

Industry Research Answers

In pairs or groups, complete the following questions in relation to 'Roar' by Katy Perry.

1. Which record label does Katy Perry belong to?

Capitol Records

2. Who directed the video 'Roar'?

Grady Hall and Mark Kudsi

3. Who was the production company responsible for the 'Roar' video?

Motion Theory

4. Which company was in charge of distributing 'Roar' by Katy Perry?

Universal Music Group Distribution (UMGD)

5. What 'first' did the 'Roar' video help Katy Perry to achieve?

Clue – it was to do with number of views.

"Roar" made Katy Perry the first artist in history to have two music videos with 1 billion views.