



Unit 1: The Music Industry

Unit 1 Exam

- **What to expect in the exam**
- **Structure**
- **Review areas**
- **Practice questions - 8-mark questions**
- **Revision; in class & at home.**

Unit 1 Exam- What to expect!

Write your name here		
Surname	Other names	
Pearson BTEC Level 1/Level 2 First Award	Centre Number	Learner Registration Number
	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Music Unit 1: The Music Industry		
Wednesday 10 January 2018 – Morning Time: 1 hour		Paper Reference 21512E
You do not need any other materials.		Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and learner registration number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 50.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

- Front page
- Put your name on the front etc.
- 1 hour
- 50 Marks
- Written exam
- Normal exam conditions
- **ANSWER ALL QUESTIONS!!**

Unit 1 Exam- Structure!

3 Sections; A, B & C

- **Section A:**

**15-18 marks for
each section**

- 5 multiple choice questions
- 5-7 1 or 2 mark questions. Written answers; Keywords or 1 sentence.

- **Section B & C:**

- Scenario 1; Scenario at top of the page
- 3 2-4-mark questions (Responsibilities, explanations)
- 1 8-mark question (Advantages/ Disadvantages, Positives/Negatives, Opportunities/Challenges)

Unit 1 Exam- Areas to review

Unions

Publishing

Licensing

Promotion

Record Companies

Unit 1 Exam- Areas to review

What is a Union?



30 Seconds

Unit 1 Exam- Areas to review

Unions

A **union** is a group of employees within a certain job sector who join to maintain and improve their conditions of employment.



**Musicians, instrumental
tutors, Music teachers,
session musicians, music
performers**

Unit 1 Exam- Areas to review

Unions

A **union** is a group of employees within a certain job sector who join to maintain and improve their conditions of employment.



Broadcasting, Entertainment,
Communications and Theatre
Union

**Media & entertainment
trade union;**
**Non-performance roles in
broadcasting; film and cinema; digital
media; independent production;
leisure; IT and telecoms, and theatre
and the arts.**

Unit 1 Exam- Areas to review

Unions

A **union** is a group of employees within a certain job sector who join to maintain and improve their conditions of employment.



Broadcasting, Entertainment,
Communications and Theatre
Union

**Actors, singers, models,
performers, directors,
choreographers, designers,
stage managers, and other
creative workers**

Unit 1 Exam- Areas to review

What are the main responsibilities of a union?



2 mins

Unit 1 Exam- Areas to review

What are the main responsibilities of a union?

- Negotiate contracts on behalf of musicians
- Tackle issues raised by musicians when there are employment disputes
- Give advice & support regarding copyright protection or unpaid fees
- Make sure working conditions are acceptable
- Assist members throughout their careers by networking

Unit 1 Exam- Areas to review

Give an example of one of the service companies that issue licenses in the Music industry.



30 Seconds

Unit 1 Exam- Areas to review

Licensing; service companies & agencies



**Performing
Rights Society**



**Phonographic
Performance
Limited**



**Mechanical Copyright
Protection Society**

Unit 1 Exam- Areas to review

Licensing; service companies & agencies



Performing
Rights Society



Phonographic
Performance
Limited



Mechanical Copyright
Protection Society

A Licenses the composer's copyright (royalties) for sound recordings (i.e. CD, ringtone). It will be in physical format (i.e. digital)

B Licenses the composer's copyright (royalties) for public performances of your songs (broadcast, live, recorded).

C Licenses the right to perform sound recordings & collects royalties for record companies & performers on recordings.

Unit 1 Exam- Areas to review

Licensing; service companies & agencies



**Performing
Rights Society**

B Licenses the composer's copyright (royalties) for public performances of your songs (broadcast, live, recorded).



**Phonographic
Performance
Limited**

C Licenses the right to perform sound recordings & collects royalties for record companies & performers on recordings.



**Mechanical Copyright
Protection Society**

A Licenses the composer's copyright (royalties) for sound recordings (i.e. CD, ringtone). It will be in physical format (i.e. digital)

https://www.youtube.com/watch?v=Mwx9m6-z0fE&list=RDQMZjku4vaxNYM&start_radio=1

Unit 1 Exam- Areas to review

Publishing

Linked with licensing & service companies

- *Usually linked with printed music.*
- *The business of music publishing is concerned with developing, protecting and valuing music.*
- *Music publishers play a vital role in the development of new music and in taking care of the business side, allowing composers and songwriters to concentrate on their creative work.*
- *They look after the royalties to a composer's work.*

https://www.youtube.com/watch?v=-eV6t8_pOSo&list=RDQMZjku4vaxNYM&index=3

Unit 1 Exam- Areas to review

Publishing

Main responsibilities of a publisher / publishing company?



2 mins

Unit 1 Exam- Areas to review

Publishing

Record Company vs. Self publishing

2 Advantages 1 Disadvantages each

8 points in total!



5 mins

Unit 1 Exam- Areas to review

Publishing

Record Company vs. Self publishing

	Advantages	Disadvantages
Record Company	Increased distribution Quality of promotion	Work through agent Original work may be changed
Self publishing	No agent You are in control; less changes made	Less marketing; reach smaller audience Less pay

Unit 1 Exam- Areas to review

Promotion

Main responsibilities of a promotion company in the Music industry?

What strategies do they use?



30 Seconds

Unit 1 Exam- Areas to review

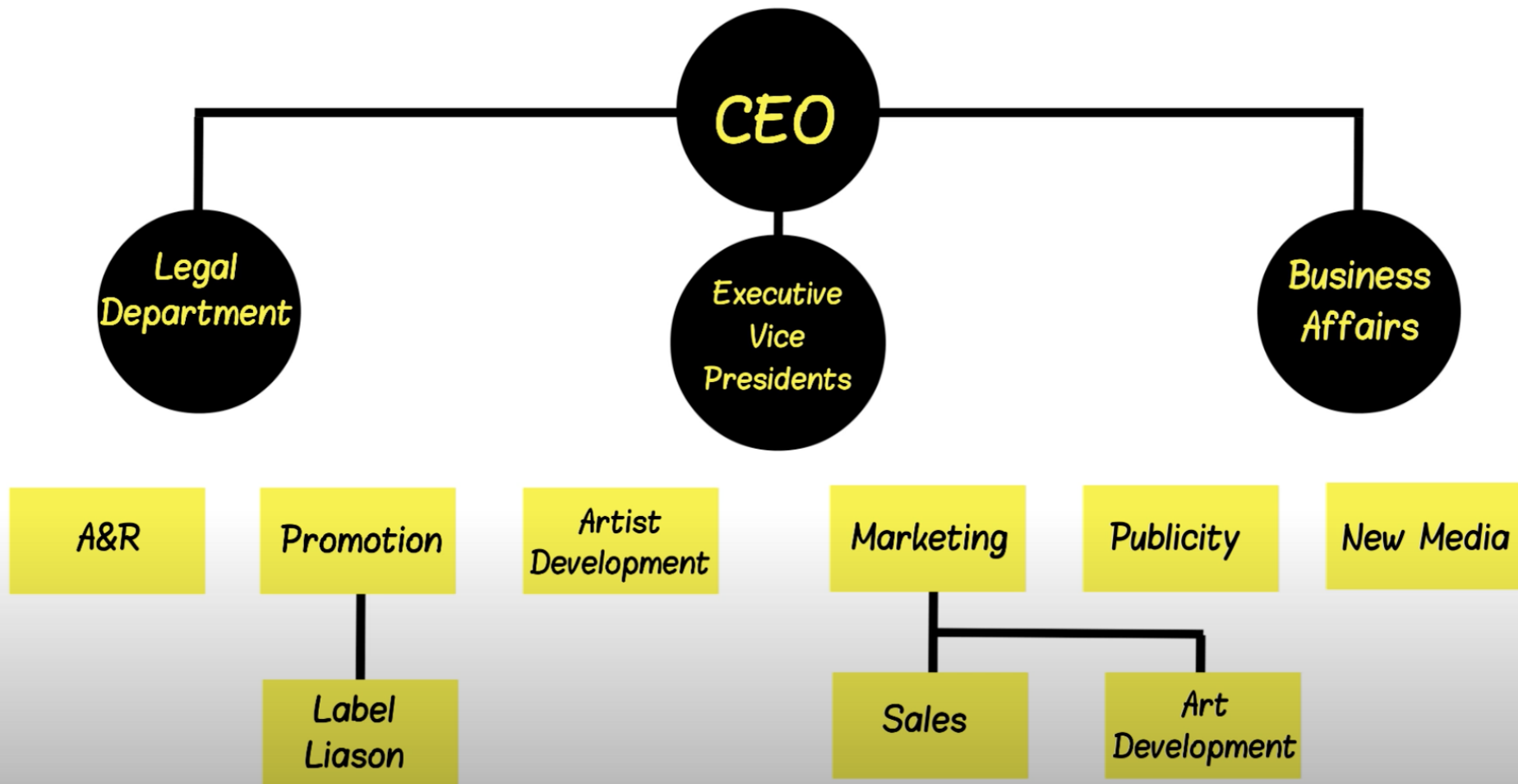
Promotion

Supports (marketing & promotion) and encourages (publicity) a product for public awareness (i.e. live events)

- Secure a venue for a show
- Promote the show/ music release (social media, TV media, posters)
- Work with the artist to make sure all needs are covered (PA, effects)
- Cover the venue costs & costs of promotion (taking a percentage)
- Earn an agreed-to fee or royalties



<https://www.youtube.com/watch?v=qWeqZr-kvWA>



<https://www.youtube.com/watch?v=qWeqZr-kvWA>

Organisations

Services- provide/hire necessary *amenities/resources* to the music industry

Promotion- Advertising a product or artist

Venues- Where artists perform

Health & Safety- Ensuring the music industry meets all legal health and safety requirements

Agencies- talent agencies

Production- sound/ music production

Unions- supports those working in the music industry.

8 Mark Question Practice

AJ runs his own small recording studio. He doesn't have enough bookings to work in the studio full time so he also has a part time job. He handles all the bookings himself, as well as working as the studio engineer and carrying out technician responsibilities.

Tash has a small studio across town and is in a similar situation to AJ.

Tash has suggested joining together with AJ to form one larger studio. Both of them already have some bookings for the next six months.

Evaluate whether it would be better for AJ and Tash to combine their businesses or to remain separate.

Read through the following model answer that scored **8/8**. Use different colours to highlight / underline the following:




- ☒ Points that describe an advantage of them combining
- ☒ Points that describe an advantage of them remaining separate
- ☒ Explanations of points for combining
- ☒ Explanations of points for remaining separate
- ☒ A conclusion



Tips for Success

-  **Underline the important parts of the question as you read it through:**

Look at the examples in the questions from task 1 & 2. The important parts of the question are bold and underlined. In the exam, underline the key parts of the question. This will help keep your essay writing related to the question.

-  **Explain each point you make in detail. Use common sense and think logically about what could potentially result from it.**
-  **Relate your answer to the important parts of the question (that you have underlined!!)**
-  **Structure your answers carefully. Alternate between points for the different options.**

If you only discuss one option, you can only score a maximum of 3/8. Structure your answer by writing a point and explanation for one option, then discuss the same point from the point of view of the other option. Use phrases to link your points such as: "However..... Alternatively..... On the other hand"

-  **Include a conclusion, giving your opinion on which option to choose.**



CHICKEN: Peck at the point (Opening sentence)



ANGEL: Positives/ Opportunities/ Advantages.



DEVIL: Negatives/ Challenges/ Disadvantages



BASEBALL BAT & BALL: Conclusion

8 Mark Question!

Jeremy plays guitar in his rock band, Chaotic Black. The band have been together for just over a year and mostly play pub gigs. The band are planning to go on a bigger tour around the country to raise awareness of their music. They have lots of equipment, but no transport, usually relying on their roadie making several trips in his small car to get the equipment to local gigs.





Jeremy decides the band need help to take their career to the next level. He has contacted an agency which can offer him:

- A manager
- a booking agent
- a stylist

The band can only afford one of these three options

Evaluate each option for Chaotic Black.

- 3 Paragraphs.
- Positives & Negatives of each choice.
- Concluding paragraph of your final opinion

	CHICKEN: Peck at the point (Opening sentence)		DEVIL: Negatives/ Challenges/ Disadvantages
	ANGEL: Positives/ Opportunities/ Advantages.		BASEBALL BAT & BALL: Conclusion/ Your opinion/ final point

8 Mark Question!

Jeremy plays guitar in his rock band, Chaotic Black. The band have been together for just over a year and mostly play pub gigs. The band are planning to go on a bigger tour around the country to raise awareness of their music. They have lots of equipment, but no transport, usually relying on their roadie making several trips in his small car to get the equipment to local gigs.

Jeremy decides the band need help to take their career to the next level. He has contacted an agency which can offer him:

- A manager
- a booking agent
- a stylist

The band can only afford one of these three options.

Evaluate each option for Chaotic Black.

- 3 Paragraphs.
- Positives & Negatives of each choice.
- Concluding paragraph of your final opinion



Introduction



Positives of
each choice



Negatives of
each choice



Conclusion-
Your choice!

Question 2

Emma is solo singer and songwriter. She has performed numerous gigs in the local area, performing her own songs to a backing track. Emma has built up a strong following and is popular in the local area. She has a unique musical style blending jazz and folk music with pop. She wants to now raise awareness of her music and perform on a UK tour, with, a live band.

Emma has been approached by representatives from a major recording company who wish to sign her to their label.

Discuss the implications of Emma accepting and signing a contract with a major record label compared to remaining freelance.



CHICKEN: Peck at the point (Opening sentence)



DEVIL: Negatives/ Challenges/ Disadvantages



ANGEL: Positives/ Opportunities/ Advantages.







BASEBALL BAT & BALL: Conclusion/ Your opinion/ final point

Question 2

Emma is solo singer and songwriter. She has performed numerous gigs in the local area, performing her own songs to a backing track. Emma has built up a strong following and is popular in the local area. She has a unique musical style blending jazz and folk music with pop. She wants to now raise awareness of her music and perform on a UK tour, with, a live band.

Emma has been approached by representatives from a major recording company who wish to sign her to their label.

Discuss the implications of Emma accepting and signing a contract with a major record label compared to remaining freelance.

Music on the beach

A small team of volunteers is planning a weekend music festival in the seaside resort of Chinton-on-Sea. The event is planned for the summer when more tourists will be visiting the town. The team would like to hold the festival on the beach and charge an entrance fee. The team has a small budget and is planning to include local bands, artists and music students. The event will be family-friendly and aimed at all age groups.

21 Some of the team are concerned about using the beach as the festival venue and would prefer to use the town hall instead.

Evaluate the opportunities and challenges of each location.



The creative partnership

Tom and Sam are a musical duo called Etuo and are also good friends.

They have worked together for a number of years and have a loyal fanbase who loved their style. Tom and Sam have always written their songs together collaboratively. They are signed to a small but supportive record label and make a living through touring and selling their own brand of music. However, Sam has recently begun to feel unhappy with their style of music. He is thinking about going solo to follow a different musical direction.

7. Before Sam discuss is his plan to go solo, Etuo achieve unexpected success in Japan. This there is the opportunity for the Etuo to go on a tour in Japan and further promote their music.

Evaluate whether it would be better for Sam to stay with the band or go solo.



CHICKEN: Peck at the point (Opening sentence)



DEVIL: Negatives/ Challenges/ Disadvantages



ANGEL: Positives/ Opportunities/ Advantages.



BASEBALL BAT & BALL: Conclusion/ Your opinion/ final point

The creative partnership

Tom and Sam are a musical duo called Etuo and are also good friends.

They have worked together for a number of years and have a loyal fanbase who loved their style. Tom and Sam have always written their songs together collaboratively. They are signed to a small but supportive record label and make a living through touring and selling their own brand of music. However, Sam has recently begun to feel unhappy with their style of music. He is thinking about going solo to follow a different musical direction.

7. Before Sam discuss is his plan to go solo, Etuo achieve unexpected success in Japan. This there is the opportunity for the Etuo to go on a tour in Japan and further promote their music.

Evaluate whether it would be better for Sam to stay with the band or go solo.

