VERVANTÉ

Loud & Clear

Expert advice for using GraceNote to ensure your
audio files create clarity – not confusion

Your voice and your expertise has the power to change the lives of your audience. Audio CDs are just the right tool for capturing and sharing your unique message and supporting your business. However, whether you are handing your CDs directly to program participants or sending them around the world to support a growing international movement, one thing remains common. Your CDs must contain a clear message that can be clearly heard – and read.

Yes, read. Most audio CDs contain unique IDs for each and every track that is recorded on them. These IDs allow for the music player you are using to recognize and display information about each track. This information is created when the producer of the CD content (you!) registers each track with a service called Gracenote.

Gracenote is a universally-recognized, easy-to-use, online track-listing database that contains author, album, genre, and track title information for standard audio CD's. Once the information for a CD has been submitted to Gracenote, the data will be available to anyone who has a copy of the same CD- and best of all, it's FREE!

You'll notice we said "most," though, right? Sometimes audio files are not registered with Gracenote before they are released. Here's why Gracenote registration is so important for both you and your audience:

Without Gracenote, two things can happen:

- The tracks will simply display as Track 1, Track 2, etc.

- Or, if there is no exact match, then Gracenote may get confused and download similar information from another product, displaying incorrect information.

Imagine, your track that should be titled "The Best Marketing Methods for 2013" may pop up in the listener's Windows Media Player or iPod as "Groovy Tunes from the 60s!" Loud and clear? No way, more like cloudy and confusing… and your message will definitely lose its impact.

With Gracenote:

- Quick and easy registration ensures the clarity of your message.

- Your audio files will be easily identifiable no matter where they are played.

When you're ready to send us your audio files for recording and producing your next CD, follow these steps:

- Login to your Author Dashboard on our website, then download our user-friendly written guide "How to Submit Your Tracks to Gracenote" from the Resource Library.

- Or, if you're more of a visual type, you can watch our instructional video in the Support section.

- NOTE: This next step is optional, the written instructions or video we provide should be sufficient for more people. Remember, we're here to make this easy for you. Now, if you really love to get technical, you can also head over to the Gracenote website and check out their detailed FAQs for the registration process at (http://www.gracenote.com/company/faq/owner/).

By taking this simple and effective step for your audio files you can rest confident knowing that your music and your message are coming across loud and clear – in every way.