

# WHAT IS A STEM?

The stem file is a brand new audio format that revolutionizes the way DJs mix and interact with their music. On the surface a Stem appears as a regular mp4, but embedded within a Stem file are 4 instruments (or musical elements) that make up the master track. For example a Stem file may contain the drums, bass, vocals, and FX that when played simultaneously, compose the original track.

Stems are the next progression of live performance because they allow DJs to have more control and interaction with their music. DJs are now able to control, effect, and mix the vocals of one track, with the drums of another, and perhaps the bass of a third. Think of it as a hybrid between live re-mixing and live production. The possibilities are endless and Symphonic is here to assist you in distributing your Stems to the masses! Check out this video for a more in depth explanation of what Stems are, and how they are used:

<https://goo.gl/MgVo1x>



SYMPHONIC  
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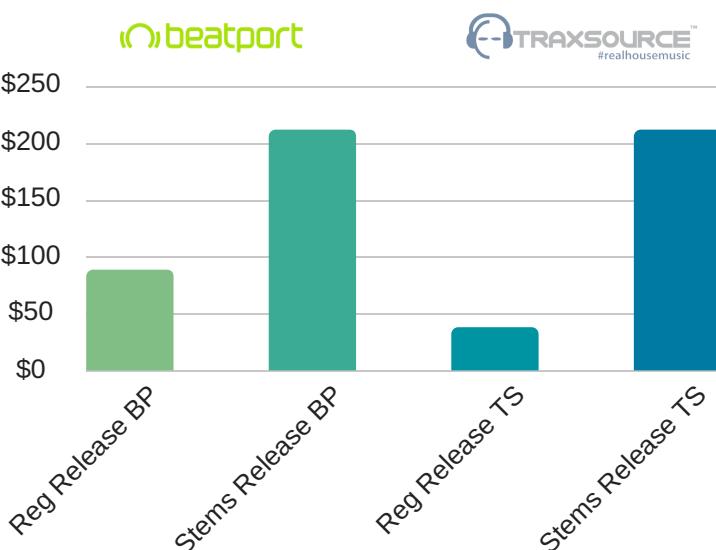


# WHY STEMS?

Labels and artists are hopping on as early adopters, and beginning to strategically promote their overall brand or a specific release using Stem tracks. Many have even gained serious recognition by consistently releasing quality stem content.

Stems are considered premium content meaning it is also priced at a premium of usually 2 to 3 times the value of a regular digital release. On numerous occasions, a Stem track has earned the same, or more revenue than a regular digital release. Here are a few examples of Stem revenue success stories:

The following statistics come from a smaller independent record label without much revenue to spend on marketing and without being considered a household name. In many cases we're seeing that Stems are selling better than the original release. Due to confidentiality we cannot release the detail of who the release or the client references in our quick success story is. Here are two releases from two different distributed record label of ours sold on Beatport and Traxsource:



The trend is upwards and doing a Stems release, because of a market that is still relatively small compared to the original release market, will bring more eyes and potential sales to your release and associated artists/brands.

“ ANYONE IS ABLE TO CREATE A STEM FILE AND MAINTAIN THE RIGHTS TO THEIR MUSIC WITHOUT PAYING A LICENSE FEE. ”

## HOW TO CREATE STEMS?

Stems are an open source format, meaning anyone is able to create a stem file and maintain the rights to their music without paying a license fee. Creating a stem file is free and simple if you use the Native Instruments Stem Creator Tool which you can download for free from the official Native Instruments Stems Website (linked at the end of this document)

Check out this video for a step by step tutorial on creating a Stem File:

<https://goo.gl/YCBZpC>

# DISTRIBUTING STEMS



Upload and Distribute your Stem content through the Symphonic Management System in the same way you would with a regular digital release.

**IMPORTANT:** A Stem release MUST accompany a previously released regular digital release. In other words only once a digital release is live in stores are you able to release a Stem file through the Symphonic Management System.

Once your regular release has been approved, click on the Stem icon associated with the release you would like to submit a Stem release for.

# Symphonic and Stems

Symphonic aims to stay at the forefront of the Stem (r)evolution. As with all industry trends, our goal is to educate and motivate our clients to also take advantage of these trends in order to ensure their growth and success. We recently formed a strategic partnership with the first Stem exclusive marketplace, Dubseed.com, to continue our dedication toward the format and ensure that your Stem content is always being optimally monetized.

As mentioned, the early adopters of Stems are the ones seeing the greatest return, so we strongly encourage all artists and labels to begin creating and distributing Stems as soon as possible!

For any further questions, please do not hesitate to reach out to:

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Thank you

Check Out Dubseed: [www.Dubseed.com](http://www.Dubseed.com)

More Information: [www.Stems-Music.com](http://www.Stems-Music.com)

