

Industry Research Questions

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

1. Which record label does Katy Perry belong to?

2. Who directed the video 'Roar'?

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

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

5. What 'first' did the 'Roar' video help Katy Perry to achieve?
Clue – it was to do with number of views.