



HOW FANFARE WORKS

for independent labels.

How to manage and sell physical music and merch for your whole roster — online and at gigs.

VERSION

1.0

ISSUED

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what your label can do.

Manage your whole roster from one account

Add all your artists to your label account. Each artist can access and sell their own products, while you maintain oversight from your label dashboard.

Sell online

List releases and merch for all your artists. Fans buy directly — no shops, no distributors, no middlemen.

Sell at gigs via the app

Artists use the Fanfare Live app to take contactless payments at their merch tables. No card reader needed. Every gig sale feeds back to your label account.

Stock management

Allocate stock between a central label pool and individual artist pools. You decide how stock is distributed across your roster.

Pre-sell before gigs

Fans can pre-order online and collect at the merch table on the night using a unique PIN flow.

Enter the charts

Eligible sales from all your artists count toward the Fanfare Independent Charts. Label accounts include chart entry credits.

Revenue split

Label Scale accounts can set a revenue split between the label and each artist, applied automatically at the point of each transaction.

getting set up.

Step 1 — Register your label account

Go to wearefanfare.uk and create your label account.

Step 2 — Connect Stripe

Complete a short Stripe Connect onboarding. Payments go directly to your bank account — Fanfare never holds your money.

Step 3 — Add your artists

Invite your artists to join your label account. They get their own login and can manage their products, but their sales feed into your label dashboard.

Step 4 — Upload products

Add releases and merch for your artists. Set prices, stock levels, formats, and product images. Stock pool logic lets you allocate stock centrally or per artist.

Step 5 — Artists download Fanfare Live

Each artist downloads the Fanfare Live app. Their products sync automatically from the label account.

Step 6 — Enter the chart (optional)

Use your chart entry credits to enter eligible releases into the chart. Each release requires a linked grassroots venue launch gig.

pricing.

Commission is charged on each sale and deducted automatically via Stripe. There are no listing fees and no setup costs.

Tier	Monthly fee	Commission	Artists	Chart credits/yr	Revenue split
Label	£15/month	5%	Up to 10	4 credits	No
Label Scale	£25/month	4%	Unlimited	8 credits	Yes

Chart entry credits renew annually on your signup anniversary. Additional chart entries beyond your allowance cost £10 each.

Launch offer: Labels who register before 1st September 2026 get free Label membership until 1st January 2027.

revenue split.

Label Scale accounts can configure a revenue split for each artist on their roster. The split is applied automatically at the point of each transaction — no manual reconciliation needed.

You set the split as a percentage for each artist. For example, a 70/30 split means 70% of each sale goes to the artist and 30% to the label, after Fanfare's commission has been deducted.

You can also set a threshold before the split kicks in — either a financial amount (e.g. the split applies once an artist has generated £500 in sales) or a stock quantity (e.g. the split applies after 50 units have been sold). Sales before the threshold are paid entirely to the label. Once the threshold is crossed, the configured split applies to all subsequent sales.

Both the label share and the artist share are paid out directly via Stripe. You can update splits and thresholds at any time from your label dashboard.

stock management.

Label and Label Scale accounts can allocate stock between a central label pool and individual artist pools.

- Set a central stock allocation for each product at label level
- Allocate portions of that stock to individual artists for their gig sales
- Artists draw from their allocated pool when they sell via the Fanfare Live app
- Unallocated label pool stock remains available for online sales
- Adjust allocations at any time from your label dashboard

EXAMPLE

A label presses 300 copies of a vinyl release. They allocate 50 copies to the artist's stock pool for gig sales, keeping 250 in the label pool for online sales.

When the artist sells those 50 copies via the Fanfare Live app at gigs, the revenue goes to the artist. When the label sells from the remaining 250 copies online, the revenue goes to the label (subject to any revenue split configured).

All sales — both gig and online — count toward the Fanfare Independent Music Chart, provided the release has been entered.

You are responsible for ensuring stock allocations are accurate. Fanfare is not liable for oversells arising from incorrect allocations.

the fanfare live app.

Each artist on your roster downloads Fanfare Live. Their products — managed centrally in your label account — sync automatically to the app.

- Tap-to-pay at the merch table — no card reader needed
- Collect-at-gig orders — fans show their order number, the app generates a PIN which they use to confirm collection
- Sales log in real time — all gig sales feed back into your label dashboard
- Stock updates automatically — every sale reduces the relevant pool

the fanfare independent charts.

Fanfare publishes two monthly charts: the Fanfare Independent Music Chart and the Fanfare Independent Merch Chart. Every eligible sale through Fanfare — online or via the app — counts.

CHART ENTRY CREDITS

Label accounts include 4 chart entry credits per year. Label Scale accounts include 8. Credits renew on your signup anniversary. Each credit covers one release entry (normally £10).

LAUNCH GIG REQUIREMENT

Each release must be linked to a launch gig at a qualifying grassroots venue (Music Venue Trust definition). Support slots and showcase nights qualify.

SUBCHARTS

Fanfare publishes subcharts by genre, location, and format. Artists that don't chart in the main Top 40 may still place highly in a subchart.

CHART CARDS

Every chart placing generates social media cards automatically — stored in your artists' accounts and sent by email.

get started.

Register your label at wearefanfare.uk. If you sign up before 1st September 2026, your Label membership is free until 1st January 2027.

Want to talk through how Fanfare works for your roster? Email us at hello@wearefanfare.uk or jump on a call.