From artist to audience - and back to revenue

A music growth and operating infrastructure map, weighted toward emerging house / tech-house artists.

DIGITALLY SAVVY

VICTORY+ / RESEARCH EDITION

ARTISTS
& THEIR TEAMS

VIC+ORY

PUBLIC ROSTER LENS

Cleek

House / tech-house

CREATE

Music, identity, content

CONTROL

Rights, accounts, budget

BUILD

Catalog, audience, commerce

Managers / labels / artist teams are the decision-makers and budget owners.

LISTENING, VIDEO & DJ SERVICES

Shared destinations across the artist-to-fan journey; capabilities differ.

Spotify · Apple Music · Amazon Music · YouTube · SoundCloud · Beatport · Mixcloud

ORGANIC SOCIAL DISCOVERY — TikTok / Instagram Reels / YouTube Shorts / creator and community sharing

DEVELOP & RELEASE → PLAN & ACTIVATE → REACH & DISCOVER → CAPTURE & MONETIZE

Representation & labels
WME · CAA · TOOLROOM · Defected

Booking representation and label roles are distinct.

Managed campaign execution
ARTIST INFLUENCE · rise

Services + workflow; not established ad DSPs.

Paid media / ad inventory
Meta Ads · YouTube Ads · TikTok Ads · Spotify Ads

Native artist promotions are a separate product set.

Smart links & fan capture
feature.fm · Linkfire · HYPEDDIT

Clicks, pre-saves and consented capture are different events.

Distribution & label services
Vydia · FUGA · LabelWorx · DISTROKID · tunecore · CD Baby

B2B / label-service and self-service models coexist.

Campaign software & automation
SYMPHONY · un:hurd music · HYPEDDIT

Tools may use the same underlying ad platforms.

Electronic-music discovery
Inflyte · LabelRadar · 1001Tracklists · Resident Advisor

DJ promos / label demos / set discovery / editorial.

Direct fan relationships
Laylo · Community · klaviyo · Patreon

CRM / messaging / memberships; consent and access matter.

Rights & royalty administration
ASCAP · BMI · THE MLC · SoundExchange · Songtrust

Different rights and territories; not interchangeable.

Curator & creator outreach
Groover · SubmitHub · PlaylistPush

Submission / review / creator work, not bought streams.

Live discovery & ticketing
DICE · Bandsintown · Songkick

Promoters, venues and booking agents complete the route.

Merch & direct-to-fan commerce
Shopify · Bandcamp · fourthwall · music glue

Storefronts, marketplaces and fulfillment differ. See page 3.

LISTENERS
VIEWERS & FANS

DISCOVER

Hear / watch / notice

RETURN

Listen again / follow

CONNECT

Opt in to email / SMS

BUY

Merch / music / tickets

ADVOCATE

Share / attend / bring others

A listener is not automatically an identifiable, contactable fan.

MEASURE
Music intelligence

Chartmetric · Soundcharts · VIBERATE

+ Native ad / artist / store reports

Trend intelligence is not proof of campaign causality.

INTEGRITY & CONTROL
Two specialist domains

Beatdapp — Streaming integrity

DoubleVerify — Ad verification

PROPOSED dS OPERATING LAYER
Accounts + spend + fees + outcome definitions + independent reconciliation

Selected examples, not a ranking or endorsement. Logos identify their respective owners. Click logos for official sources.
Company presence does not imply a Victory+ relationship. Functions can overlap; detailed classifications and evidence are in the companion guide.

Four routes. Different suppliers. Different evidence.

Follow the asset or budget to its destination, then follow the reporting and money back.

INPUT	ARTIST / TEAM	INTERMEDIARY	SUPPLY / DESTINATION	FAN OUTCOME
01 RELEASE & ROYALTIES	**Recording + rights** Catalog, metadata and authorized rights	**Distribution** Delivery, accounting and agreed services Vydia · FUGA · LabelWorx	**Listening services** Streams / downloads / video consumption Spotify · Apple Music · Beatport	**Listeners + revenue** Listening and royalty statements; rights-specific settlement
02 PAID ACQUISITION	**Budget + creative** Objective, geography, audience and baseline	**Managed service / tool** Rise / Artist Influence, or team-operated software rise · Artist Influence · SYMPHONY	**Ad inventory + landing** Meta, TikTok, YouTube, Spotify ads; then links / destinations Meta Ads · TikTok Ads · YouTube Ads	**Visits -> qualified actions** A click does not establish a stream, unique fan or incremental sale
03 DJ, CULTURE & LIVE	**Music + story** Promos, demos, content and live proposition	**Specialist relationships** DJ promo delivery, labels, creators, curators and booking Inflyte · LabelRadar · Groover	**Discovery contexts** DJ sets, editorial, social feeds, venues and festivals Resident Advisor · DICE · Bandsintown	**Listeners + attendees** Set support, repeat interest, ticket buyers and live audiences
04 MERCH & FAN VALUE	**Identity + product** Design, price, inventory model and rights	**Commerce + operations** Storefront, production, fulfillment, service and returns Shopify · PRINTFUL · music glue	**Sales & retention surfaces** Artist store, email / SMS, music-platform merch and shows Spotify · YouTube · Laylo	**Buyers + repeat fans** Orders, contribution margin, repeat purchases and opted-in contacts

REPORTING / MONEY BACK: service statements -> distributor / rights organizations -> entitled rightsholders; terms and rights determine payment.

EVIDENCE BACK: invoices + ad-account delivery + link events + destination trends; reconcile fees and limits on user-level / cross-platform attribution.

EVIDENCE BACK: named placements / creator deliverables / DJ support / ticket sales. Paid review or outreach does not guarantee placement or streams.

MONEY BACK: customer payment -> transaction / product / fulfillment / return costs -> artist contribution; gross sales are not profit.

THE CONTROL LAYER CONNECTS THE ROUTES

OWN THE ACCOUNTS
Access, permissions, exports and portable fan data

DEFINE THE EVENT
Impression / click / stream / unique fan / sale

RECONCILE THE ECONOMICS
Media, service fees, margins and royalties

TEST BEFORE EXPANDING
Baseline, small pilot, quality review, next decision

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The merch and direct-to-fan opportunity

For Victory+: start with existing design, Shopify and manufacturing capabilities; verify what Vydia already includes.

ARTIST IDENTITY → **STORE + PRODUCT + FULFILLMENT** → **DISTRIBUTION + RETENTION** → **FAN PURCHASE + REPEAT VALUE**

01 OWNED STOREFRONTS

Shopify

BANDZOOGLE

Build a branded store and control the customer journey.

Software is not automatically production or fulfillment.

02 MUSIC-SPECIALIST COMMERCE

music glue

Bandcamp

Music, merch, bundles and fan-facing commerce.

Bandcamp adds marketplace discovery; operating models differ.

03 ON-DEMAND PRODUCTION

PRINTFUL

fourthwall

Produce after orders; limit upfront inventory exposure.

Printful is fulfillment infrastructure; Fourthwall also hosts stores.

04 PRE-ORDER CAMPAIGNS

Everpress

Aggregate demand before producing a batch.

Check campaign thresholds, delivery dates and margin.

05 MANAGED MUSIC MERCH

Vydia

MANHEAD

Broader production, store and fulfillment services.

Check access, minimums, rights, fees and service scope.

06 RETAIL MARKETPLACES

MERCHBAR

Amazon Music

Additional discovery and retail distribution surfaces.

Retail access does not equal ownership of the buyer relationship.

MUSIC & VIDEO SURFACES CAN SEND FANS INTO THE COMMERCE STACK

Spotify — **Shopify merch integration**

YouTube — **Eligible connected stores**

Amazon Music — **Artist merch programs**

Eligibility and supported integrations vary.

FIRST VICTORY+ TEST

One artist. One product or drop. One measurable acquisition path.

Use the existing store first; confirm fulfillment, margin, consented capture and repeat-purchase tracking.

MEASURE CONTRIBUTION

Sales after refunds - product - fulfillment - fees - acquisition cost

Then evaluate repeat value.

WHERE dS CAN ADD PAID CAPACITY

Campaign oversight, measurement and fan-data integration - with specialists scoped to a paid brief, not duplicating the design / store team.

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