

Distribution of Music Videos.

Music video's can be mainly found on the television and on the internet. For popular music video's, for which the songs have appeared in the charts (usually a top 40 or top 100) they can most likely be found on music channels such as MTV or 4Music. For the less popular music, they can be most likely found on the internet on websites such as YouTube. There have been many different bands that have had music video's on the television and some that have never been discovered. This is not specific to the band though, but to the song that the audience prefers.

One popular way to distribute a music video is through video sharing website YouTube. Many artists, some who are well-known and others who are not, place their video's on the website in hopes that people will watch them and eventually persuade people to buy the song.

Companies, such as VEVO who share music video's online from three of the 'big four' major record labels, have made sure that the music video's can generate a profit, from advertisers who wish to advertise on the website.