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### Music in Television and Video

1. Has television made a significant impact in the launching of successful musicians and bands?

Explain why or why not.

Each new technology a company introduces brings many advantages and disadvantages to any business; the evolution of television is the best thing to happen in the world, for it brings entertainment for family, friends, kids, and fans of different artists or bands. Making videos can allow everyone to be known among other platforms or audiences; many musicians and bands become famous and successful because a targeted audience views their videos, listens to their songs, and becomes attached to the performers. Television has made a significant impact in the launching of successful musicians and bands because each channel we pay for has a deal with some record labels to diffuse the artists' work. When we watch TV, some media specifically display music videos, such as MTV, or when there is a little break between shows, they pass a song or a commercial to entertain the audience and motivate them to buy the album. And also, people who cannot afford to go on an award show can watch on their television and discover new artists, musicians, bands, or producers and be engaged in knowing them; one fact about TV shows is that they will book bands to play or put their songs in the background and then they will

talk about them at the end of the show and display "the album cover, and sending viewers to the network's website to buy the album" (Baskerville and Baskerville 362).

4. What are different ways music videos can earn money?

As we know, as much as we love to share our creative side with others, we also want the benefit it will provide us. We know people who post on YouTube, Tiktok, Instagram, and other social media need as many followers as they can find because it is about how many viewers we will have on each video. Making music videos takes a lot of time and money, so to have the money we spent back, we must have some strategies and contacts. According to the textbook, music videos can earn money in different ways, such as collecting "fees for showing branded products in videos" (Baskerville and Baskerville 367); the labels also use "third-party platforms" (Baskerville and Baskerville 370) to make the revenues spent from the music videos. Another strategy to return the money is creating short videos to share the journeys of the artists and the staff to produce the music video with the video budgets.

Work Cited

Baskerville, David and Timothy Baskerville. *Music Business Handbok and Career Guide*. 12th. 2019.