

iMusician Re-Launches "Rockstar," Its Pay-Per-Release Plan With 0% Commission And No Recurring Fees

iMusician's new pay-per-release model eliminates commissions forever, challenging industry giants with zero-percent royalty cuts.

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No commission, no recurring fees, no strings attached: These are the key features of Rockstar, iMusicians' newly re-launched pay-per-release plan, designed for dedicated artists who care about their earnings and value flexibility as much as creativity. The revival of Rockstar is rooted in iMusician's ongoing commitment to supporting independent artists, listening to their feedback, and providing artist-first solutions that adapt to their evolving needs.

iMusician Revives Rockstar, Prioritizing Artist Flexibility & Earnings

In the world of music distribution, traditional models have largely remained unchanged and unchallenged. Artists who use pay-per-release models typically pay a commission on royalties, while those who choose annual subscription plans often end up paying recurring fees to keep their music available on streaming platforms. iMusician's new pay-per-release plan flips this script: with Rockstar, artists pay a one-time fee, get to keep 100% of royalties forever, and don't need to worry about any recurring fees.

Rockstar is designed for musicians who have moved beyond the experimental phase and are now building sustainable creative careers. For such artists, the

elimination of ongoing costs and commissions on their earnings represents financial relief.

The timing couldn't be more critical. Recent industry reports show that independent artists are releasing music at unprecedented rates, with many managing multiple projects annually. Under certain subscription models, these prolific creators face mounting annual costs or significant losses on commissions. "We're watching independent artists struggle with the economics of music distribution," says Shigs Amemiya, iMusician's co-founder and CEO. Rockstar transforms this economic burden into a one-time investment with permanent returns.

"The math is simple but powerful: an artist earning €100 monthly from streams keeps just €90 with traditional pay-per-release distributors charging 10% commission. With Rockstar, they keep the full €100. Over five years, that's an extra €600 per release – nearly nine times Rockstar's investment."

But Rockstar isn't just about economics – it's about creative freedom. The plan includes premium features typically reserved for higher-tier subscriptions: editorial playlist pitching to Spotify, Apple Music, and Deezer curators; YouTube Content ID protection; pre-save campaign tools; and access to specialized platforms like Beatport and Apple Music Classical.

The re-launch of Rockstar positions iMusician as a direct challenger to distribution giants who have built their business models around recurring fees and commissions from artists. The move comes as streaming royalty rates remain contentious industry-wide. While artists continue advocating for better per-stream payments from platforms like Spotify and Apple Music, iMusician is addressing the controllable part of the equation: commissions and distribution fees.

"We can't control how much Spotify pays per stream, but we can control what percentage of royalties we take from artists releasing with us. With Rockstar, that number is zero, forever." - Tobias Wirz, co-founder and COO of iMusician.

iMusician's "forever online" promise addresses another persistent artist concern: catalog protection. Under certain subscription models, lapsed payments or cancellations can result in the removal of artist's catalogues from streaming platforms. In contrast, iMusician's plans guarantee that any music released via its services will remain available permanently, protecting artists' digital legacies and long-term revenue streams.

Looking ahead, Rockstar could signal broader transformations in the music industry. As independent artists gain more leverage, traditional distribution models may face increasing pressure to justify their value propositions or adapt to artists' evolving preferences and needs.

[Rockstar is available through iMusician's platform](#), supporting distribution to over 200 music platforms worldwide. The company continues to offer Starter, one of the most affordable pay-per-release options for new artists, which comes with a 10% commission. It also offers three subscription-based plans for artists preferring different financial structures, positioning itself as a distributor that prioritizes the preferences and needs of artists.

In an industry built on taking percentages, iMusician is focusing on artist priorities, from earnings to flexibility.

About iMusician

Musician is a Swiss music distribution company with offices in Zürich and Berlin. Founded in 2007, the distributor aspires to support independent artists & record labels and help them navigate the music industry.

iMusician distributes to over 200 streaming platforms and stores—from big

players like Spotify and Apple Music to niche services like Beatport, Traxsource, and Apple Music Classical—to help artists from all over the world reach fans where they listen.

Offering a broad range of services, including digital distribution, music promotion, mastering, and artist support, iMusician serves as a 360° music partner for independent artists and labels. The goal? To guide and support artists through their creative journey, so they can take control of their careers and thrive on their own terms.

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High-resolution images, executive interviews, and additional information available upon request.