

# BTEC MUSIC UNIT 1.

Please watch this video: <https://www.youtube.com/watch?v=QtJR-OEMU7Y&t=55s>

Then answer these questions.

## Record Labels:

1. What percentage of the market is controlled by the MAJOR record labels?
2. Name the BIG THREE major record labels.
3. Which department is responsible for finding new talent?
4. With which record label did the band Elcka sign?
5. Name three DISADVANTAGES of signing with a major record label.
6. What is the name for record labels that are NOT majors?
7. Name two ADVANTAGES of signing to a record label that isn't a major.
8. Name one band that has been successful without needing a major record label
9. Joey Bada\$\$ refused to sign with a record label. What did he do instead?

## Publishers:

1. Name the big three music publishers.
2. Fill in the blanks: Record labels look after \_\_\_\_\_. Publishers look after \_\_\_\_\_
3. Name TWO things that publishers do.
4. If you wanted to do a cover of Anne Marie's 2002, who would you need to licence it from?
5. The maker of the video you watched for this work didn't pay any money for his background music. How did he do this?

## Promoters:

1. What are the THREE types of promoters mentioned in the video?
2. What is the usual rate (in dollars) for a support band buying onto a tour?
3. Name one advantage and one disadvantage of buying onto a tour.

## Broadcasting, Marketing & Distribution:

1. Who was responsible for creating Vevo?
2. Name a reason why so many high street music shops have closed (do not put coronavirus as your answer!)
3. The video says that many music shops have had to "diversify". What does this mean?
4. Name two ways that a marketing company can help get a product known.
5. What does a distribution company do?