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BUS349/MUS349: Music Business II

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Week 3 Dropbox Assignment

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

A 360 deal is usually better for the label than the artist for a number of different reasons. A 360 deal are exclusive recording artist contracts that entitle a record label to a percentage of earnings from all of an artist's revenue streams, rather than just recorded music sales. However, for an upcoming artist a record deal can be beneficial when starting out. With a 360 deal, the artist gets access to the label's resources, such as marketing, promotion, and distribution, as well as a larger share of the royalties from their music.

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

There are many different types of record deals that can be made between labels and artists. In the previous question I touched on the type of record deal a 360 deal brings to the table for both parties involved. There are other deals such as distribution deals, standard record deals, major label deals, anti-360 deals, single deal recording contracts, 50/50 deals and etcetera. Each one has their pros and cons and the advantages and disadvantages depend on the type of person you are and what you are looking for. Some record deals are good for artists who are starting their careers while other record deals might not make sense to artists who have been in the game for a long time.