

# Apple Music Connect Content Guidelines



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Apple Inc.

## Content guidelines

Music thrives on a connection to your fans, your art, and the world. Easily share new music, updates, videos, and photos, and instantly connect with your global fan base in an instant.

### What works.

Whether shot on your iPhone or recorded in the studio, you can share audio files of up to 120 minutes and video of up to 15 minutes. Same goes for anything you made in iMovie, GarageBand, and many other apps. Just access your iPhone-compatible file from your iOS device or Mac. Your fans can then see or listen to anything you've shared from any of their devices. Note, artists can't post to Apple Music from Android or Windows.

### Audio recommendations

Your audio doesn't have to be long. You can send us anything that's between 10 seconds and 120 minutes.

When you finish recording a song, just save it in the standard M4A file format (with the AAC codec) or in the MP3 file format. We care about the sound quality as much as you do, so keep the bitrate of your recording at least at 256 kbit/s and the sample rate at 44.1 kHz. Or, send us a lossless audio recording for a high-quality encode, as long as it's less than 2 GB in size.

If you're using the Voice Memo app on your iPhone to record the audio, you've already met those guidelines and are good to go.

### Video recommendations

As a general rule, if you used your iPhone to record the video, you're ready to share it as long as it's between 10 seconds and 15 minutes.

If you recorded your video with another device, use an app such as Final Cut Pro to save it as an M4V or MP4 file (with the H.264 codec). Slo-Mo videos or videos with more than 30 fps aren't supported. Make sure the file isn't larger than 2 GB.

When it comes to resolution, bigger is better. We accept videos in HD, so your fans can see your video in all its glory. Don't make it stamp-size.

### Photos recommendations

Photos have to be in JPG or PNG file format and can't be larger than 15 MB. GIFs and TIFFs aren't supported.

## Uploading content

Sharing your ideas, songs, photos, and videos is easy. All you need is an iPhone or iPod touch.

### Uploading your content.

- Start off by tapping the New Post button in the top-right of the For You tab in Apple Music.

- Add a message or tap the + button if you want to post a video, photo, or Soundbite. You can also post links to articles, websites, and more. Find videos and photos in your photo library and songs in your music library. You can also record Soundbites directly from your microphone.
- For audio and video, add a title. You can also include a text description, a cover image, and, for songs, a song type. Keep in mind that the title you give your content is how users will be able to search for it, so be descriptive.
- You can attach your audio or video content to an album by tapping Attach to Album at the bottom of the page and selecting the album.
- If you're in a band or support multiple artists, choose the appropriate profile before posting.
- Finally, tap Post to share with your fans.
- Once you've uploaded, you can create an embeddable player for any website — just visit [tools.apple.com](https://tools.apple.com).

### Share playlists, albums, and songs.

Have a playlist, album, music video, or song that you're loving? You can easily share it with your fans. Find whatever you want in Search and tap the three dots (...) on the right side. Then tap Post to Apple Music. Or, from an album, playlist, or music video page, simply hit the Share button. Add your message and then share it with your followers.