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BUS349/MUS349: Music Business II

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### Week 12 Dropbox Assignment

1. Let's say you're an artist who has a record deal coming to an end that never yielded more than 200,000 album sales per release. Should your goal be to sign another label deal or to become strictly a DIY entrepreneur? Defend your reasoning.

Honestly, if you're an artist and you sell under 200,000 it is absolutely okay depending on how much you actually sell per release. In today's world it is not the same to sell your album especially with the internet and the different apps that people use to download music and listen to it. The days of physically going into a store and purchasing an album are long gone which leads all artists in today's world album sales to drop and cannot compete with older artists. Even if you cut 200,000 in half to 100,000 that is still really good due to the facts and situation that the world presents today.

2. Based on your experience as a user, discuss which factors you think influence the success or failure of competing online services.

To me I feel like it comes down to who adapts and reacts the most to their own audience while the days go by. I believe that your online service or business has to improve daily because there are hundreds of underdogs trying to catch up and get better every single day. Pleasing your

audience is extremely crucial because obviously without them you do not have whatever it is you are pushing.