Alberto Vega-Cuesta

Professor Nova

BUS349

Lesson Week 9

1) **Has television made a significant impact in the launching of successful musicians and bands? Explain why or why not.**

Television has undoubtedly had a significant impact on launching successful musicians and bands. It has been a crucial medium for music promotion and has been instrumental in shaping popular culture. One of the main reasons for this is the exposure that television provides. Shows like American Idol, The Voice, and The X Factor have launched the careers of many successful artists, and exposure on these shows can help to create a fanbase and generate interest in a musician's or band's music.

Furthermore, music videos are an integral part of music promotion, and television has played a significant role in broadcasting them. MTV, in particular, played a critical role in launching the careers of many successful artists by airing their music videos. Music videos allow artists to express themselves creatively, and they often help to create a distinct image or persona for the artist, which can be appealing to fans.

In addition, television has provided a platform for musicians to perform live in front of a large audience, which can be a game-changer for their careers. Shows like the Grammy Awards, the MTV Video Music Awards, and Saturday Night Live have all provided opportunities for musicians to perform live on television and reach a massive audience. These performances can

help establish a musician's credibility and generate interest in their music, leading to increased album and ticket sales.

Overall, television has played a significant role in launching successful musicians and bands. From exposure on talent shows to the airing of music videos and live performances, television has provided a platform for artists to showcase their talents and reach a massive audience. With the continued evolution of television and the rise of streaming services, it is likely that television will continue to play a critical role in shaping the music industry for years to come.

2) **What needs to be considered and budgeted for in creating a music video?**

Creating a music video can be a costly and time-consuming process, and there are several factors to consider when budgeting for one. The first thing to consider is the concept of the video. The concept should align with the artist's brand and the message they want to convey through the song. It is essential to ensure that the concept is achievable within the budget, and the creative team should have a clear understanding of what the artist wants to achieve.

Another important factor to consider is the production crew. It is essential to work with a skilled and experienced team of professionals who can bring the concept to life. This team should include a director, cinematographer, lighting technician, and other crew members who can handle the technical aspects of the shoot. It is crucial to budget for the crew's fees and expenses, which can vary depending on their experience and reputation.

Location is another important factor to consider when budgeting for a music video. Choosing the right location can significantly impact the video's look and feel. A unique and well-chosen location can help to create an unforgettable video, but it is crucial to ensure that the location is

affordable and accessible. Location fees, permits, and insurance should be factored into the budget, as well as any travel expenses for the crew.

Equipment rental is another expense that needs to be budgeted for. High-quality equipment can help to create a polished and professional-looking video, but it can also be costly to rent. Cameras, lighting equipment, and sound equipment are all essential components that should be considered in the budget.

Finally, post-production is another crucial factor to consider when creating a music video. Post-production includes editing, color grading, and visual effects, all of which can significantly impact the final product. It is crucial to work with an experienced post-production team to ensure that the video meets the artist's vision and standards.

In summary, budgeting for a music video requires careful consideration of various factors, including the concept, production crew, location, equipment rental, and post-production. By carefully considering each of these factors, an artist can create a compelling and memorable music video that aligns with their brand and message.