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Music Business

10-Point Response

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In the video, “4 Keys points in a 360 Record Deal”, the video lists four main points to the 360 deal. It was an insightful video that was straightforward. The core of the 360 deal is the record deal. The second point is solely based on the collective entertainment activities. This aspect deals with core revenue, publishing, sponsorships, and endorsements etc. The third point in this video is merchandise sales. This is where percentages and the kind of merchandise that will be sold, is negotiated at this point. The last point mentioned is the fan club, which takes care of social media accounts, texting services, email marketing, email lists, etc. This video gives perspective on who is in advantage, which are the record label companies.