

## The SNOCAP MyStore



The artist or label controls the retail price.

Double-clicking on a song title plays a 30-second sample of the song.

All transactions take place within this Flash widget. Fans are not taken to any other website to purchase or receive their downloads.

ARTIST	TITLE	PRICE
Snoop Dogg	Push and Promote	\$ 0.83
Snoop Dogg	DA BIDNESS	\$ 0.83
Snoop Dogg	MC Eih - Blastin	\$ 0.83
Snoop Dogg	Snoop Dogg, Brotha Lynch...	\$ 0.83
Snoop Dogg	KILLAZ	\$ 0.83
Snoop Dogg	ITS TIME	\$ 0.83
Snoop Dogg	WorldWide	\$ 0.83
Snoop Dogg	We Undaground	\$ 0.83

Subtotal: \$0.00 [Check Out](#)

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## SNOCAP MyStore: An Overview

The SNOCAP MyStore is a revolutionary, embeddable Flash player enabling you to sell downloads directly to your fans.

- The SNOCAP MyStore is powering the sale of music across MySpace. This partnership will allow unsigned artists and labels to sell content from directly below their MySpace Music Players.
- Place it anywhere on the web –your MySpace profile, other social networks, label and artist sites, blogs, etc.
- Fans buy from right within the store –no need to send them off to another site.

SNOCAP handles everything

- Content hosting, 30-second song samples, and download fulfillment.
- Payment directly to labels.
- Consumer billing, payment processing, and customer care.

The MyStore is truly your store

- You manage all of your stores by logging into your SNOCAP account.
- Within your SNOCAP account you can change pricing, select the songs to appear within your MyStores, change images and create sub accounts for your artists.

## Content Delivery / Uploading

- **Option 1:** Larger catalogs (500+ tracks) arrange for delivery with our Content Manager, Alix Izen [aizen@snocap.com](mailto:aizen@snocap.com).
- **Option 2:** Smaller catalogs (less than 500 tracks) can login to your SNOCAP account and upload your content through the SNOCAP front-end interface. In addition, you can work with Alix to deliver the bulk of your catalog.

## Getting Your MyStores Live

- Once your content is ingested, the below tutorial will assist you in getting your stores live! In addition, you can keep in touch with our Label Account Manager, Amanda McCabe at [amccabe@snocap.com](mailto:amccabe@snocap.com)

**Please note: If you already have a distribution deal with an aggregator/distributor, please check in with them to make sure your content isn't already being delivered to SNOCAP.**

And finally, you can always feel free to contact our Label Customer Support Team at [labels@snocap.com](mailto:labels@snocap.com)

## SNOCAP Tutorial

### Customizing Your MyStore

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By joining as a SNOCAP registered Indie label user, you've taken the first step to selling your Artists' music directly to fans via MySpace and beyond.

Following is list of useful tips you should know in order to best customize your Artists' MyStores. Let's get started...

- Click on the "Sell Your Tracks" tab. What you see is a live MyStore - that's exactly how it will appear online wherever the HTML code is pasted.
- For labels, there are two grouping options - a "Parent" store, which will show tracks by all Artists on the label, and "Child" stores, which display tracks for one individual Artist.
- You can view the Child stores by clicking on the Artist's name under "Available Stores" on the left side of the screen. The unique HTML code appears beneath each MyStore.
- Now, let's click on the "Edit Store Settings" link on the left side of the screen. Again, this has Parent and Child levels.
- At the Parent level, you can move tracks into the MyStore by dragging them into the "Tracks in the Store" pane (in the default setting, all the tracks are here), and can remove them by clicking "Delete". Tracks that are not in the MyStore will appear in italics in the "Available Tracks" pane.
- In the Child level, only the selected Artist's tracks are available, and can be moved into and out of the store in the same way as above.
- In the "Store Information" pane for each unique store, you can upload an image from your hard drive, change the store name and determine whether you want the Artist's name next to each track title.
- Remember to hit "Save Changes" before you navigate away from the page, or your changes will be lost!

Please note: Should you have any questions regarding customization of your MyStore, feel free to contact our dedicated SNOCAP Label Support team via [labels@snocap.com](mailto:labels@snocap.com).