Monetizing Entertainment - An Insider's Handbook for Careers in the Entertainment & Music Industry 1st edition Wacholtz Test Bank

SKU: 9781138886018-TEST-BANK

Monetizing Entertainment - An Insider's Handbook for Careers in the Entertainment & Music Industry 1st edition Wacholtz Tes

1 Hearing or seeing a new act with the three wows is not important when signing an act.

(A) True

(B) False

Answer: (B) False

2 An example of an aggrergator in the industry is

(A) CD Baby

(B) MCA Records

(C) TRI-Star Pictures

(D) Attorneys

(E) The Harry Fox Agency

Answer: (A) CD Baby

3 The foundation of an entertainment product in the industry is considered

(A) Money

(B) Connections

(C) A great producer

(D) A wow story based in a song, book, movie, or computer game

(E) Being a member of ASCAP, BMI, or SESAC

Answer: (D) A wow story based in a song, book, movie, or computer game

4 The current problems facing the entertainment industry have been caused by

(A) The development of the Internet

(B) A change in consumers' behavior as they now acquire products free

(C) Personal devices such as computers and iPhones

(D) A shift in the quality of the programming of entertainment products

Answer: (A) The development of the Internet
(B) A change in consumers' behavior as they now acquire products free
(C) Personal devices such as computers and iPhones

Feedback: The development of digital devices and digital transmissions over the Internet, plus consumers illegal copying of entertainment properties have contributed to the creative destruction of the traditional industry.

5 The three wows executives in the music industry look for are

(A) Song

(B) Brand

(C) Connections

Monetizing Entertainment - An Insider's Handbook for Careers in the Entertainment & Music Industry 1st edition Wacholtz Tes

(D) Personality

(E) Brand

Answer: (A) Song
(B) Brand
(E) Brand

6 For a beginning artist they should first

(A) Develop a musicial style

(B) Send a fully produced Pro Tools recording into the department of A&R at labels

(C) Perform with others in a choir or band to discover the joy of performing with others

(D) Discover their musical genre

(E) Shape their abilities through private lessons and gigging

Answer: (A) Develop a musicial style
(C) Perform with others in a choir or band to discover the joy of performing with others
(D) Discover their musical genre
(E) Shape their abilities through private lessons and gigging

7 When it comes to making money from your gigs and royalties

(A) Everything is paid in U.S. dollars

(B) You will be paid in the currency of the country where you performed or your products were sold

(C) Different currencies from different countries have the same financial value as U.S. dollars

(D) Different currencies from different countries often are of a different value than U.S. dollars

(E) The total value of the entertainment global market is estimated to be about $1.8 trillion dollars

Answer: (B) You will be paid in the currency of the country where you performed or your products were sold
(D) Different currencies from different countries often are of a different value than U.S. dollars
(E) The total value of the entertainment global market is estimated to be about $1.8 trillion dollars

8 As a band, if you decide to turn your art, performance, or creative works into a professional career you should consider

(A) Playing for any gigs that will give you all the drinks and free food possible

(B) Who owns the business of the band

(C) Who owns the name of the band

(D) Press at least 10,000 CDs to sell over the Internet and at shows

(E) Who will control the money earned and pay the bills

Answer: (B) Who owns the business of the band
(C) Who owns the name of the band

Monetizing Entertainment - An Insider's Handbook for Careers in the Entertainment & Music Industry 1st edition Wacholtz Tes

(E) Who will control the money earned and pay the bills

9 The industry ""filter"" system consists of

(A) Copyright owners including songwriters and authors

(B) Representation including music publishers and agents

(C) Attorneys

(D) Parents and family

(E) The production companies such as labels movie studios, book publishers, and theater and concert events managers

Answer: (A) Copyright owners including songwriters and authors
(B) Representation including music publishers and agents
(E) The production companies such as labels movie studios, book publishers, and theater and concert events managers

10 If you want to take a shot at being a part of the music industry by being a songwriter/artist you should

(A) Write a wow song

(B) Register it with the copyright office

(C) Use a studio or software to create a wow recording

(D) Reigister the recording of your song with the copyright office

(E) Form a legal company and check with the U.S. trademark office to determine if you can register your company name

Answer: (A) Write a wow song
(B) Register it with the copyright office
(C) Use a studio or software to create a wow recording
(D) Reigister the recording of your song with the copyright office
(E) Form a legal company and check with the U.S. trademark office to determine if you can register your company name

11 Once you have recorded your song, you'll have to

(A) Distribute it

(B) Promote it

(C) Use publicity

(D) Manufacture CDs

(E) Register with ASCAP, BMI, or SESAC

Answer: (A) Distribute it
(B) Promote it
(C) Use publicity
(E) Register with ASCAP, BMI, or SESAC

12 The industry ""filter system"" in the representation circle consists of

Monetizing Entertainment - An Insider's Handbook for Careers in the Entertainment & Music Industry 1st edition Wacholtz Tes

(A) Record labels, movie studios, book publishers, and concert and theater promoters

(B) Music publishers, booking agents, and literary agents

(C) Songwriters, authors, script and stage play authors

(D) Attorneys

(E) TV personalities

Answer: (B) Music publishers, booking agents, and literary agents

13 Psychographic research is an analysis of the fans desire to enjoy a personalities

(A) Recordings

(B) Live performance or show

(C) Livestyle

(D) Fans

(E) TV interviews

Answer: (C) Livestyle

14 Branding is tied to this type of research

(A) Demographics

(B) Psychographics

(C) Focus groups

(D) Mailed surveys

Answer: (B) Psychographics

15 An act's image is usually tied to their brand.

(A) True

(B) False

Answer: (A) True

16 An act's image is usually a one- to two-word descriptor of the emotion consumers might feel when hearing or seeing an artist.

(A) True

(B) False

Answer: (A) True

17 Industry insiders perceive concerts as a time for consumers to sit and listen to the music.

(A) True

(B) False

Monetizing Entertainment - An Insider's Handbook for Careers in the Entertainment & Music Industry 1st edition Wacholtz Tes

Answer: (B) False

18 Digital products (computers, software, the Internet, and YouTube) increasingly make almost everyone think they can become a rock-and-roll star, glitzy movie star, or famous person overnight.

(A) True

(B) False

Answer: (A) True

19 The chances of a wannabe using computers, software, and posting a video on Youtube and becoming rich and famous are surprising in favor of success.

(A) True

(B) False

Answer: (B) False

20 The production circle of the filtering system as mentioned in Chapter 2 consists of music publishers, booking agents, and literary agents.

(A) True

(B) False

Answer: (B) False

21 A million streams on a provider such as Spotify will generate about $6,000.

(A) True

(B) False

Answer: (A) True

22 The business side of the industry is built on the shoulders of a great story positioned into a sellable product for the purpose of making a profit.

(A) True

(B) False

Answer: (A) True

23 To be a major success as a creative act you need to have at least how many wows?

(A) 5

(B) 4

(C) 3

(D) 2

(E) 1

Monetizing Entertainment - An Insider's Handbook for Careers in the Entertainment & Music Industry 1st edition Wacholtz Tes

Answer: (D) 2

24 The first connection a recording act may have to a new fan is their

(A) Image

(B) Brand

(C) Looks

(D) Personality

(E) Sound

Answer: (E) Sound

25 To be discovered it is wise to

(A) Perfect your talents

(B) Wait to be ""discovered""

(C) Increase your knowledge of the arts

(D) Increase your knowledge of the culture and humanities

(E) Increase your knowledge of the business of entertainment

Answer: (A) Perfect your talents
(C) Increase your knowledge of the arts
(D) Increase your knowledge of the culture and humanities
(E) Increase your knowledge of the business of entertainment