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The 360 Deal

After watching the video on the four main points of a 360 deal, I might say that this deal is not beneficial for everyone. The fourth point is about the “Fan Club” of the said deal; we see that a manager will not be a big fan of this deal because he will gain anything from it; instead, he has things to lose from this contract. I think the 360 deal is an appropriate way of telling that the record label would have what it has spent back, whether the result is good or bad. Deciding to make a 360 deal without knowing its outcomes is like deciding to risk what you didn't have in the first place or what you have begun to create. Overall, it is a great deal for both parties, label, and artist; if you know what you are doing, why not take a risk for it?