

Steve Stoute's UnitedMasters Launches Program To Give Artists Full Royalties



Steve Stoute's UnitedMasters platform for independent artists is launching its Select program for iPhone and Android. The new subscription service offers artists tools to be successful and 100 percent royalties. Artists who use the platform can choose between a 90/10 royalty split or a \$5 a month subscription. UnitedMasters artists can distribute their music to streaming platforms from their phones, see analytics and use promotional tools while owning their masters. Select artists can choose perks like having their music featured on the ESPN platforms including The Jump, First Take, SportsCenter and more. Founder and CEO Steve Stoute explains,

“Disruption and democratization are in our DNA. We’re tearing down the construct of ‘gatekeepers’ and putting independent artists in front of the biggest brands, allowing them to choose the terms of their deal, and maintain 100% ownership of their careers – all from their phone.”

Artists who choose the Select option for \$5 a month will gain access to:

- Exclusive brand deals with the world's top brands including the ESPN, the NBA, Cash App, Apple and more
- Unlimited distribution to all major streaming platforms including Instagram and TikTok
- Music distribution straight from iMessage, Dropbox, and iCloud
- Express distribution in 10 days or less
- Keep 100% of streaming royalties

- Promotional tools such as smart links and an artist website
- Straight forward streaming, social, and fan analytics
- Transparent monthly revenue statements and direct payment via PayPal and more

There will be a Select Conference on July 16th and 17th with members from the sports, tech and music worlds to discuss the intersection of culture and music. Instagram and YouTube executives will be among the participants. So far the platform has launched careers of young rappers NLE Choppa and Lil Tecca.Â

