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

A 360 deal is usually better for the label and a bad thing for the artist. 360 deals are usually bad for the artist because it takes more of their profits than a traditional deal does. For example if an artist signed with a record label using the traditional deal, then they would only get a cut taken out of their streaming profits, after they have paid their studio and promotion fees, everything else like tours and merch is the artist profits to keep. However with a 360 deal the recording label takes a cut out of everything, including studio and promotion costs, streaming profits, tour and merch revenue. Sometimes when an upcoming artist signs a 360 deal it is because they do not have much to lose in the first place, but if they end up becoming a successful artist they are trapped in a bad deal.

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

There is a traditional record deal which takes a cut of your streaming revenue after you paid for the costs of the album production such as studio time and promotion fees, in this type of deal the label is still making most of the money. There is the 360 deal that takes a cut out of your streaming revenue, merch and tour profits, and more after you have paid off the album production costs like studio time marketing costs and more. There is also the distributional deal which is when the label takes most of the revenue from the artist but ensures that the work that is being released gets distributed at a high rate. There is also a production deal which is one of the most balanced deals, meaning that the label and artist make close to the same amount of money. Overall, each type of deal has its own advantages and disadvantages, but depending on how badly the artist wants to be in the industry will lead to what deal they agree on.