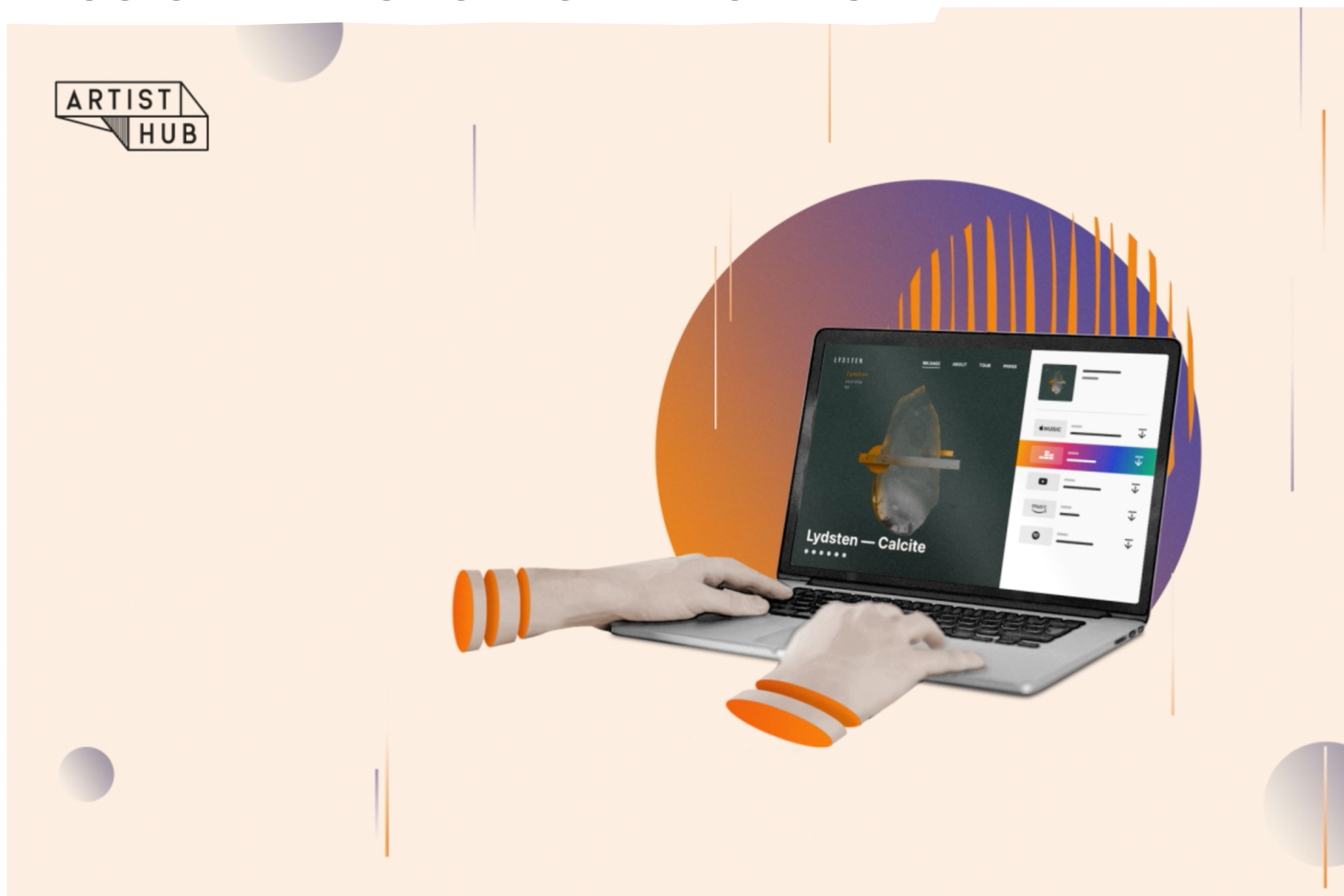




ARTIST HUB

IMUSICIAN LAUNCHES ARTIST HUB



New all-in-one promotional tool makes it easier than ever for DIY artists and independent labels to grow their audience.

BERLIN-June 8th 2021—Global music tech company iMusician today announces the launch of Artist Hub, an all-in-one promotional tool for DIY artists and independent musicians. Designed to be at the heart of a music release campaign, Artist Hub includes everything fans, influencers, and press need to discover and learn about an artist and their music. From one link, musicians can easily route fans directly to their new release on favorite music platforms globally or share their concert tour dates, biography, electronic press kit, a slideshow of images, and much more.

In a fast-paced world where artists and musicians have to compete for online attention to be heard, Artist Hub focuses everything fans need to know into an easily accessible and shareable page. With Artist Hub, musicians can now connect with their global audience using a fully customizable micro-site that competes on an equal footing with those created by major labels and professional artists. Not only does it save valuable time and effort, Artist Hub can also help musicians grow their fanbase and maximize the potential of their music at an affordable price.

Artist Hub comes in two styles: free and pro. The free version creates a smart link that directly routes fans to an artist's new release on their favorite music platforms. This is free to everyone who distributes through iMusician. Artist Hub Pro builds a compact and shareable website that includes everything fans, influencers, and press need to discover and learn about an artist and their music — for only € 9.99 per release.



ARTIST HUB

Once a music release is live, artists and labels will receive a smart link that routes fans directly to that release on the most popular music stores. Once a fan clicks on the link, they can then choose their favorite shop or streaming platform to listen to the music. It is practical, easy-to-use, and looks professional — the perfect option for independent artists looking to reach new fans. Artist Hub is free for all iMusician members.



ARTIST HUB PRO

Artist Hub Pro goes beyond smart link music promotion: it creates an artist page that's concise, shareable, and localized for global audiences. It gives independent artists and labels the sophistication of a major label launch, without losing their DIY mentality — or a lot of money.

In addition to linking to the top global music platforms, users can also add their preferred local shops — for example, if they know they have a strong fanbase in Japan, they can choose AWA.

Artist Hub Pro includes a biography; a tab for upcoming shows and tour details which can be updated manually or by linking directly to ticketing services or venue websites; a 'Press' tab that allows musicians to upload an EPK (electronic press kit) featuring hi-res images, music files, and PR documents — great for sharing instantly with blogs, press, editorial teams, and radio stations. All these pro features are available at only € 9.99 per release



ARTIST HUB PRO



“ARTIST HUB IS ANOTHER VITAL STEP TOWARDS PUTTING INDEPENDENT ARTISTS AND MUSICIANS ON A LEVEL PLAYING FIELD WITH THE INDUSTRY’S MAJOR LABELS. OUR COMMUNITY IS AT THE HEART OF EVERYTHING WE DO AT IMUSICIAN, AND WITH ARTIST HUB, WE SET OUT TO CREATE A PLATFORM THAT ALLOWS DIY ARTISTS AND LABELS TO PORTRAY AND PROMOTE THEIR ARTISTIC VISION THEMSELVES, EASILY. I BELIEVE WE ACHIEVED THAT.”



Shigs Amemiya

iMusician Co-founder & CEO

“IN AN INDUSTRY OVERFLOWING WITH ARTISTS COMPETING TO BE HEARD, ARTIST HUB OFFERS OUR CUSTOMERS A UNIQUE PEDESTAL TO TELL THE STORY BEHIND THEIR MUSIC. TO BE ABLE TO CREATE AN INTERACTIVE ARTIST PAGE AT SUCH A LOW PRICE POINT GIVES INDEPENDENT MUSICIANS A PROFESSIONAL-QUALITY PLATFORM TO HELP DRIVE THEIR GROWING BRAND.”



Philippe Weber

iMusician Head of Product



ABOUT iMusician

Founded in 2010, iMusician Digital is a music distribution platform serving over 200,000 independent musicians and record labels. From heavy-hitters like Spotify and Apple Music, to electronic-specific shops like Beatport and Traxsource, plus popular regional shops around the world, iMusician makes it easy for artists to get big globally.

Because iMusician started as an independent label, the team knows the needs of label owners and developed pricing plans that grow with them — without annual renewal fees. iMusician's experienced support team of artists and music enthusiasts and its portfolio of promo and mastering tools make the platform a one-stop shop for professional artists and labels.

Artist Hub Images

Detailed information about Artist Hub can be found at:

<https://imusician.pro/en/products/digital-music-distribution/artist-hub>

Download Press Kit at

<https://imusician.pro/en/press>

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