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Mus349

5 February, 2023

1. What are the advantages a major recording label has over independent labels? What advantages do independent labels have?

The advantages a major record label has over an independent label are found with the first couple of pages within chapter 10. When recording with a major label, they possess a large budget for marketing and promotion. Major labels have the ability to put all of their resources into pushing an artist's project. There's a great possibility that the artist will have longevity and their work will continually be distributed. There is a relational and financial pressure that can push their artist. Now the advantages of an independent label aren't limited. For example, an independent label has a consistent fan base and consumer. The label usually caters to a genre versus chasing the next hit. An independent label has the ability to foster great business relationships geographically, that help to share the work of their artist. Last but not least, independent labels have the ability to become major labels with great success attached to their brand and artist!

2. How do you distinguish the difference between independent labels and specialty labels?

Independent labels and specialty labels both are designed to avoid the pressure of maintaining success at the expense of the art form. How they differ at distribution. While independent labels don't always experience major success, they do desire mainstream success. While a specialty label doesn't desire mainstream success. They cater to a specific audience and sometimes only distribute to a specific place or group. Lastly, independent labels cater to the artist, while specialty labels cater to the genre.