



MusicPromoToday.com's take on the Streaming Wars!

When we think of streaming there are 3 big names that come to mind and seem to take up all of our time: Spotify, Apple Music, and the youngest Tidal, when it comes to digital marketing, these three are at the top of the list for artists to become featured on. Now there are some differences between the three, one of the major ones is that Spotify is free, and both Apple Music and Tidal are pay to play memberships. Tidal, of the three, is the only one to offer it's Hi-fi streaming capabilities with no interruptions. From a fan's perspective, of which to choose, well it really depends on what your wallet and preferences dictate, as an artist however, there is one rule that will always hold true: diversity is key. The better your music distribution, the better your situation. What's better, is that ever since UM's CEO, Lucian Grainge, who is arguably the Godfather of the music industry, placed a ban on music exclusives with streaming platforms it has opened the door for fans to be able to pick and choose their own platforms to be able to listen to whomever they choose. Of course, it still remains to be seen how dispersed music gets spread around, but the way things are going, it does seem like music will be going the way of the Irish diaspora, we're everywhere folks, deal with it. Now, all that remains to be seen is how the platforms will deal with Grainge's move and following that, the fans. Having to switch between multiple platforms to listen to a particular artist has throwbacks to carrying around multiple CDs or cassettes and changing them every time you wanted to listen to something else, though even that was more of a hassle than simply changing streaming programs. As it stands though, between the three streaming services, you have access to roughly 73 million songs; respectively 40 million on Apple Music, 30m on Spotify and 3m on Tidal. As mentioned before, diversity is key for an artist, not only to help monetize your music, but also to increase your fan base. We understand that concept all too well here at MPT, and have the experience you need to get your music where it needs to be to maximize your [digital](#) distribution and presence. From emerging artists, to those who have been in the game for a while, Grainge's move is fantastic for you and also can make things a little difficult if not handled correctly. Let us here at MusicPromoToday handle that stuff while you focus on what you love, your music. Remember, we're the experts with your music distribution services, so let us make you a success!