

D Dubseed

≡STEMS

"NI Stems are beginning of something really new and exciting."

-Carl Cox



WHAT ARE STEMS?

On the surface, a Stem File looks like a regular MP4, however, embedded within this file are four Stem elements (for example Vocals, FX, Bass, Leads), that when played simultaneously compose the original song. This file provides DJs with more control over their mix, as they are able to isolate, effect, and combine the Stems of multiple different tracks, opening up incredible potential to a more interactive form of mixing. Gone are the days of simply mixing one full track with another. Stem mixing is the future of live electronic performance.

Native Instruments intentionally created the Stem file as an open format, meaning any producer could freely create and sell a Stem file. They have also released developer toolkits allowing any platform to integrate Stems into their hardware and software. As more companies begin to adopt the format, it won't be long before stems become a standard part of the production and mixing process.

STEMS



DRUMS

BASS

SYNTHS

VOX

ABOUT STEMS

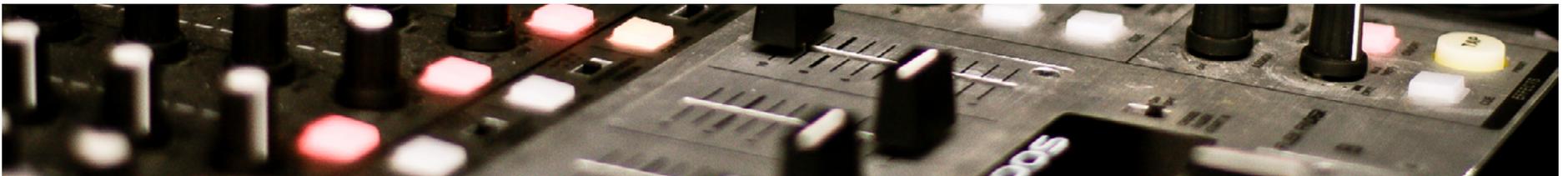
Native Instrument's Stem format is a brand new format that is revolutionizing the live performance and DJing of electronic music.

The Stem format is single file that, in addition to the master track, also contains four separate elements/instruments that the track is composed of. The result is a hybrid of both DJing and live production, allowing musicians to combine specific elements with multiple tunes. Mix just the vocals of one track with the bassline and drums of another – the possibilities are endless. Symphonic wants to help you easily distribute your Stems to the masses!

Stem files use the .mp4 container format to store the four individual Stems of a track within a single file. Using the file extension .stem.mp4, this single file can be managed just like an mp3 file. A standard master version of the track is also included in the file and can even be played in stereo with any compatible audio player following standard mp4 specs, like iTunes for example. To play with a track's individual Stems, Stem-compatible software or hardware is required.

Additional information on Stems is available at:
www.stems-music.com

A digital press kit including picture material is available at:
www.native-instruments.com/press.info

The logo for STEMS, featuring a red rounded rectangle with a white hamburger menu icon (three horizontal lines) to the left of the word "STEMS" in white, bold, uppercase letters.

COMPELLING INFORMATION

The music industry is quickly recognizing Stems as the next obvious progression of mixing, and even consuming music. In the same way that CDs followed cassettes, we see the Stem file as an upgrade for those still mixing with regular MP3 files.

The Stem format is finally coming to fruition as more artists and labels are catching onto the trending progression. Although in the past some were reluctant to share music on such a granular level, today's younger generations are open and excited about the idea of putting music out in Stem form.

Thousands of artists and labels have already released music in Stem form, and the return looks very promising both in terms of revenue and promotion. We have noticed a lot of artists strategically utilize the new format to gain attention from Stem enthusiasts who are actively seeking artists and labels that support the format. Additionally, the Stem file has to be downloaded in a time where downloads are decreasing. This provides new revenue opportunities as files have to be purchased, and are usually done so at a premium price!

The statistics on the following page come from a smaller independent record label without much revenue to spend on marketing and without being considered a household name. In many cases we're seeing that Stems are selling significantly better than the original release.

[CLICK HERE](#)

To check out a full list of labels that support and release content in Stem form.



A QUICK SUCCESS STORY

The following statistics come from a smaller independent record label without much revenue to spend on marketing and without being considered a household name. In many cases we're seeing that Stems are selling better than the original release. Due to confidentiality we cannot release the detail of who the release or the client references in our quick success story is.

A release from a distributed record label of ours sold on...



Regular Release



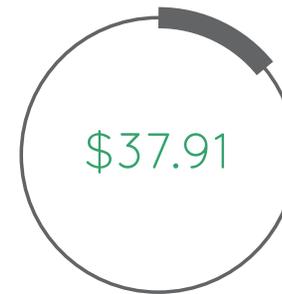
Stems Release



A release from a distributed record label of ours sold on...



Regular Release



Stems Release



The trend is upwards and doing a Stems release, because of a market that is still relatively small compared to the original release market will bring more eyes and potential sales to your release and associated artists/brands.

WHAT IS DUBSEED?



Dubseed is an exciting new social marketplace and community devoted to discovering and selling Stem files. We are a New York based startup, founded in 2014 in Seattle by a group of musicians who recognized its potential, and the impact it will have on live performance and the music industry.

Our goal is to continue building a community of both clients and customers who are enthusiastic about Stems and appreciate our user friendly marketplace with well curated content. We have also built an extremely cutting edge Stem player that rethinks the music listening experience by making it more interactive.

We are extremely excited about building relationships with artists and labels who want to help push this movement forward. We typically receive content from Stem approved distributors. If you are not working with a distributor who deals with Stems, dont worry! We also have the means to help get your Stems out to all Stem supported marketplaces. Please do not hesitate to reach out if you would like to hear more about this service. Also feel free to contact us about getting your label or artist in our featured section, or to discuss other potential collaborations.

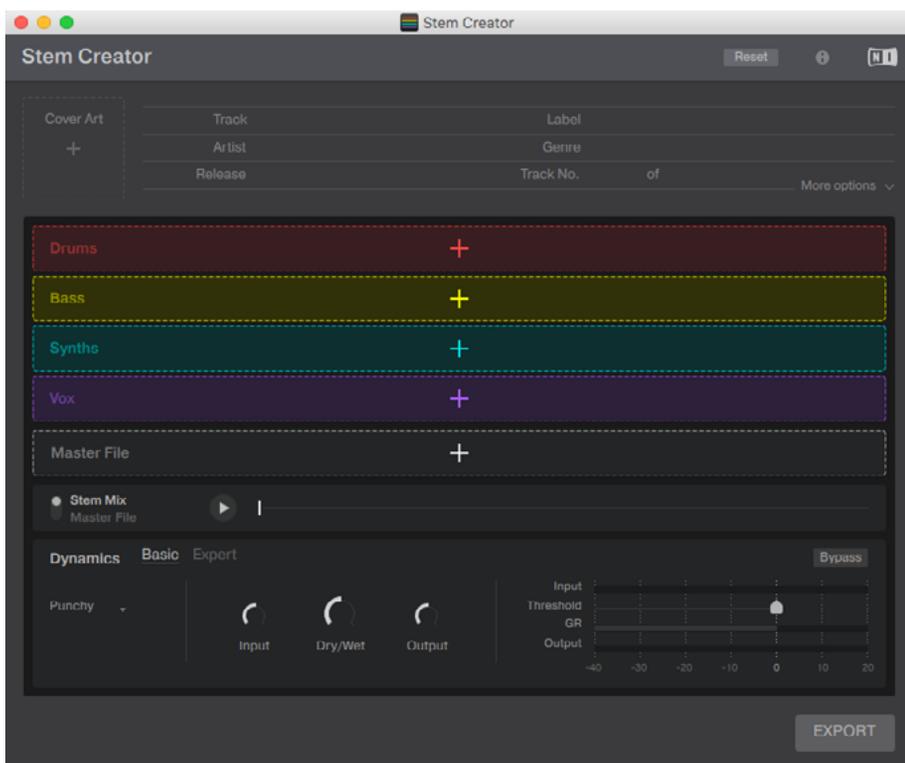
STEMS APPROVED DISTRIBUTORS

HOW TO PREP STEMS

Creating Stems is very simple, and there plenty of resources online to guide you through the process.

First, download Native Instruments free Stem creator tool.

From there, Native Instruments has put together this informative, step by step tutorial to help create a Stem file:



CLICK IMAGE TO DOWNLOAD



CLICK IMAGE TO VIEW

We understand that labels are busy, and in certain situations we are willing to help you assemble your first few Stem Tracks. Please do not hesitate to email us at Robert@dubseed.com if you would like some assistance.

HOW DO I CREATE STEMS?

First, download the official Stems Creator tool available via www.stems-music.com

Prior to using the tool, apply the “Stem Tag” to your album/track artwork. This tag is a small Stem icon included with your download of that Creator Tool and it lets users visibly know that they are listening to and purchasing a Stem release.

Once you have done that, it's just three simple steps:



1. Group

So you want to create a Stem file out of your newly completed tune? The first step is simple. Group the various tracks/instruments into four themes. As Stems have continued to evolve, a certain standard has established as a best practice routine for grouping your STEMS. A majority of STEMS now follow the exact group of 1) Drums, 2) Bass, 3) Melodies, and 4) Either vocals, percussion, or whatever else makes sense for the track. So the 4th group remains pretty flexible, but 1-3 are now consistent to fit the newly established standard.



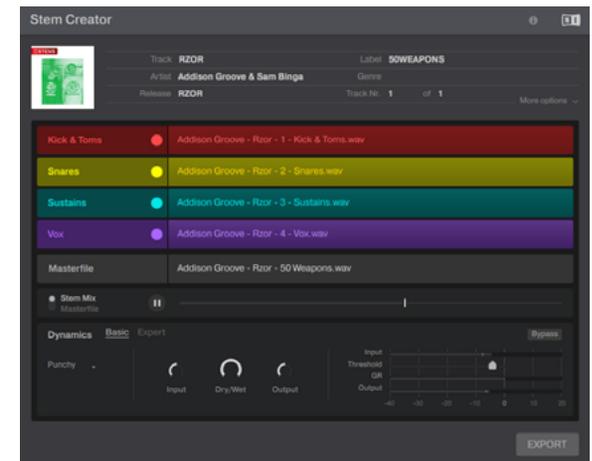
2. Export

Step two is easier than the first. Export each of the four groups you created as their own individual audio files. At the end of this process, you should have four audio files that, when played simultaneously, create the original track. Make sure you export each of the groups through the same mastering chain that you used when exporting the master track so that all four Stems and the master track are at the same volume.



3. Create

Finally, it is time to throw your four grouped stems and the master track into Native Instruments Stem creator tool. Using the tool is very intuitive, but if you are having any issues, check out the tutorial below that explains how to add meta data, and use the compressor and limiter to perfect your new Stems file!



MORE REGARDING THE STEM CREATOR TOOL

Stem Creator is designed for the sole purpose of processing audio files into the four-channel stem.mp4 format – streamlining Stem file creation for simplicity and ease of use. To create a Stem file, creators first prepare and export four isolated musical parts of a track from their DAW or audio editor, along with the final mixed version – five uncompressed audio files in total.

Then each file is imported into the Stem Creator where a limiter and compressor are adjusted to match the Stems with the volume and dynamics of the original stereo master. It is important to understand that you must still master each of your Stems prior to processing them through the Creator tool, as the Creator tool is not a Mastering tool. Finally, standard metadata like track name, artist, and album can then be edited, along with advanced options like Stem name and color, catalog number, and album art before finally exporting the finished Stem file.

Available now for download at stems-music.com – the online home for the Stems format, the Stem Creator free download comes with accompanying guides and technical documentation suited for all potential users such a producer, or a label, for example. Later this year, a special developer toolkit with specifications, code examples, and the application's entire DSP library will also be available from stems-music.com. The developer toolkit will make the technology behind Stems readily available for anyone to integrate into future software and hardware.



COMMON QUESTIONS ABOUT STEMS

We get so many questions pertaining to Stems as they gain momentum within the music industry. Many understand that Stems are part of the natural progression of DJing and live performance, but there are still a few misconceptions about Stems that we would like to discuss and clear up.

Why should I consider creating a Stem file of my release?

If you pay attention to your royalty statements or the music industry in general, you will notice that possibly, your download sales are decreasing and streaming revenue is increasing. This is great from a streaming point of view but bad in a sense because you are making less income off streaming than you are off downloads. The best part of a Stem file is that it has to be downloaded. You have the opportunity to be apart of a format that won't easily be affected by the increase in consumption of streaming as the format will have to be purchased and downloaded by an individual in order to be played or used.

In addition, with this format being so new, you have a great opportunity to get your music featured as well as be apart of the early group of adopters putting you at the forefront of what is next in the music industry.

Are Stems only for Native Instrument users?

Native Instruments created the Stem format (and the tool that allows others to create Stems) but purposefully made it an 'open format', allowing others to freely use and explore Stems. It is an open format in the sense that all details on how to make Stem files and how to play them is publicly available. Anyone can create Stems without paying licensing fees for creation, distribution, or use of the format. Since its launch, Stems have been integrated into a wide range of different platforms from softwares to hardwares, and even some apps that utilize Stem files for games or interactive music players. Even casual listeners enjoy Stems, as it enhances their music-listening experience by allowing them to control and explore the music they love. We predict that in the future other suppliers will also get on board and carry the product.

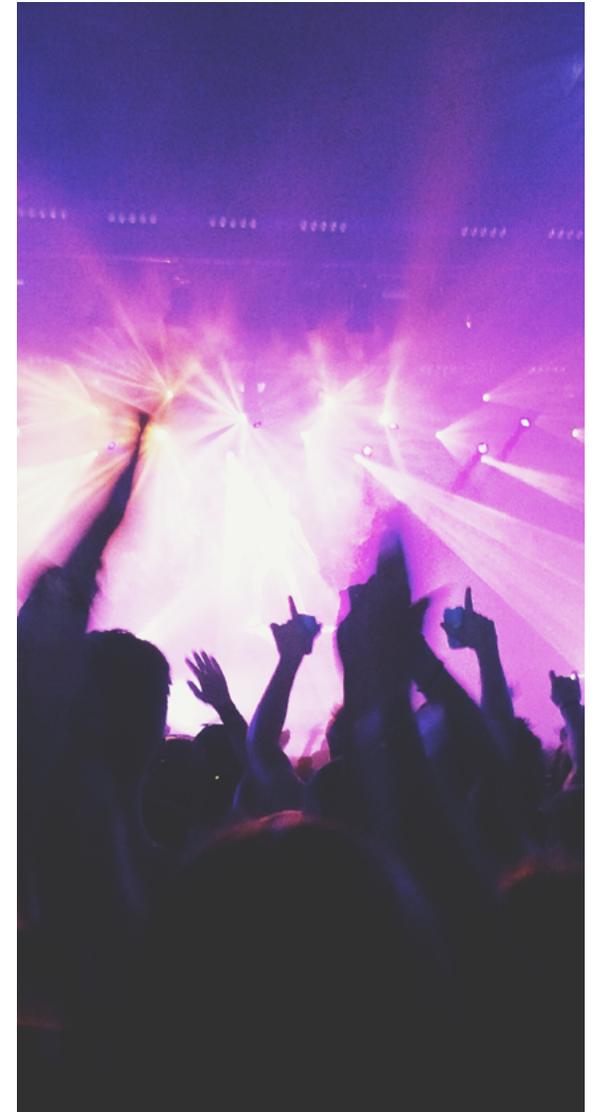
What else is Symphonic doing with Stems?

Symphonic is recognized as a leading distributor for Stem-related content, and we aim to stay up-to-date with all current and emerging platforms utilizing Stem. We recently formed a strategic partnership with the first Stem exclusive marketplace, Dubseed, to continue our dedication toward the format and ensure that your Stem content is always being optimally monetized.

HOW WILL MUSICIANS USE MY STEMS?

The Stem file is intended for DJing, which is why it is mainly compatible with DJ software as opposed to DAWs. However, a few marketplaces choose to additionally sell the four individual .wav Stem tracks for remixing and production purposes. As the industry becomes accustomed to distributing various forms of new media, we understand there being some hesitation to experiment with Stem distribution. Is remixing or derivative works harmful to artists or labels? More times than not, the answer is no. Remixed content has statistically proven to be a great promotional and publicity tool for both the remixer and the original artist, allowing the tracks and artists to gain a lot more exposure.

If you still have some reservations about Stems or are worried about unauthorized remixes earning revenue without notifying the original artist, Symphonic offers a breakthrough proprietary music protection service called Topple Track.



OTHER ARTISTS ALREADY SELLING STEMS

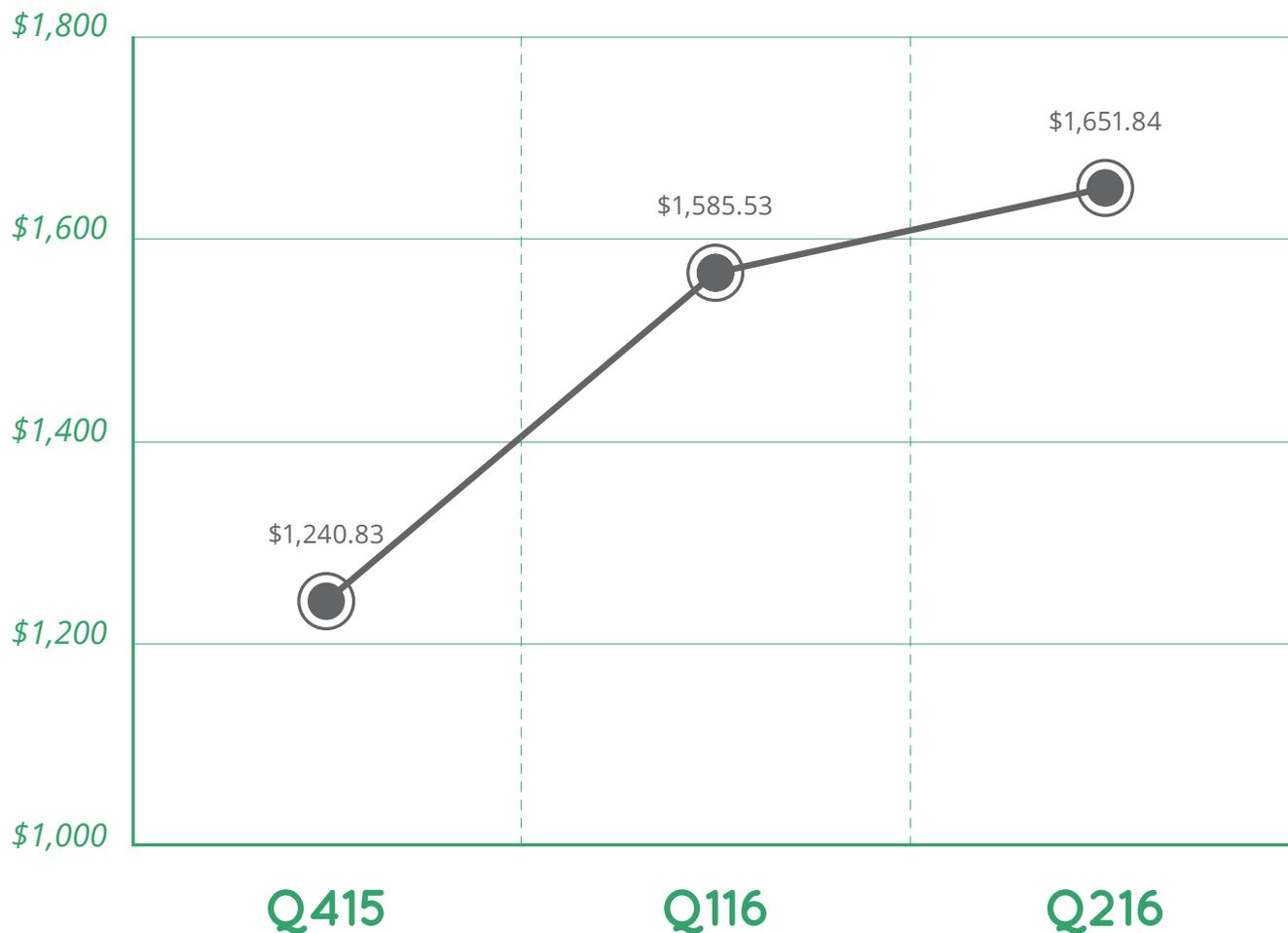
Addison Groove	Hot Since 82	Modeselektor	Sied van Riel
Anja Schneider	Joris Voorn	Monoloc	Spirit Catcher
ATFC	Julian Jewel	Moguai	Spectrasoul
Audion	June Miller	My Digital Enemy	Stephan Bodzin
Audiofly ft. Robert Owens	Kaiserdisco	MYNC	Steve Bug
Bambounou	Koen Groeneveld	Nadastrom	Sven Tasnadi
Christian Varela	Lando	Nicky Romero	Talla 2XLC
Cosmin TRG	Lee Van Dowski	Noir	Technasia
Coyu	Locked Groove	Pan-Pot	Teddy Killerz
DJ Pierre & Supernova	Lucien-N-Luciano	Paula Temple	Tiefschwarz
Feddy Le Grand	Lutzenkirchen	Pezzner	Tiga & Jori Hulkkonen
Fenin	M.A.N.D.Y.	Phunk Investigation	Tiger Stripes
FJAAK	Marc Romboy	Pig & Dan	Timo Maas
Florian Meindl	Marco Bernardi	Popof	Tokimonsta
Format:B	Mark Knight	Robot Koch	Tom Trago
Funk D´Void	Markus Schulz	Satoshi Tomiie	Total Science
Gorge & Nick Curly	Martin Eyerer	Scuba	Truncate
Harry Romero	Mathew Dear	Sean Tyas & Giuseppe Ottaviani	Tube & Berger
Heartthrob	Max Cooper	Shinedoe	Wellenrausch
Heiko Laux	Moderat	Sian	Zoo Brazil

+MANY MORE!



STEMS REVENUE GROWTH

The STEMS format continues to grow quarter to quarter. As you will see, revenue from just a few record labels has grown from Q4'2015 to present with more signs pointing upward.



WHAT OTHERS ARE SAYING

Symphonic Distribution (USA)



"Native Instruments is no stranger to amazing innovation and they've stepped it up a notch with the new Stems initiative. With the download market in a state of decline, they've created a new and effective method for many Djs and Producers to make revenue but also for fans of these Djs and Producers to be able to express themselves through music in ways that nobody has been able to emulate. We're extremely thrilled to be a part of Native Instruments' Stems project and will definitely see a lot of the music industry in terms of EDM going this route as this truly is something that we think will not only grow, but become "MASSIVE".

Noir Music (Denmark)



"It might not sound that impressive when you just hear about it, but once you see, hear, feel and try it.... it's pretty AWESOME!"

RAM Records (UK)



"Native Instruments have always been at the forefront of bringing exciting programmes to Djs & Producers, now with the capability to evolve live dj sets using Stems from their favourite tracks, it gives the DJ a whole new dimension to their performances. NI have yet again taken it to the next level. We're very happy to be working on a project as exciting as this."

Toolroom (UK)



"We have always encouraged the evolution of DJing, providing an expanding market with the musical tools it demands to tailor make a 'DJ set' fit an individual's sound. For us DJing has always been about owning a sound and style. From the early Hip Hop years of looping the break on 2 decks to Richie Hawtin's 'Closer To The Edit' album, the idea of creativemanipulation has always driven our scene forward. Were once again pleased to be working on a project that allows this to happen."

Cr2 Records (UK)



"Cr2 Records will continue to support the evolution of the modern day DJ. With Cr2 Traktor Tools combined with our releases in the revolutionary Stems technology our DJ fan base will be able to provide the ultimate live performance."

THANK YOU

for checking out this presentation that contains more information regarding this exciting new format.

Get to creating your Stem files and deliver them today!