see how many songs have been downloaded?

Yes. You can log into your control panel and view detailed reports of your sales figures for the previous months.

7. How long does it take for my album to be made available online?

Once you have uploaded or shipped us your album(s), it should take no longer than 7 business days for us to encode the songs, scan the artwork, and digitally distribute all of the album's metadata to iTunes and the other music stores. From there, each music store's time frame is different. Once we distribute it to iTunes for example, it may still take several weeks (Normally averages between 4-8 weeks) before it appears in their music store. For some of the other music stores it can take anywhere from several weeks to several months.

8. Do I lose ownership of my music?

No Way! By agreeing to our Distribution Agreement, you allow us to become your exclusive digital distributor of your music for a time specified in the agreement. We do not take ownership of the music, but only help facilitate the process of spreading your music digitally.

9. What if I have 'covered' someone elses song on my album? Can I still use your digital distribution service?

In order for us to distribute your music digitally, you must own the copyright for the sound recordings OR have permission from the owners. Even if you have covered someone elses song (ie: a song you didn't write or don't own the rights to), we can still submit it to iTunes. However, it is YOUR responsibility to determine if you have permission and pay the applicable royalties once you have received payment just like if you were selling CDs physically at a concert or store.

10. I don't have a CD of my music, can I still have my songs digitally distributed?

Yes. You may digitally distribute any of your music even if you have never had a CD printed. However, your songs will be considered an album and will need a unique UPC code as well as professional cover art.

11. What if I don't want to mess with royalties. Can I only submit specific songs that I want digitally distributed?

Absolutely. However you will have to do the following:

- 1) Purchase a UPC (\$20) because this album will become a new product. You can get a new UPC from within your Control Panel at Catapult.
- 2) Follow the normal procedure for submitting your album online and list the tracks in the order that they will appear on your new album (This cannot be changed once they are distributed).

12. Do I have to have a UPC or Barcode to have my album digitally distributed?

Yes. UPCs (or barcode numbers) are required by every major music store. It is the universal method by which various companies and organizations are able to uniquely identify a product. If you don't currently have a UPC, that is fine. We can provide you with one for only \$20.

13. Can you explain the payout level percentage and how it is determined?

We offer several payout levels for our client's albums. This can range anywhere between 91% to 95%. The percentage level is determined individually for each album, and is based solely on All Time Track Downloads of each album. So, for example, if you have more than one album submitted for digital distribution, it is possible for each one to have a different payout level. It should be understood that All Time Track Downloads do not consider "streams" as downloads. A "stream" is used by many online stores who utilize subscription based plans to allow customers to listen to an entire track while browsing their site, however the customer cannot download it to their computer or burn it to a CD (think of it as listening to a song on the radio). Once an album's All Time Track Downloads meet a new payout level, you will receive the new payout level for that album at your next payment disbursement.

14. Can I upload the audio and cover art for my album(s) instead of sending in physical CDs?

Yes, once you have submitted your album for digital distribution, you will be able to upload your album's audio and cover art via your control panel at Catapult.

15. Is there a phone number I can call to talk with someone at Catapult?

We regret that the nature of our business as well as our incredibly discounted royalty rates make it impossible for us to handle a call center to field questions pertaining to our digital distribution service. All questions must be submitted via the "Contact Us" links located on our homepage or from within the Artist or Label control panel. Once a question is received via the "Contact Us" a link, a representative from Catapult will e-mail you back. Please allow 24-48 hours for us to research and respond back to your query.