

Adrian Amaro

Professor Nova

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Week 11 - 10 Point Response

This week's YouTube video was based on whether or not leasing a beat is a good idea to do in the long run. Casey Graham does a great job as always being very detailed and specific with his words. Casey also very often shares his opinion on the topic whether he is supporting it or going against it. I personally did not know beat leasing was an actual thing to do, it sounds a little off or something I would not do. According to Casey, he believes that as an artist it is a perfectly good idea to lease a beat. It is a good idea because if you do not have the financial stability to buy the entire beat then leasing it would be a good idea since it will still allow you to create and release some content. Even though it is not under your ownership it can still be considered an asset. As a producer it is not a terrible idea to lease a beat but shouldn't be at the top of the priority list. Another option that would fit best would be to sell the exclusive license to the beat and to not even lease it.

This was a well thought out and put together video by Casey Graham and I definitely look forward to watching his videos and learning more from him in the music industry. After the video I got a much better understanding on beat leasing and why one party may want to do it and why it may not be a great idea for the opposite party to do so.