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Music Business

Chapter 11

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3. A 360 deal is better for the artists for many reasons. A 360 deal can benefit an artist because they can cause a recording label to spend resources related to development and marketing on the artist's behalf. In the second kind of deal, record labels handle non-recording activities which overall helps the artist to be taken care of in other aspects related to their career. Both parties have to agree with major decisions, which gives the artist a voice in regarding decisions which will affect their careers.

4. An artist can mitigate the impact of controlled composition language in a recording contract through co-publishing. This gives the record label reduced mechanical rate which is commonly 75 percent of the current statutory rate. This is for all works which is either owned or controlled by the recording artist.