

URL: <https://stvp.stanford.edu/clips/soliciting-fan-base-feedback>

Waiting for the right deal, rather than the merchandizing deal at-hand, is a trade-off that artist/entrepreneur Chamillionaire is willing to wait for, with a keen eye toward authenticity at every turn. Quincy Jones III adds that a successful musical artist product roll-out requires thinking across multiple platforms and multiple media. Business models have changed in the digital age, and it's no longer the job of the artist to dictate. Instead, exploring the fan-base who appreciates your work for creative ideas like iPhone apps and logo design, using them as a sounding board for new music and visuals, and bringing them into the creative fold, have become a pivotal part of the modern music artist's marketing plan.



Transcript

English subtitles are not available for this media..