

Music Business Activity Questions

Complete with YouTube videos:

<http://www.youtube.com/watch?v=L6ZpeGv67-0>

<http://www.youtube.com/watch?v=Kp9MYmL7Nts>

1. Which role did you choose? Why?
2. With your current knowledge of the music business, how do you think a songwriter gets his/her songs heard?
3. What does a publisher do? What questions do you have about the publisher?
4. You're a record executive for Sony. Where do you find your next big artist?
5. What does an A & R rep do?
6. What is the advance? What is it for? Who gets it?
7. Which of the studio expenses surprised you? What questions do you have?
8. What does recoupable mean?
9. Why do you think that the producer gets paid a percentage of album sales? How might this make him/her more motivated?
10. How much did your 'role' end up making? Did this surprise you? Why?
11. Write a paragraph in which you tell me what you learned from this activity and what questions this activity sparked. What is unclear?