

How do I sign up to sell my content on the iTunes Store?

To sign up to sell your music content on the iTunes Store, complete the application located at <https://itunesconnect.apple.com/WebObjects/iTunesConnect.woa/wa/apply>.

What are the differences between aggregators and encoding houses?

Aggregators are experts in delivering audio content to iTunes. For a nominal charge, they can precisely format and deliver your content to Apple's specifications, ensuring it uploads correctly the first time. They can also provide you with UPCs and ISRCs, and distribute your music across multiple channels. Apple pays aggregators for sales, and the aggregator then pays the content owner.

If you want to deliver music videos or concert film, an encoding house can format and deliver your video content directly into your account on your behalf. Payments for content delivered by encoding houses are made directly from Apple to the content owner.

Should I sign up directly with Apple or go through an aggregator?

You can sign up to sell your music directly, if you meet all requirements. However, if you don't meet the requirements, are unsure how to create digital versions of your titles, or if you have other operational or financial needs, it may be best to work with an aggregator. Aggregators are experts in delivering audio content to iTunes. For a nominal charge, they can precisely format and deliver your content to Apple's specifications, ensuring it uploads correctly the first time. They can also provide you with UPCs and ISRCs, and distribute your music across multiple channels. To see a list of Apple-approved aggregators, go to <https://itunesconnect.apple.com/WebObjects/iTunesConnect.woa/wa/displayAggregators?ccTypeld=3>.

Do I need an Apple ID to sell music on the iTunes Store?

Yes, you must have an Apple ID and a current credit card on file with the iTunes Store. If you don't have an Apple ID, you will need to download iTunes [here](#) and create one.

How much does it cost to sign up to sell my content on the iTunes Store?

Signing up to sell your content on the iTunes Store is free. Further details regarding sales terms are available during the signup process.

Do I need UPCs and ISRCs?

A UPC uniquely identifies each album and helps sellers ensure that they are marketing the right album. ISRCs uniquely identify individual songs. Both of these identifiers are required meta-data for all audio delivered to iTunes.

Do I need a U.S. Tax ID?

Yes, we require a U.S. Tax ID as part of the iTunes Connect signup and authentication process. This requirement also applies to music providers not based in the U.S. To request a U.S. Tax ID from the IRS, go [here](#).

I'm getting an error message that the first and/or last name I entered does not match what is on file for the Apple ID I entered. What do I do?

Reenter your Apple ID or go to your account information on the iTunes Store and update the name on file.

I already have an iTunes Connect account to sell my books or apps. Can I use that one to sell music content?

No, you cannot create a second iTunes Connect account with the same Apple ID. You'll need to set up a new Apple ID and use it to complete a separate music application.

Who should apply to sell music on the iTunes Store on behalf of my company?

Someone with signing authority should apply to sell music on the iTunes Store. Only that individual can accept the standard iTunes Store contract on iTunes Connect.

I'm being prompted to enter my legal name. Should I use my own name or my company's name?

If you're registered as a company, enter your legal entity name. If you're signing up as an individual, enter your first and last name. The legal name you enter should match the name affiliated with the U.S. Tax ID and Tax ID Type that you provide with your application. This name will also appear as the seller name on all of your audio content listed in the iTunes Store.

How will I be notified of my application status?

You will be notified via email. Check any spam filters and make sure your account is set up to receive email from do_not_reply@apple.com.

How long does the application process take?

We make every effort to review applicants in a timely manner, but because of the high number of applicants we receive it can sometimes take up to eight weeks.

If my application is accepted, in what countries will my music be available?

iTunes artists and labels have the option to request contracts for all regions in which the iTunes Store sells music. Once a contract for a specific region has been finalized, any content that has been delivered to us with Territory Rights cleared in that region will automatically be available for sale in that region.

Will having a Music Contract allow me to also sell Music Videos, Ringtones, Concert Films, and iTunes LPs?

Yes, you will be able to sell all of these content types under the terms of the standard contract.

Once I have a contract, how is my content actually uploaded to iTunes?

We will provide you with iTunes Producer, our proprietary software that allows you to upload audio files, album metadata, album cover art, and PDFs. Music videos, ringtones, concert films & iTunes LPs cannot currently be delivered through iTunes Producer. You will need to work through an Apple-approved encoding house to deliver these content types on your behalf.