Release Infrastructure Playbook

An exact framework you can reuse for every drop — organized, simplified, and built to sca catalog.

This is not theory. This is infrastructure.

Use it once. Refine it. Then run every future release through it.

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1. Centralized Cloud Folder Blueprint

Your catalog should live in one primary cloud storage system. Not across devices. Not across random drives.

(Examples: Google Drive, Dropbox, iCloud, OneDrive — choose one and commit to it.)

Root Structure

Music Business
→ Releases
→ [Year]
→ [Project Name]

Inside Each Project Folder

01_Masters
• Final Master (24-bit WAV)
• Clean Version
• Instrumental
• Performance Track (if applicable)

02_Stems
• Full Stems (clearly labeled)
• BPM + Key in filename

03_Artwork
• Cover (3000x3000)
• Alternate versions
• Editable source file

04_Documents
• Signed Split Sheets (PDF)

• Producer Agreements
• Feature Agreements
• Work-for-hire contracts (if applicable)

0 5 _Sample_Licenses
• License PDFs
• Clearance confirmations
• Correspondence

0 6 _Metadata
• Metadata sheet (exported PDF)
• ISRC confirmation
• UPC confirmation

0 7 _Distribution
• Distributor submission confirmation
• Release receipt
• Store links

Rule: If it relates to the release, it lives here.

Pro tip: Enable automatic cloud syncing and version history so nothing gets permanently lost.

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2 . Master Metadata Spreadsheet Structure

Create one master spreadsheet for your entire catalog. This is your single source of truth.

(Examples: Google Sheets, Airtable, Notion database — use something accessible from any device.)

Required Columns

• Song Title
• Primary Artist
• Featured Artist(s)
• Producer(s)
• Songwriters (Legal Names)
• PRO Affiliation (per writer)
• IPI Numbers
• Split Percentages (Publishing)
• Split Percentages (Master)
• ISRC
• UPC (if applicable)
• Release Date

• Distributor
• Publishing Registered (Y/N)
• Content ID Active (Y/N)
• Sample Used (Y/N)
• Sample Cleared (Y/N)
• Notes

Update this sheet immediately after every release. Not weeks later.

If someone asks for ownership details, royalty proof, or clearance confirmation — this is where you look.

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3 . Secure Login Vault Checklist

Use one encrypted password manager. Never store credentials in notes apps or messages.

(Examples: 1 Password, Bitwarden, LastPass — anything with encryption + team sharing controls.)

Accounts That Must Be Stored

• Distributor login (e.g., Ditto, DistroKid, TuneCore)
• PRO account
• Publishing administrator (if using one like Songtrust)
• YouTube Studio
• Spotify for Artists
• Apple Music for Artists
• Content ID platform
• Cloud storage
• Domain/website host
• Email marketing platform

Security Rules

• Enable   2 FA on all accounts
• Store backup recovery codes securely
• Share access via vault permissions (not passwords)
• Review access quarterly

If you build a team, this becomes critical.

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4 . Ready-to-Use Split Sheet Template Reference

Every collaboration must be documented before release. Verbal agreements are not protection.

(You can create your own template or use entertainment-law reviewed templates as a base.)

Split Sheet Must Include

• Song Title
• Date Created
• Legal Names of All Contributors
• Stage Names
• Roles (Producer, Writer, Artist, etc.)
• Publishing Split % (must total   1 0 0 %)
• Master Ownership % (must total   1 0 0 %)
• PRO Affiliations
• IPI Numbers (if available)
• Signatures (Digital or Physical)

Rule: No upload before splits are signed.

Digital signing tools (like DocuSign or PandaDoc) can speed this up and keep everything centralized.

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5 . Sample License Tracking Structure

If a sample is used, documentation must be attached to the release.

(If sourcing through platforms like Tracklib, retain the official license and revenue terms inside your folder.)

Inside your Metadata Sheet, add:

• Sample Source
• Original Artist
• Original Song Title
• License Platform or Clearance Contact
• License Type
• Revenue Share Terms
• Proof of Clearance Stored (Y/N)

Inside your cloud folder: Store the license PDF and all related communication.

If it isn't documented, it doesn't exist.

6 . Complete Pre-Release Checklist

Before uploading to any distributor:

• Final mix approved
• Master exported (correct format)
• Loudness checked
• Artwork meets DSP specs
• Split sheet signed
• Sample license secured
• Metadata sheet completed
• ISRC assigned (or confirmed auto-generated by distributor)
• Release date selected (minimum   3 – 4   weeks ahead recommended)
• Distributor upload completed
• Confirmation email saved in project folder

Most distributors (Ditto, DistroKid, TuneCore, etc.) will auto-generate ISRCs if needed — but track your master sheet regardless.

No shortcuts.

7 . Release Week Execution Checklist

Week of release:

• DSP profiles claimed and verified
• Bio and profile images updated
• Smart link created (via tools like Linkfire or ToneDen)
• Email campaign scheduled
• Social content scheduled
• Team notified
• Publishing registered (if not already)
• Content ID activated (via distributor or third-party service)

Execution beats improvisation.

8 . Post-Release Protection Checklist

Within   7 – 1 4   days of release:

• Confirm song appears correctly on DSPs
• Verify credits display accurately
• Confirm Content ID is active
• Register with PRO (if not already)
• Log streaming numbers in tracking sheet
• Archive final master in long-term backup
• Store all store links in metadata sheet

Use distributor dashboards and analytics platforms to double-check performance and royalty reporting.

Ownership isn't just about release. It's about follow-through.

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9 . Quarterly Catalog Audit Guide

Every 3 months:

• Review metadata spreadsheet for missing ISRCs
• Confirm publishing registrations are complete
• Reconfirm splits total 1 0 0 %
• Check sample licenses are documented
• Review Content ID conflicts
• Verify royalty dashboards for anomalies
• Remove unused team access from accounts
• Back up entire catalog to secondary storage (external drive or secondary cloud)

Scaling without audits creates silent problems. Audits protect long-term leverage.

How To Use This Playbook

1 . Implement it once.
2 . Customize it to your workflow.
3 . Save it as your permanent release template.
4 . Run every drop through it — no exceptions.

Tools help. Platforms assist. But structure protects you.

You are not just releasing songs. You are building an asset portfolio.

Structure determines how valuable that portfolio becomes.