

## ASSET PREPARATION & UPLOAD

Dear Licensor Partner,

The timing of the delivery worldwide is correlative to the size of your music archive (the number of products you want to distribute) and what type of files we receive from you. It can take as much as 30 days to format and prepare all the files for upload to our global digital partners. This process can go quicker depending on how we receive your content from you (audio files, art files, and metadata).

Please try your best to prepare and format your audio files, art files, and your metadata correctly, as this will expedite the process significantly and ensure quality control. If you do not follow instructions and do not complete metadata and audio requirements as described below, your products may be delayed. After reading through the instructions below, if you have any questions regarding the Preparation & Upload of your products, please contact me at: [questions@sugomusic.com](mailto:questions@sugomusic.com)

### AUDIO FILES

Please prepare and upload each individual audio track as a **WAV file**. WAV files are the industry standard format and are high resolution files. Each WAV file track for an album should be numbered correctly and placed within a folder specific to that release (labeled by album/product title) and zipped! See below on how to exactly prepare your audio files before uploading to our FTP:

#### 1. Audio Files Preparation:

#1. **FORMAT:** Ensure that all tracks submitted are properly formatted as .wav files at 1411 kbps (this is the only acceptable format for audio file delivery).

#2. **NUMBER:** Please number all audio files consistently to reflect the set list sequence as provided in your Audio Metadata Template (see attached). For example: "01 Somewhere Over the Rainbow.wav" or "02 My Heart Will Go On.wav". This is how each of your tracks should be named before placing into your folder, zipping, and uploading to our FTP.

#3. **FOLDER:** Each WAV file track for an album should be placed within a folder specific to that release (labeled by album/product title) and zipped (if possible).

### ARTWORK FILES

Please prepare and upload each individual artwork file as JPEG. JPEG files are the industry standard format for digital distribution. Each JPEG file should be placed within a folder specific to that release (labeled by album/product title) and zipped! See below on how to exactly prepare your artwork files before uploading to our FTP:

#### 2. Artwork Files Preparation:

#1. **TYPE:** Only send your FRONT COVER ARTWORK. Do not send any CD artwork, back inlay card artwork or CD booklet artwork.

#2. **FORMAT:** Ensure that all artwork submitted is properly formatted as JPEG, 1500x1500 pixels, 300dpi RGB for each album, EP or Single (this is the only acceptable format for artwork file delivery).

#3. **RESTRICTIONS:** Album artwork MUST show the album title and the name of the primary artist(s). Album artwork may not contain promotional logos for social media campaigns, third party site promotional icons, and pricing.

#4. **FOLDER:** Each product artwork JPEG should be placed within the above said respective album folder/product folder with its respective audio files.

### METADATA

Please note we have very specific instructions for preparing your audio metadata spreadsheet. Audio Metadata is one of the most important components for proper integration and delivery to our global digital and mobile partners. Please read the instructions carefully and fill out the attached Audio Metadata Template (Microsoft Excel .xls file). After reading through the instructions below, if you have any questions regarding filling out the Audio Metadata Template, please contact me at: [questions@sugomusic.com](mailto:questions@sugomusic.com). See below on how to exactly prepare your Audio Metadata Template before uploading to our FTP:

### **3. Audio Metadata Preparation:**

#1. **EXCEL:** Microsoft Office “Excel” is common software used around the world. Double-click on your Audio Metadata Template to launch the program and to start typing in your track metadata.

#2. **INSTRUCTIONS:** Read carefully the attached “Audio Metadata Instructions”. The best way to fill out and complete your track info on the Audio Metadata Template is to simply and slowly read the instruction for each column, one at a time, and type in your track info per the instructions for each column. For instance the very first column on the Audio Metadata Instructions is Column “A” (Release Name). Please take a look at that now. You’ll see that “Release Name” is actually your album title. Thus type in your album name here (e.g. “My Greatest Hits”, etc.). Remember, review each column, one at a time, and follow the instructions as indicated. If you have any questions, please contact me at: [questions@sugomusic.com](mailto:questions@sugomusic.com)

#3. **EXAMPLE:** Please download your Fictitious Metadata Sampler and review how to fill out your audio metadata correctly. You’ll like this! This is an example of what a completed Audio Metadata Template should look like! Check out how you’ll be typing your track name, album name, artist name, composer name, etc. It’s easy & fun! Remember, “Metadata is king”! Metadata is the single-most important component for your tracks from this point forward. Metadata is how consumers find you, and how all your royalties are sorted and paid!

#4. **UPLOAD:** Please upload your completed Audio Metadata Template to our FTP site along with your audio/art folders.

### **UPLOADING TO OUR FTP**

After completing all of the above said Preparation requirements, you will then need to Upload your assets to our FTP site. FTP (File Transfer Protocol) is a standard network protocol used to transfer computer files from one host (YOU) to another host (US) over the Internet. Our FTP is called ExaVault and is a secure, easy-to-use hosting service that all of our international partners use to deliver their products. See below on how to exactly Upload your audio files, art files and Audio Metadata Template to our FTP:

### **4. FTP Uploads:**

#1. **LOGIN:** Your USER NAME and PASSWORD is in your Welcome Package. Please download the Welcome Package right away, and print and save for future use.

#2. **PREPARATION:** Read and follow carefully the abovesaid directions for preparing your audio files, art files and metadata. To do this, you will utilize our FTP Service <https://swft.exavault.com/login/> account. Remember to create individual album/product folders for each album/product and include your “numbered” audio files and artwork in each folder!

#3. **FTP URL:** Use the FTP URL provided to visit our FTP site (<https://sugomusicgroup.exavault.com>) . Your secure FOLDER NAME will be created and sent to you within 24 hrs!

#4. **UPLOAD:** Once you receive your Folder Name, visit our FTP and login with your USERNAME and PASSWORD. Then begin your uploads! We’ll take it from there!

That’s it! Take your time, prepare your assets correctly, and let us know if you have any questions.

Oh, and ....Congratulations!