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### Week 2 - 10 Point Response

Throughout the YouTube video “Record Labels Explained and Why do Record labels make Artists pay Producers?”, we learn the important little details that you might’ve never known even existed. One thing that many people question is why do record labels make artists pay producers to record? Before starting the video I want to make a guess ahead of time and simply say maybe it’s because they are putting together the piece of art for the artist and are handling many things that eventually put the song together. Casey Graham makes it really easy and helps clearly understand and comprehend the situation. In this video he breaks it down through an artist that has signed to a record label and has to pay back multiple sources. The artist is paying for several things such as paying for the master, the promotion, the work from the producer and etcetera. It really all comes down to what the artist signed up for through the record deal and the percentages and numbers they all agreed on. It varies from artist to artist because not everyone signs the same exact deal. In my opinion, this can be very tricky and can lead to artists putting themselves in a hole with debt that needs to be paid back to their higher ups. It also takes a lot just to break even and then make some more money after the fact, the artist needs to remain

consistent and needs to make sure they are releasing great music to generate a lot of revenue.