

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

SKU: 9781138886018-TEST-BANK

**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 aggregator 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

- (D) Personality
- (E) Brand

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

**6 For a beginning artist they should first**

- (A) Develop a musical 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 musical 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

(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

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(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**

- (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

**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

**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