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Week 3 - 10 Point Response

This week we learned about the 4 key points in a 360 record deal and what record deals are in general. Casey Graham does a great job again on explaining and breaking down what a 360 deal is and what it brings through negotiations. The first point of the 360 deal is the seed and core of it which is the actual record deal itself. The first point is about the ownership, advances, how would you pay the money back, the minimum they will spend on the album, royalties and etcetera. The second point is the collective entertainment activities and how you would pay them back without a problem. Those activities include your tour revenue, sponsorships and publishing but it comes separate. The third point is the merchandising deals, have to negotiate within the contract and what can be sold and used. The final point is the fan club and what is going on within your social media accounts and how you are interacting with fans. This is something an artist shouldn't really be too excited for but it something a company can get excited about since it is something that favors them. In my opinion, if I were an artist I would do my best to ignore 360 deals for a number of different reasons. I feel like it is something that will not let the artist become the best version of themselves and reach the greatest accomplishments they can within this deal and that includes the maximum revenue possible.