

iMusician Updates its Annual Plans: Redefining Independent Distribution with a Fair-First Philosophy

iMusician launches a revamped subscription model with unlimited music distribution and YouTube Content ID across all plans, introducing flexible, artist-based pricing to reinforce its “Fair-First”, no-lock-in approach to music distribution.

ZURICH, SWITZERLAND — January 23, 2026 — iMusician, the Swiss-based digital music distributor, announced the launch of its **updated subscription model**. The platform is introducing **unlimited distribution** and **unlimited YouTube Content ID across all subscription plans**, effective immediately.

Moving beyond the industry standard of commoditized distribution, iMusician is reframing its identity as a **“Fair-First” partner** by doubling down on its **core values of fairness, clarity, and artist respect**. This approach guarantees creators maintain control over their careers and earnings without getting trapped in restrictive contracts.

This overhaul marks the **culmination of a strategic shift** that began in September with the **relaunch of iMusician’s Rockstar plan**. Originally designed for artists who prefer to pay per release without opting for an annual subscription, Rockstar established iMusician’s commitment to flexible, transparent, non-coercive music distribution.

Today’s announcement extends that philosophy to the subscription model. This way, each artist and label, whether they pay per release or per year, receives

access to professional-grade tools for distribution and promotion without any restrictive hurdles.

Supporting the Modern Creator: The "No-Trap" Evolution

While many distribution models contain hidden fees that become visible down the line and only provide automated support, iMusician is doubling down on its "Fair-First" mission. The new AMPLIFY plans **eliminate restrictive lock-ins** common in the market. Key features of the new subscription framework include:

- **Unlimited Everything:** Artists can now upload an unlimited number of releases to 200+ platforms across all AMPLIFY plans. YouTube Content ID is included at no extra charge. This way, creators are paid for their music across the entire digital landscape.
- **Modular, Artist-Based Pricing:** Pricing is now based on the number of "Main Artists" actively distributed. Moving away from rigid, overpriced "Label Tiers," iMusician now allows users to add Primary Artist seats one-by-one. This allows labels and collectives to scale cost-effectively, adding individual artists to their plan one by one instead of being forced into expensive, high-tier upgrades they don't yet need.
- **The "Forever Online" Promise:** Unlike many distributors, iMusician does not force subscription renewals. Reaffirming its legacy, the platform guarantees that all released music stays online forever, even if an artist decides to end the subscription.

*"By removing the caps on distribution and integrating unlimited YouTube Content ID, we are providing the right infrastructure for independent artists, labels, and collectives to scale their careers, and keep control of their subscription costs and earnings. Following our successful Rockstar relaunch for pay-per-release users, this subscription overhaul is the next logical step in our mission to establish a fair ecosystem within the industry", says **Shigs Amemiya, CEO of iMusician.***

Innovation with a Human Face

In an era dominated by faceless automation, iMusician remains adamant in its belief in **human support**. While utilizing 2026-grade AI for accelerating routine metadata checks and simple requests, the platform maintains a **dedicated team of experts** for complex copyright guidance and career-scaling advice.

This announcement reinforces **iMusician's legacy of advocacy**: from pioneering legal cases for indie rights to supporting a global community of over 500,000 independent artists and labels.

About iMusician

iMusician is a fair-first digital music service provider based in Zurich, Switzerland, serving over half a million independent artists and labels. By combining global scale with radical transparency, iMusician provides forever online music distribution, professional promotional tools, and human-led support to make sure independent creators maintain total autonomy over their music and careers.

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Note to Editors: A deep-dive interview with CEO Shigs Amemiya, addressing the "Hard Questions" of the distribution industry and the future of the "Tech-Human" hybrid model, will be released following this announcement.