

## Is my single or music video guaranteed airplay if I use your services?

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No. Airplay is never guaranteed. We do not pay anyone to playlist your music; it is therefore unethical for us to guarantee airplay as there are numerous factors at play when music compilers and music schedulers consider what to playlist.

## How is it more beneficial to use your agency than it is to do it myself if airplay is not guaranteed?

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We save you time and resources and give you the peace of mind knowing that your music will be positioned for the best chance of success. We have years of experience plugging music in the industry which means that:

1. We have built great relationships with music compilers and have open communication channels to them
2. We know what type of music works for which platforms and can motivate for your playlisting from an informed stance
3. We submit your music in the correct format to the respective stations/channels (often music is rejected simply because it wasn't presented properly)
4. As an added benefit, you get access to our online portal which enables you to track your submissions – keeping you informed of your project status at all times

## How does payment work?

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100% upfront payment is needed before the commencement on a project begins. Discounted rates are afforded to artists and labels that release numerous tracks yearly.

## Contact

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Email: [hello@musicservices.africa](mailto:hello@musicservices.africa)  
[www.musicservices.africa](http://www.musicservices.africa)



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## **Are interviews included in your service?**

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No. We are not a PR agency. Should a station that has playlisted your song request an interview, we will forward the interview details to you.

## **How long does the process take?**

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We work on projects for a period of 6 weeks. We digitally sample all the relevant platforms within the first three days, and the rest of the time is spent motivating for airplay and doing follow ups on playlist feedback.

## **What details do you need to get the process going?**

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We send you a getting started email which details everything that we need and the format e.g. publishing/metadata details, artist's bio, pics, music video, radio single.

## **How many physical disks do you need?**

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We no longer work with physical disks. All our submissions are done electronically.

## **How can I improve my chances of getting my song playlisted?**

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Your personal profile and the general public can influence your song getting playlisted and how well it does on air. Share the track with your followers on social media and your friends, send your track to DJs, do interviews to promote the song as well as do live performances (get creative online with the covid-19 pandemic). Every bit of promotional efforts counts in helping to create traction/buzz about your single which can influence stations/channels to playlist it (even after they have rejected it).

## **How do I get money if my song has been playlisted?**

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You need to register with a music collection society or agency like SAMRO that can collect your music royalties on your behalf.

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## **If my song/video gets playlisted, how long will it stay on rotation for?**

Songs don't stay on rotation indefinitely. If a music compiler has indicated to us that your song has been playlisted, it doesn't necessarily mean the song was on high rotation or on rotation for the duration of your sampling period. It does however indicate that they added your song to their playlist at a time they deemed appropriate and depending on the reception of the song on their station/channel will determine how long the song stays on rotation.

## **If my song/video gets rejected, is it possible for it to ever get playlisted?**

Yes, it's possible. We have had numerous cases where stations/channels have picked up songs they initially rejected and added it to their playlist months later.

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