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### Record Labels

1. What are the advantages a major recording label has over independent labels? What advantages do independent labels have?

In every recording label, we will come to know that they have advantages as much as disadvantages, but we will focus more on those advantages because they increase in number each day. In a major recording label, we will find that this type of label can increase its sales even if its recording is not the strongest in the industry; those labels can also be considered trustworthy because they “offer stability and longevity” (Baskerville and Baskerville 198). People find major recording labels more flexible than independent recording labels because they have no problem changing their musical tastes if necessary. In contrast, independent recording labels have “connections with the radio stations” (Baskerville and Baskerville 199), which can help them promote a single; they also beat the majors when it comes to developments in technology, and they succeed with their capacity to create brand-name in the music industry. Although they had their differences, they are both great record labels that can guarantee the success of a single.

3. How do you distinguish the difference between independent labels and specialty labels?

They believe that independent recording labels can be successful, but they classify them into subdivision labels, the most successful and the others. As with many other types of record labels, specialty labels are known to be “successful independents” (Baskerville and Baskerville 199). Some of them, which centered their work on contemporary classical music, sell their records to private institutions such as colleges and universities through the web or other markets. In the textbook, they mentioned that “One of the most successful types of specialty label sells gospel music” (Baskerville and Baskerville 199); they rely on this type of music because it gains a greater audience than any other genres in the music industry. To conclude, it is easier for specialty labels to succeed because they don’t use radio or video to promote their works like the independents.

Work Cited

Baskerville, David and Timothy Baskerville. *Music Business Handbok and Career Guide*. 11th. 2019.