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Artists' Recording Contracts

2. Discuss the different types of deals record companies and artists might make. What are the advantages and disadvantages of each one?

People always want to make deals, whether it is with a family member, a friend, a coworker, or in a business company. It is not surprising to know that artists have to make deals with record companies to produce their songs and succeed; there are different types of deals an artist and a record company might comply with to get a record contract. We have this uncommon deal where a record company is willing to sign an artist, but they let their “producers handle the project in-house” (Baskerville and Baskerville 213); we also have a second deal where the artist is already signed by the company, but the label has to recruit a production company to work with said artist and hand in a master. There are three other deals where is deliverance of a master to a record label in exchange of royalties. Each deal has its advantages and disadvantages, whether it is for the artist, the label, or the producer; in some of the deals, the artist and the producer have more to gain than the label; but in others, the artist will have to pay the producer with the artist’s royalty.

3. Is a 360 deal better for the label or the artist? Why?

In the business world, making a deal will determine the success or failure of a company. A 360 deal is this exclusive contract that a label and an artist make to facilitate the recoupment of what the label had given to begin the artist's career. I would say that the company has more gains in a 360 deal than the artist because the record company will gain more profits even if the deal doesn't turn out well. Although the artist has hard work to do, the label gives money for it to succeed, so if things don't work out, the artist has to pay back what the record label has offered. But the artist could still gain from it if everything goes as planned; the 360 deal is perfect for whoever knows what they are doing.

Work Cited

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