

Durotimi Tijani

Music Business

10-point Response

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This video touches on the aspect of leasing beats. The speaker states that it is a great idea to lease the beats that one may produce. This helps if you cannot afford to pay the full amount of production. Even if you don't own the beat, you can put it out for sale. I like how informative this video was in terms of the production of music. This video also lists different strategies listed as volume based, only lease, and copyright. I am glad to listen to have access to this video, because it brought more insight into the production world.