



Little Hartley Music (LHM) Australasian Promotional Opportunities

Promo 1: Australasian Distribution opportunities - Airlines, Cafes, Restaurants, Shopping Centres, Television

Promo 2: Australian Distribution opportunities - Media/Radio & Reviewers

*Little Hartley Music is dedicated to promoting the very best in new music.
Music inspired by the world, the landscape, our emotions and our thoughts...*

*Good music is beyond genre - it's just 'good' music.
Little Hartley Music is a boutique company representing, sharing and promoting a select handful of the finest artists from around the world whose music we are drawn to and driven to share.*

Promo 1:

Australasian Distribution opportunities - Airlines, Cafes, Restaurants, Shopping Centres & Television

Korea

LHM has developed a partnership with a Korean Record Label who seek to licence both digital and physical product for the Korean territory; all artists committing to the distribution opportunity will fall under the Little Hartley Music blanket licence agreement. A digital copy of your album will be sent to Korea for review, if your album is suitable, we will facilitate the release. All royalties will be paid directly to the artist (via LHM) bi-annually as per the Licence Agreement. Any physical CD sales will be handled through our Australian or US collection points. Payments for Korean CD orders will be facilitated by LHM who will collect 25% for handling of customs, shipping, paperwork and administration fees. Our Korean partner will pay USD\$6.50 for double CDs and USD\$5.50 for standard CD. In addition, LHM can offer advice on how to release digitally in conjunction with your existing platforms.

LHM/Korean Licence Agreement Terms:

- Territory: South Korea
- Right: Exclusive: Digital / Physical (CD) / Synchronization for adverts and films in Korea
- Term: 5 years
- Royalty percentage and income split percentage: 60% of net incomes from digital releasing and 50% synchronization opportunities for commercials
- Royalty statement and payment made on a half-yearly basis

China

Your album will be sent to our Chinese distributor for potential orders of physical stock; any orders will be handled by LHM. CD handling is either through our Australian or US collection points. Payment for Chinese orders will be facilitated by LHM who will collect 25% for handling of customs, shipping, paperwork and administration fees. Our distributor pays USD\$5.50 per CD and USD\$6.50 for double CD; all postage is covered from our collection points. 10% extra stock is requested for PR purposes on the first order only.

Taiwan

Taiwan is seeking a filtered supply of good instrumental and ambient genre music. If signed, an initial advance of USD\$1,000 on album to be recouped against future sale of \$1 per CD and \$1.50 per double CD. Sales of albums signed to Taiwan will be administered by LHM, the following fees will apply:

- LHM will collect 25% of the initial advance only
- On further sales, LHM will collect 10% plus bank fees
- Income from CD sales will be paid bi-annually

Airlines

Delivery via mp3 for inclusion in inflight programming on 14 Airlines including: Qantas, Jetstar, Virgin Australia, Malaysia Airlines and more

Cafes, Restaurants, Shopping Centres & Television

Delivery of files for Restaurant/Shopping Centre/Television. All royalties are paid by APRA/AMCOS (which filters back to US through ASCAP-BMI) and Soundexchange as long as you have a world mandate or PCCA for Australia.

Cafes - Digital delivery as part of a featured mix sent to over 1000 cafes who download into playlist rotation. This will be a single song distribution on a compilation album and will include (subject to availability) a limited report and ranking from cafes.

Shopping Centres/Restaurants - This delivery of content is via physical and digital means to systems using a Live Digital Network. This means the combination of Hard Drive Music System (HDMS), Video CD's, DVD's, DVD Rom's, CD Rom's and Live Digital Network for the distribution of content to clients of licensees in the territory for the sole purpose of public performance.

Television - Digital delivery of mp3 content for potential programming on Australian national television.

Australia:

Registration of your album on all Australian CD retailers' computers (except JB Hifi). We don't actively distribute, however, it's our way of making sure the album doesn't fall through the net if it becomes popular from promotional activities. We have found that most retailers in Australia still order through US warehouses (Super Ds/CDBaby etc.) however with the dollar falling we need to cover every contingency.

We list your CD at a wholesale price of \$13.00 plus GST.

Cost of Promo 1 - USD \$1,100.00

To proceed we require:

- Signed agreement
- Full payment 14 days prior to confirmed promotional month
- 10 x CD's posted to our Queensland office:
 - Little Hartley Music
27 Bamboo Crescent
Mt Louisa QLD 4814
Australia
- A Dropbox folder with:
 - Album at 320 mp3 and WAV* format (for flac and mp3 release)
 - BIO, prefer both general bio and album bio/one sheet, supplied as a WORD Document
 - Artist photograph
 - Cover jpeg

** We do not send out WAV files unless the album is accepted and licensed by Korea or Taiwan and your permission to forward is granted.*

Promo 2:

Radio, Media, Reviewers - physical & digital delivery

Distribution Profile - physical

- ABC– Radio National, Local, Regional, Library, Classics
- Key Australian Media i.e. traditional print media outlets
- Journalists
- Key Online Magazines and Blogs
- Street Press
- Specific Genre publications

Distribution Profile - digital radio and media service

- Targeting via direct email, social media and web
- Syndicators i.e. SBA, Mood, SMA, SLC
- Digital Radio
- Specific Radio shows/announcers
- Online Magazines, blogs, news sites
- Reviewers
- Wider Street Press and Newspapers
- Feature album spot on www.soundslikecafe.com - this sends the entire album to 1000 cafes, has a dedicated web page with links, album chart position and feature video

Distribution:

Registration of your album on all Australian CD retailers' computers (except JB Hifi). We don't actively distribute, however, it's our way of making sure the album doesn't fall through the net if it becomes popular from promotional activities. We have found that most retailers in Australia still order through US warehouses (Super Ds/CDBaby etc.) We list your CD at a wholesale price of \$13.00 plus GST.

Cost for Promo 2 - USD \$1,250.00

To proceed we require:

- Signed agreement
- Full payment 14 days prior to confirmed promotional month
- 10 x CD's posted to our Queensland office:
 - Little Hartley Music
27 Bamboo Crescent
Mt Louisa QLD 4814
Australia
- 50 x CD's posted to our Sydney Distribution Centre:
 - Att: Marshall Cullen
Foghorn Group
230 Crown Street
Darlinghurst NSW 2010
Australia
- A Dropbox folder with:
 - Album at 320 mp3
 - BIO, prefer both general bio and album bio/one sheet, supplied as a WORD Document
 - Artist photograph
 - Cover jpeg
- Video Link – YouTube or a Player Embed Code

Details:

- Where applicable LHM pays artists via PayPal/Bank Transfer bi-annually for amounts over \$100 (otherwise they accrue).
- Receipt of stock and files required 15th of the month prior to your release month.
- These promotions are **not** results based – we will not send out general reports, they are opportunity based. We only represent work that is deemed suitable and make no guarantee that your album will be programmed. We will however, collate and distribute outcomes that we are aware of.
- We will set up an Australian google.com.au alert for each artist, provide airline programming, radio programming, review URLs and track programming with our live digital network back to the artist.
- We ask that you advise us prior to any promotional activities in Australasia that would cause LHM to double up or need to exclude any contacts.
- Two payment options: Bank Transfer or PayPal (PayPal will incur a 3.6% transaction fee).
- If you cancel your promotion within 14 days prior to confirmation of month, USD \$150 cancellation fee will apply.

Agreement:

PROMO LEVEL: _____

NAME OF ALBUM: _____

ALBUM UPC CODE: _____

ARTIST NAME: _____

ADDRESS: _____

EMAIL: _____

PHONE: _____

PAYPAL ADDRESS: _____

ARTIST SIGNATURE _____ DATE: _____

N.B. Whilst Little Hartley Music works with reputable companies we can make no guarantee against piracy of music in Asia, it is beyond our control. The details of contracts with labels, distributors and licencing companies in Australasia will be summarised for each artist and though they fall under the umbrella of Little Hartley Music, any breaches by the third parties cannot be held against Little Hartley Music.