



YOUTUBE RELEASE STRATEGY

YouTube Release Playbook

OAC, Shorts, Art Tracks and a complete release plan for independent artists – how to release your music and build a YouTube campaign.

How to use this playbook?



This guide was created for artists planning a single, EP or album release who want to make better use of YouTube in their release strategy.

You don't need a major label, a marketing team or a big budget. What you do need is **a plan**.

Inside this playbook:

- what an Official Artist Channel is
- practical tips on Art Tracks
- checklists to tick off
- Shorts ideas
- tips on connecting distribution with promotion
- the basics of being on YouTube Music
- a release plan: pre-release / release day / post-release
- ready-made templates for descriptions, comments and posts
- a list of the most common mistakes

Treat this material as **a working document**. Save it, come back to it with every release and tick off the boxes.

CONTENTS

What you'll find inside

00	How to use this playbook	02
01	YouTube is more than a place for music videos	04
02	The YouTube ecosystem for artists	06
03	Official Artist Channel – the artist's main stage	07
04	Art Tracks and YouTube Music – the distribution foundation	09
05	Preparing your channel before release	11
06	Channel layout: set a path for the fan	13
07	A single video: title, thumbnail, description	15
08	The multi-format strategy	18
09	Release plan: 4 weeks step by step	19
10	Shorts ideas	21
11	Copy-paste templates	22
12	Music release checklist	25
13	The most common artist mistakes on YouTube	27
14	The no-budget minimum	28
15	The pro version	29
16	How Crave Digital helps on YouTube	30
17	Your release in one sentence	31
→	Ready to release? · Sources	32

01

CHAPTER

YouTube is more than a place for music videos

Many artists treat YouTube like a video archive. Single release? Upload the music video. No budget for a video? Upload the cover art with audio.

A few days later you check the views, post a link on Instagram, and the promotion slowly fizzles out.

The problem is that YouTube today is not just a home for music videos. It's an entire **music promotion ecosystem**:

- YouTube Music
- Official Artist Channel
- Shorts
- Premiere
- Live streams
- Art Tracks
- Playlists
- Community posts
- Comments
- Analytics
- Fan content

700M+

that's how many times fans discovered a track in Shorts and then consumed it in a longer format within a week. Shorts can lead to the music video. ^[1]

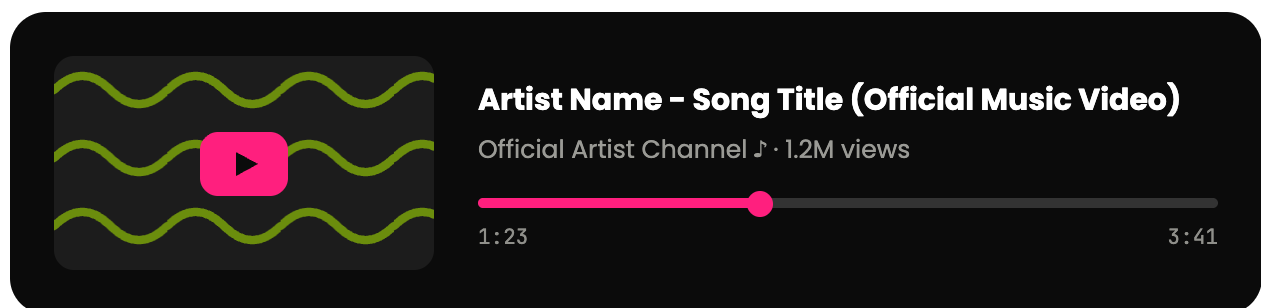
Shorts don't have to compete with the music video. Planned well, they can lead straight to it.

The most important mindset shift

Don't treat YouTube as a place where you "drop a video". Treat it as **a release system**.

Each element plays a different role – together they form one coherent campaign around your release.

Shorts	grab attention and build reach.
Music video	builds emotion and the core experience.
YouTube Music	generates streams like any other streaming service.
Art Track	keeps the track present even when you have no video.
Premiere	creates a shared moment with fans.
Playlists	keep viewers around longer.
Comments	turn a viewer into a fan.
A well-set channel	keeps a new viewer from leaving after one video.



Over \$8B

paid by YouTube to the music industry in the 12 months between July 2024 and June 2025. It's an ecosystem where artists genuinely earn. ^[2]



CHAPTER

The YouTube ecosystem for artists



Before you plan a release, it's worth understanding the core parts of YouTube from a musician's perspective.

YouTube	The main video platform – music videos, visualizers, lyric videos, live performances, Shorts, backstage and vlogs.
YouTube Music	The music side of the ecosystem. Your officially delivered releases are streamed much like on Spotify or Apple Music.
Official Artist Channel	The artist's official channel marked with a music-note icon – the main stage and landing page for your music, brand and community.
Art Track	An automatically generated video made from your audio and cover art, based on materials from your distributor or label.
Shorts	Short vertical videos – a chorus, a trend, choreography, behind the scenes, or a moment leading to the full video.
Premiere	A scheduled video publication watched together with a live chat.
Live	A live stream – a pre-release chat, Q&A, pre-show, backstage or a fan hangout.
Playlists	They organize your content and lead viewers from one video to the next, extending the session.

03

CHAPTER

Official Artist Channel – the artist's main stage

Your Official Artist Channel should be **the central hub** of your presence on YouTube. It's where a fan should find everything related to your music:

- official music videos
- Art Tracks
- Shorts
- live content
- behind-the-scenes material
- playlists and links
- current releases
- tour information
- the community around your music

An OAC builds credibility, organizes your catalog and makes release promotion easier. To qualify, an artist must have at least one official release delivered and distributed by a music distributor or label.

An OAC starts with proper distribution, not with a manually uploaded video.



Artist Name 🎵

@artistname · 271K subscribers · official artist channel

Subscribe



OBEJRZYJ NA YOUTUBE

All about Official Artist Channels | YouTube for Artists

youtu.be/ZJNjwYXHZ0M

What does an OAC give you?

Four concrete benefits that organize your presence and strengthen every release.

1

An organized catalog

Fans don't have to hunt separately for music videos, Art Tracks, Shorts and random uploads. Everything leads to one official space.

2

Credibility

The music-note icon next to the channel name clearly signals this is the artist's official channel.

3

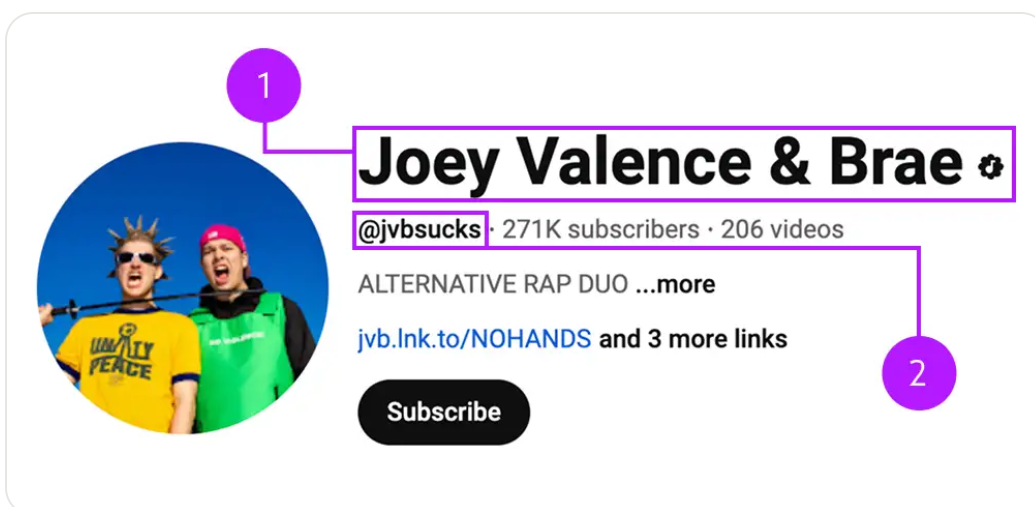
Better release management

You set the banner, Video Spotlight, playlists, sections and links to match your current campaign.

4

Access to artist tools

Extended capabilities, including Analytics for Artists and sections tied to official releases.



Example: a music-note icon next to the name and a clean handle – this is what an official artist channel looks like.

04

CHAPTER

Art Tracks and YouTube Music – the distribution foundation

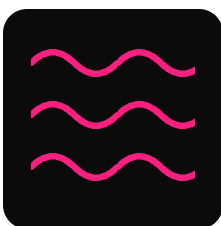
Artists often think: “I’ll just upload the video to YouTube myself and that’s enough.” But your music’s presence on YouTube is more than a manually uploaded video.

If your release is properly delivered by a distributor, it can appear on YouTube Music and as an **Art Track** – an automatically generated video with your audio and cover art. Thanks to it, your track has a YouTube version even when no music video was made.

If your release isn’t properly delivered, you can lose:

- Art Tracks and full presence on YouTube Music
- correct catalog attribution
- eligibility for an OAC
- part of your monetization and reporting potential

That’s why your choice of distributor matters not only for Spotify or Apple Music. It matters for YouTube too.



Song Title **ART TRACK**

Generated automatically from audio and cover art · YouTube Music



What should a distributor provide?

A good distributor is responsible for much more than just “uploading” a file to the platforms.

- delivering your music to YouTube Music
- correct metadata
- ISRC and track identification
- delivery for Art Tracks
- usage and revenue reporting
- correct catalog attribution
- the ability to work with an OAC
- support in understanding data and reports

It's not just about whether the track “is on the platforms”. It's about whether it is **properly delivered, attributed, visible, monetized and ready for promotion**.

Release metadata		READY FOR DELIVERY
✓ Track title: Song Title	✓ Artist: Artist Name	
✓ ISRC: PL-A1B-26-00001	✓ Release date: 14.08.2026	
✓ Cover art: 3000 × 3000 px	✓ Audio: WAV 24-bit	
✓ Main artist: Artist Name	✓ Feat: Guest Artist	
✓ Lyricist: J. Kowalski	✓ Composer: J. Kowalski	
✓ Performer: Artist Name	✓ Others: producer, mix	
✓ Genre: Pop / Electronic	✓ Lyrics language: English	
✓ Explicit content: No	✓ Instrumental: No	

05

CHAPTER

Preparing your channel before release

Before you start planning Shorts, a teaser or a live stream, get your channel fundamentals in order. Even the best music video loses potential if clicking your profile lands the fan on an empty, chaotic or outdated channel.

Channel name

Use your official artist name – ideally exactly as it appears on your releases. Avoid random add-ons unless they're part of your brand:

Official

TV

Channel

YouTube

Music

Productions

A consistent name helps fans find you across platforms.

Handle

Your handle, e.g. **@artistname**, should be simple, readable and as close to your name as possible. Viewers see it in comments, Shorts and links. If the ideal version is taken, pick the variant closest to your artist name or consistent with your other socials.



Artist Name 🎵

@artistname

CONSISTENT AND CLEAR



Artist Name Official TV Channel

@artist_name_2137_official

HARD TO REMEMBER

Channel description

Your channel description shouldn't read like Wikipedia. It should show who you are, what you make and what you're currently promoting. The **first line** matters most – that's the place for a concrete CTA.

New single OUT NOW – watch the video and save the track on your platform.

Debut EP out now – listen and check out the latest visualizer.

Links

Treat the first link on your channel as campaign real estate:

Before release	it leads to the pre-save.
On release day	to the smart link.
After release	to the video, tour, store or newsletter.

Don't leave an old link there just because it was set a few months ago.

Banner and avatar

The banner is **your campaign's billboard** – it can announce the release date, single title, "out now", a tour, a new album, merch or your key link. Update it with every release.

Your avatar should be recognizable and consistent across platforms. If a fan sees you on Spotify, Apple Music, Instagram, TikTok and YouTube, they should instantly know it's the same project.

Fans judge all of these within seconds of landing on your channel. A consistent description, a current link and a banner with a clear message make the campaign work before the viewer even clicks a video.

06

CHAPTER

Channel layout: set a path for the fan

Your channel homepage should take the viewer by the hand. Don't leave a random layout of videos – arrange sections to support your current goal.

BEFORE RELEASE

- a teaser or trailer
- a playlist around the release
- Shorts
- an older video with a similar vibe
- a pre-save link

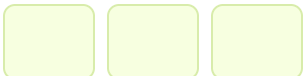
ON RELEASE DAY

- the official music video
- a visualizer or lyric video
- the release playlist
- Shorts with the track
- an "out now" banner

AFTER RELEASE

- the video as the focal point
- fan content
- a live session, an acoustic version
- behind the scenes
- concert recaps

SECTION ORDER BEFORE RELEASE

- 1  **Video Spotlight: teaser**
- 2  **Playlist around the release**
- 3  **Shorts**
- 4  **Pre-save link in the description**

OBEJRZYJ NA YOUTUBE



Customize your channel branding and layout: banner, trailer, sections

youtu.be/-dHIjmQyjFQ

Video Spotlight

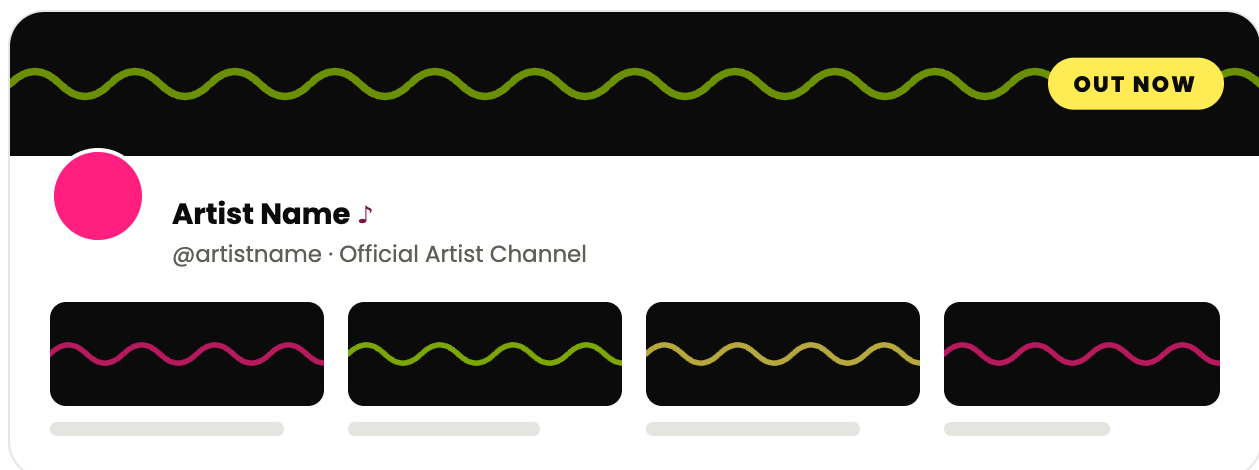
Video Spotlight is the video shown at the top of your channel. For new viewers, set the best entry point into your world. For returning subscribers, show the latest release, a live session or the current campaign.

Don't leave an old video there just because it once performed well.

Playlist

Playlists are one of the simplest tools an independent artist can use with no budget. They extend the session and carry viewers from one video to the next. Create playlists for:

- official music videos
- lyric videos and visualizers
- interviews
- collaborations
- the latest release
- live performances and backstage
- fan uploads
- a specific album or EP



7 of 10

of the most-viewed videos in YouTube history are music – including “Baby Shark Dance” and “Despacito”. Music is the heart of the platform, and a well-arranged channel helps people find yours. ^[4]

07

CHAPTER

A single video: title, thumbnail, description

Most users will see a single video before they ever see your channel. So prepare every video as if it were a fan's first contact with your music.

Title

The safest format is **Artist Name - Song Title (Format)**. The key phrases are the artist name and song title; the format helps viewers understand what they're clicking.

Artist Name - Song Title (Official Music Video)

Artist Name - Song Title (Official Audio)

Artist Name - Song Title (Visualizer)

Artist Name - Song Title (Lyric Video)

Artist Name - Song Title (Live Session)

HOW THE TITLE WORKS IN SEARCH

🔍 artist name song title



Artist Name - Song Title (Official Music Video)

Artist Name 🎵 · 1.2M views · 2 weeks ago



Artist Name - Song Title (Lyric Video)

Artist Name 🎵 · 480K views · 2 weeks ago

Thumbnail

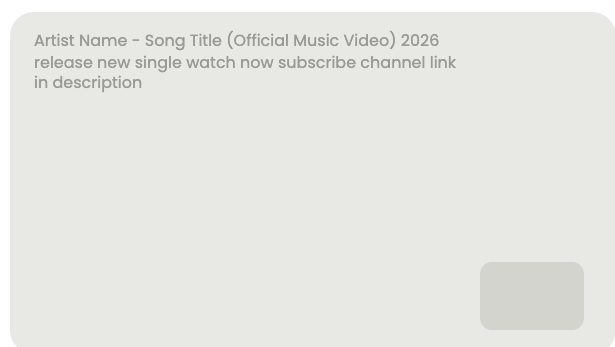
A thumbnail works like a billboard – it should be readable, high-contrast and consistent with the character of the video.

CONTENT TYPE	RECOMMENDED THUMBNAIL
Official Music Video	a strong, high-quality frame from the video
Visualizer	an aesthetic frame matching the release identity
Official Audio	the single or album cover
Lyric Video	a readable lyric fragment or a typographic motif
Behind the Scenes	a natural behind-the-scenes frame
Live Session	an emotional frame from a performance

Check your **CTR** in YouTube Analytics. If people see the video but don't click, the problem may be the thumbnail or the title.



✓ Contrast, big title, readable frame



✗ Tiny text, no focal point

Remember, most viewers will see your thumbnail at postage-stamp size – on a phone, in a feed, next to dozens of others. If it works as a thumbnail, it works everywhere.

Video description

A description should have **two layers** – what’s visible right away, and what unfolds after expanding.

BEFORE “SHOW MORE”

- listen / save the track
- watch the music video
- check the tour
- order merch
- join the newsletter

AFTER EXPANDING

- track description, lyrics, credits
- platform links
- social media
- tour dates
- booking contact

Go back to old, well-performing videos and update their descriptions. If an old video still gets traffic, it can lead to your new release.

WHAT THE FAN SEES

Artist Name – Song Title (Official Music Video)

128,401 views · premiered Jun 12, 2026

Listen to the track and save it on your platform → **[smart link]**

Watch the video · Check the tour · Order merch ... **Show more**

SMART LINK

cravedigital.lnk.to/songtitle

YouTube Music

Spotify

Apple Music

Amazon Music

Tidal

Deezer

One smart link instead of a list of separate URLs means fewer barriers – every fan lands straight in their own service, and you have one link to paste everywhere: description, comment and bio.

08

CHAPTER

The multi-format strategy

A multi-format strategy means creating different content formats around a single release. On YouTube these can be Shorts, long-form video, a Premiere, live streams, posts and playlists. Viewing preferences in one format can influence recommendations in the others.

Shorts are the entry point - they grab attention and reach.

Music video is the core experience.

Live builds the relationship.

Playlists keep the fan around longer.

A simple release path

PRE-RELEASE

You build anticipation.

RELEASE DAY

You make the most noise.

POST-RELEASE

You double down on what works.

THE FAN'S JOURNEY THROUGH FORMATS



Short



Music video



Playlist



Subscribe

09

CHAPTER

Release plan: 4 weeks step by step

CAMPAIGN TIMELINE

T-4
foundations

T-3
content

T-2
teaser

T-1
hype

DAY 0
release

T+1...
amplify

4

WKS BEFORE

- make sure the release is properly delivered
- prepare the channel, description, banner and links
- plan the main formats and your Shorts list
- check metadata, ISRC and the release date
- check whether you can work on your OAC
- pick the main track snippet to promote

3

WKS BEFORE

- prepare 3-5 pre-release Shorts
- prepare thumbnails and the video description
- prepare the release playlist
- create a teaser or trailer
- plan community posts
- point the first link to the pre-save / smart link

2

WKS BEFORE

- publish the teaser and set it as Video Spotlight
- publish the first Shorts
- share the Premiere link
- schedule the Premiere of the video or visualizer
- remind fans about the release date
- encourage fans to set a reminder

1

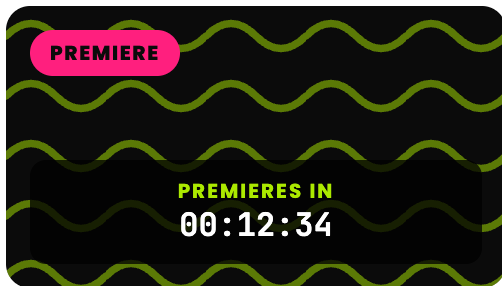
WK BEFORE

- increase your Shorts frequency
- publish a poll or quiz
- check links and the release-day plan
- make a Community post
- prepare a pinned comment
- plan a live stream before the Premiere if you can

YouTube recommends publishing a trailer or teaser about **two weeks** before release and using Premiere – fans watch together on chat and get reminders.

DAY OF RELEASE

- set the “out now” banner
- publish Shorts with the track
- add a Community post and pin a comment with the link
- set the main video as Video Spotlight
- launch the Premiere / visualizer / lyric video
- reply to comments, point people to the smart link



LIVE CHAT

- been waiting all morning!
- greetings from Chicago
- who else came from the reminder?
- **Artist Name: starting in a moment, thanks for being here!**

1-4 WKS AFTER

- check Analytics and your best Shorts
- react to fan content
- add new videos to the playlist
- pick formats worth repeating
- update older video descriptions
- don't end the promotion after the weekend

Don't treat release day as the end of promotion – **new fans, trends and engagement can appear long after the release.**

10

CHAPTER

Shorts ideas

Thirty ready-made ideas – ten for each phase of the release. Pick the ones that fit your track and adapt them to your style.

BEFORE RELEASE

- 1 Chorus snippet with on-screen lyrics
- 2 Behind the scenes of the vocal session
- 3 Reaction to the final master
- 4 5-second video teaser
- 5 A piece of the choreography
- 6 "POV: hearing the new single for the first time"
- 7 Cover art reveal
- 8 A short story: "what this song is about"
- 9 Studio vlog in 15 seconds
- 10 Countdown to release

ON RELEASE DAY

- 1 The strongest part of the track
- 2 A music video clip
- 3 „OUT NOW“
- 4 Release-day reaction
- 5 Invite fans to make their own Short
- 6 Behind the scenes on set
- 7 The key lyric on screen
- 8 Premiere link
- 9 "Comment if you were at the premiere"
- 10 Reminder about the full video

AFTER RELEASE

- 1 Reacting to fan comments
- 2 Remixing a fan's Short
- 3 Acoustic snippet
- 4 Live version
- 5 Behind the scenes
- 6 "The most-quoted lyric"
- 7 Tutorial: how to play a part of the track
- 8 How the chorus came to be
- 9 Fan video compilation
- 10 A Short leading to the music video

CASE STUDY

Oliver Tree – "Miss You" (with Robin Schulz)

As the track gained traction, the artist published **20 of his own Shorts** with the song plus 4 long-form videos – exactly the multi-format strategy from this playbook.

6 → 75M

monthly channel viewers within 4 months

1.8B

views of fan Shorts using the track in one month

20 + 4

artist Shorts + long-form videos around one track

Source [1]: official YouTube data announced by Lyor Cohen (Global Head of Music, YouTube), March 2023.

11

CHAPTER

Copy-paste templates

Ready to copy and adapt. Replace the fields in **[brackets]** with your own links, names and details.

Music video description

TEMPLATE

[Song title] is out now.

Watch the official video and listen to the track on your favourite platform:
[smart link]

Subscribe to the channel: [link]

Follow the artist:

Instagram: [link] · TikTok: [link] · Spotify: [link]

Apple Music: [link] · YouTube Music: [link]

Credits:

Music / Lyrics / Production / Mix / Master / Video: [names]

Contact / booking: [email]

#artistname #songtitle #officialmusicvideo

BEFORE YOU COPY

- replace **every** field in [brackets] – one forgotten placeholder undermines the whole description
- tap every link on your phone – that's where most fans will check it
- keep the key CTA in the first 2-3 lines – only they are visible before "Show more"

Visualizer description

TEMPLATE

[Song title] - official visualizer

Listen to the track on streaming platforms:

[smart link]

Add the track to your playlist and subscribe so you don't miss the next releases.

Follow: Instagram · TikTok · YouTube Music · Spotify: [links]

Credits: Music / Lyrics / Production / Visualizer: [names]

Pinned comment

TEMPLATE

Thanks for being here on release day.

Listen to the track on your platform: [smart link]

Comment which lyric stuck with you the most.

CTA for an old video description

TEMPLATE

The new single is out now.

Check it here: [link]

If you enjoyed this video, don't miss the new release.

#3

YouTube shows **the first three hashtags from the description** above the video title. Set them deliberately: #ArtistName #SongTitle #OfficialMusicVideo – the rest won't be visible to viewers. [8]

Community post – before release

TEMPLATE

New single drops [date].

Set a reminder for the video premiere here: [Premiere link]

Which part do you want to hear first?

A. chorus B. verse C. bridge D. surprise

Community post – on release day

TEMPLATE

It's out!

[Song title] is available now.

Watch the video / visualizer: [link]

Listen on platforms: [smart link]

Tell us in the comments where you're listening from.

Save these templates in your phone notes or a team doc – for the next release you just swap in the details and copy.

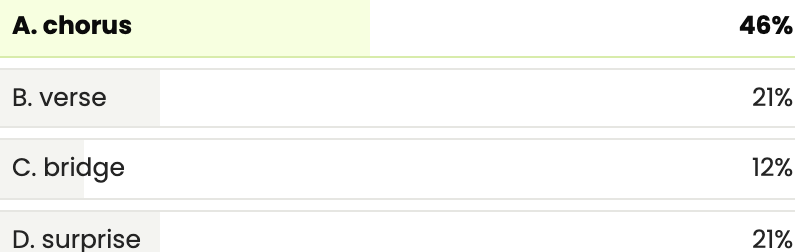
WHAT A PUBLISHED POLL POST LOOKS LIKE



Artist Name 🎵

2 hrs ago

New single this Friday. Which part do you want to hear first?



▲ 1.4K

💬 238

4,812 votes

comments

12

CHAPTER

Music release checklist

A Before release

- ☐ Release properly delivered to YouTube Music
- ☐ Consistent avatar, banner and channel description
- ☐ First link points to the pre-save / smart link
- ☐ Teaser or trailer prepared
- ☐ Premiere configured
- ☐ Thumbnails prepared
- ☐ Live / Premiere plan prepared
- ☐ Metadata and ISRC checked
- ☐ First line of the description holds a current CTA
- ☐ OAC in order or application in progress
- ☐ 3-5 pre-release Shorts ready
- ☐ Release playlist created
- ☐ Video descriptions written



Cassandra Jenkins

@CassandraJenkinsOfficial · 6.64K subscribers · 36 videos

The new album, 'My Light, My Destroyer,' is out now! <https://cassandra-jenkins.lnk.to/my-light-my-destroyer> ...more
cassandra-jenkins.lnk.to/my-light-my-destroyer and 5 more links

Subscribe

Example: the first line of a description with the current release and link – exactly what you tick off in the checklist.

PREPARATION PROGRESS

13 / 13

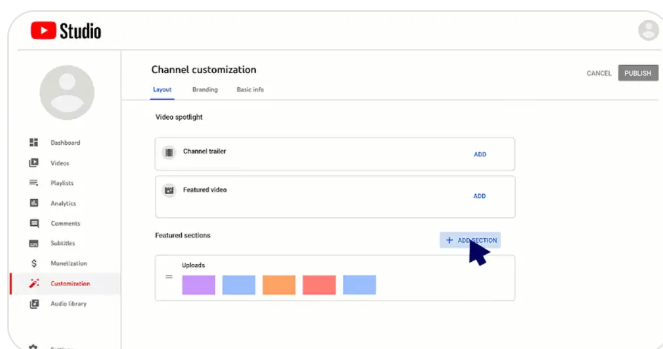
Every box ticked before release day = a calm release day where all that's left is publishing and talking with fans.

B On release day

- ☐ Banner switched to “out now”
- ☐ Music video / visualizer published
- ☐ Community post added
- ☐ Links checked
- ☐ You’re encouraging fans to make Shorts
- ☐ Video Spotlight points to the release
- ☐ Shorts with the track published
- ☐ Pinned comment set
- ☐ You’re replying to comments
- ☐ Release playlist placed high on the channel

C After release

- ☐ Analytics checked after a few days
- ☐ Fan content remixed / commented on
- ☐ Next video planned for week 2-3
- ☐ Promotion keeps running for at least a few weeks after release day
- ☐ Best snippet picked for the next Shorts
- ☐ Older video descriptions updated
- ☐ Release playlist topped up



Where do you set this up? Everything from the checklist – Video Spotlight, sections and featured video – lives in YouTube Studio, under Channel customization.

MAKE IT A RITUAL

The same steps with every release build a routine that release-day stress can’t break. After 2-3 releases the checklist will take you an hour instead of a whole day – and you won’t miss a thing.

13

CHAPTER

The most common artist mistakes on YouTube

1

Treating YouTube like a music video warehouse

Uploading the video is the beginning, not the end. Without a description, links, playlists, Shorts and post-release activity you lose most of the potential.

2

No proper distribution to YouTube Music

Without it you can lose Art Tracks, full presence on YouTube Music and OAC eligibility.

3

Publishing only one format

Not everyone will watch a four-minute video. Some fans start with a Short, some with a lyric video, some with an Art Track, and some on YouTube Music.

4

Ending promotion on release day

Release day isn't the finish line. It's the moment data and reactions start coming in.

5

Outdated descriptions on old videos

Old videos can still pull traffic. If they don't lead to your current releases, you're wasting free promotional space.

6

No consistency across platforms

A different name, a different avatar, a random banner and outdated links make it harder for fans to recognize you.

7

Ignoring comments

Comments, the Premiere chat and reactions to fan Shorts are part of the strategy, not an add-on.

REMEMBER

**Most mistakes aren't a lack of talent – they're a lack of a plan.
Every one of these can be fixed before your next release.**

14

CHAPTER

The no-budget minimum

No budget for a music video, an agency and a campaign? Do the basics. All of this can be handled on your own – it just takes a plan.

BEFORE RELEASE

- update the channel and add a CTA
- set the pre-save / smart link
- prepare 3-5 Shorts
- create a teaser
- schedule a Premiere
- prepare the release playlist

ON RELEASE DAY

- switch the banner to “out now”
- set the Video Spotlight
- publish Shorts
- pin a comment
- reply to fans
- share the playlist

AFTER RELEASE

- check Analytics
- repeat the format that worked
- update old video descriptions
- react to comments
- keep making Shorts
- plan a second post-release video

All of this can be done without a big budget. **It just takes a plan.**

CASE STUDY

Rema – “Calm Down” (with Selena Gomez)

The best no-budget promotion? Fans. Fan-made Shorts using the track reached a far bigger audience than the official video – **for free**.

60M

unique viewers of the artist’s official videos and Shorts

350M

unique viewers of fan Shorts in a single month

Source [1]: official YouTube data announced by Lyor Cohen (Global Head of Music, YouTube), March 2023.

15

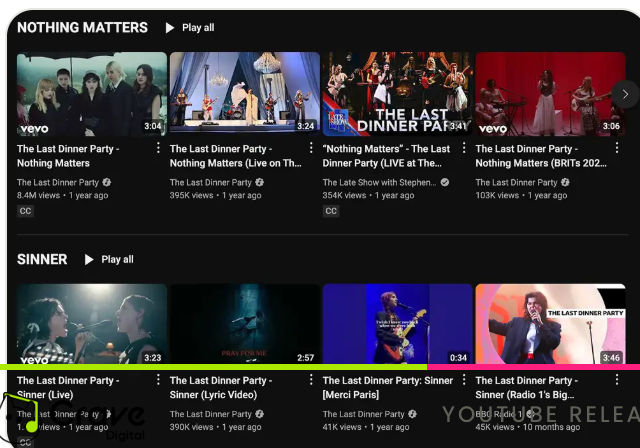
CHAPTER

The pro version

If you have more time, a team or a budget, expand the strategy. The pro version turns a release from a one-off upload into a real campaign:

- a video Premiere with an active chat
- Live Redirect
- pre-save
- a series of Shorts with different hooks
- a YouTube ad campaign
- a live session and an acoustic version
- analyzing returning viewers
- a live stream before the Premiere
- a Preview in Shorts
- thumbnail testing
- a playlist of fan uploads
- a lyric video and a visualizer
- a 6-8 week post-release plan
- analyzing creations and engagement

This approach turns a release from a one-off upload into **a campaign** that keeps working for weeks.



Example: separate playlist sections for each release – music video, lyric video, live performances – carry the fan from one video to the next.

16

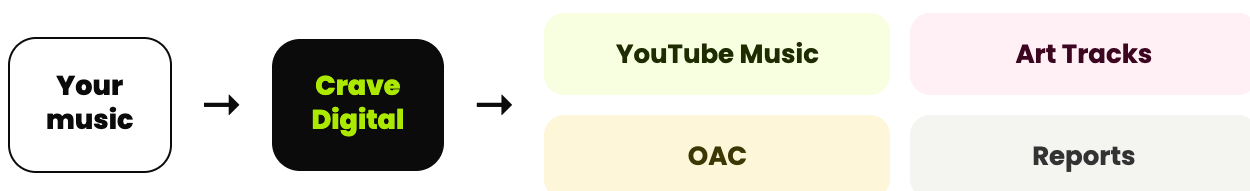
CHAPTER

How Crave Digital helps on YouTube

Crave Digital is more than file distribution. It's **the foundation of your music's presence** in the digital ecosystem. For YouTube, that means above all:

- music distribution to YouTube Music
- ISRC handling
- the groundwork for Art Tracks
- access to reports
- correct metadata
- release delivery to the platforms
- an organized catalog
- planning a release across multiple platforms

This way your music isn't just a manually uploaded video. It can function as **an official release** in the YouTube and YouTube Music ecosystem.



100K+

that's how many new tracks hit streaming services **every single day** (Luminate data). Correct metadata and a well-planned release are how you avoid getting lost in that crowd. ^[3]

17

CHAPTER

Your release in one sentence



**Don't publish your music like a single file.
Plan it like a campaign.**

Distribution gives you the foundation.

YouTube gives you the formats.

Shorts give you reach.

Music video gives you emotion.

Playlists give you continuity.

Comments give you the relationship.

Analytics gives you decisions.

The best release isn't the one with a single strong day. **It's the one that keeps working for weeks.**

2B+

logged-in viewers watch music content on YouTube **every month**. Your audience is already there – and the playbook is in your hands. [1]

YOUR NEXT STEP

Ready to release?

With Crave Digital you can release your music on the key streaming platforms – including **YouTube Music, Spotify, Apple Music and TikTok**.

Get your metadata, ISRC, distribution and strategy foundations right – the kind you can genuinely promote. Sign in and prepare your next release step by step.

[**Start distributing →**](#)[**See distribution plans**](#)

Sources and further reading



This material is based on official **YouTube for Artists** and **YouTube Help** resources, including the sections on:

- Official Artist Channel
- multi-format release strategy
- Art Tracks
- pre-release, release day and post-release

Bibliography

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- [3] Luminate. (2024). *2023 Year-End Music Report [100K+ new tracks daily]*. <https://luminatedata.com>
- [4] Wikipedia. (n.d.). *List of most-viewed YouTube videos [7 of the 10 most-viewed videos are music]*. https://en.wikipedia.org/wiki/List_of_most-viewed_YouTube_videos
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Scan the code and start distributing with Crave Digital.

Your music deserves more **than an upload.**

Release, promote and earn from your music with Crave Digital.