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Major and Indie labels each have their strengths and weaknesses. What are the advantages afforded to being signed by a major label? What unique benefits do independent labels offer?

Major labels like Sony and Def Jam have the security of knowing they have enough funds for marketing and just stability over all when it comes to get paid as an artist. Big record companies also have the fund to provide you with the best producers, musicians and studios, you also have a team of people marketing you in all different aspects. They also have the advantage to put pressure on retailers to accept a lot more titles specially if you're a new artist. Major companies offer stability and longevity. Meaning your record will continue to sell long after their first release.

Major labels tend to look into independent labels for new artist. One advantage and independent label has is creating a connection with a location or region and building with a local community, relationships are the backbone of this industry. Independent labels now also have the help of the ADA Alternative Distribution Alliance that offer services as marketing, product tie-ins, worldwide distribution and music licensing service not to mention that with the development of music home studios that have become popular and its low cost and together with online distribution, you don't need much to distribute music to the entire world