**Are you getting paid?**

Without the proper Meta Data on your tracks the answer is no! Meta-What? You may be asking yourself is this another thing I have to learn to do? Again, the answer is no! However, as an artist you do need to know if your music is properly tagged. Whose job is it to properly tag my music?

It is your producers or engineers’ job to put the Meta-Data on your tracks.

**Why do I need this?**

You may be asking yourself why do I have to do this anyways? I don’t have to do worry about any of this when I release in Canadian radio? Besides I did all when I uploaded to CD Baby or TuneCore, can’t I just use those tracks? The short answer, no.

International radio release is not like releasing to Canada, or the USA for a variety of reasons, but for today let’s just focus on song distribution. In Canada as most artists know, a song is uploaded to radio through a system known as DMDS. Many artists and engineers are familiar with Joe at RDR, when Joe uploads a single to DMDS he enters all the meta data manually. DMDS then tags the Meta Data automatically to the song.

There are some electronic tracking systems for the USA and International radio, the largest being MPE. MPE works like DMDS. But wait, before you start thinking fine, I’ll just use MPE, unless your name is Blake Sheldon, or Miranda Lambert you may want to rethink this plan. Even the biggest artists in Canada (other than Shania) are just getting known on the international stage. MPE is similar to a large iTunes for Radio. They search your name to find you. Now they do have ways of finding emerging talent BUT let’s be realistic with only a small little profile card to sell yourself how likely are you going to be added? So back to sending your music out with a company such as Black Mountain or by yourself. So how is your music going to be sent? The simple and short answer is your music is sent over in an email in either MP3 or WAV file format.

**What Meta Data Tags are needed?**

When you show this list to your producer or engineer, they may question you on why you need some of the information listed below. Feel free to bring this page and show them! The following Meta Data is almost identical to what is uploaded to CD Baby when you upload your single, and it is the same Meta Data uploaded to DMDS. If your single was not properly tagged and you have now decided to release to international radio you cannot just download your song off of CD Baby, Spotify or any other streaming platform. The Meta Data does not stay with the file. The reason for Genre is stations overseas play multi-genre shows unlike Canada. They don’t know you yet, so they need to know your genre in the event your song goes to a Central Music Director and then is forwarded to the correct Programmers. Having the ISRC Code insures you get your Royalties. Naming the performer, and songwriter does not always insure you get paid.

**Please note, having this information tagged onto your single at the time of Mastering is much easier than after! Not many producers have the program to add Metadata to WAV files after mastering.** You do **not** have to wait to have for **CD Baby** or **TuneCore** to issue you an **ISRC Code.** Ask your producer or engineer to help you find a company.

**Finally, here is the list of Meta Data you need!**

**Meta Data Tag**

**-Song name**

**-Artist Name**

**-Songwriter Name (s)**

**-IRSC Code**

**-Duration**

**-Genre**

**-label (if applicable)**

**Myths**

**\*WAV files cannot have Meta Data added to them after mastering. They can, it’s just more difficult to find legitimate programs. Again, why it is best to have this done before mastering is finished.**

**\*Just send the ISRC code along with the song like DMDS. This is not how DMDS works, and if your song does not have your name and song title on it the file will not even be opened. Without the ISRC code you will not get paid Royalties. International radio receives anywhere from 3-5000 songs a month. They don’t have time to enter your codes manually.**

**\*If the song has the Meta Data on it for CD Baby or another streaming platform, you’re fine. Wrong the two things have nothing to do with each other.**