

Naïma Saint-Fleurant

117727

Professor Dr. Autumn-Carol C. Nova

BUS 349/MUS 349, Semester 2, Class NO

April 11, 2023

### DIY Toolkit

1. Which one of the Web-based tool categories is most crucial for an independent musician to focus on?

According to the textbook, musicians who want to start their self-career have many options for their journey to success. Web-based tools in the music business are tools that DIY musicians generally use to get their music going. Those tools also serve the artists as “a substitute for resources that larger labels should already have in place” (Baskerville and Baskerville 442).

Web-based tools are divided into five categories that help an artist boost his career and be known worldwide; we can name sales/promotion, financing, streaming, live touring, and licensing. Each of these categories is essential for independent artists; still, if this artist wants to succeed, he should focus on the live touring tool because it is identified as the “largest source of revenue for many artists” (Baskerville and Baskerville 444), as the most crucial broad cluster alongside sales/promotion Web-based tool. Sales and promotion tools allow an easy connection between the artist and his fans but also are considered websites that would enable the promotion of different distribution formats.

2. What are the pros and cons of using the freemium pricing model? Do you think offering free music reduces music piracy?

In the business world, everything is essential to growing a business, even if the options at hand require us to give things away for free or at a lower price. The independent musicians who just emerged in the music business are somehow obliged to “discount or give away free recorded music or concert appearances on a limited basis ... to whet the appetite of listeners” (Baskerville and Baskerville 441); this technique is called freemium because it allows the listeners to be familiar with the DIY artists’ works and to know what they should expect next when they decide to bet on their money. Using the freemium pricing model can help independent artists further their careers and give them access to more extensive opportunities and numerous fans. Although beneficial for many independent artists, Freemium is still not regarded as the best “revenue model permutation” when someone wants to make a living from self career. Although it is mostly the artist’s choice to share his work with the public for free, I would say that this technique is not the safest if he wants to protect his right to the music; once it is out for everyone to use without paying, it is at risk to software piracy.

Work Cited

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