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### **360 Deal**

The video that was selected for us to watch this week gave an in depth investigate the 360 deal. This is a section in chapter 12 that I chose to write about for the discussion questions because I found it to be very beneficial to know. On a personal note, having been presented all this information about the Music Business has inspired me to want to become a better musician because though my current dream is simply just graduating from Alliance University. I prefer to be prepared for several possibilities instead of letting opportunities pass me by. However, there are four key points mentioned in the video and I think that it is important to understand each one, so that you as an artist are sure of what you are signing. I do think that uncertainty and lack of knowledge knowing how to negotiate is an option when it comes to deals in general. The breakdown of these four major points: record deal, collective entertainment activities, merchandise sales, and fan club is vital for the artist to understand before signing this type of deal.