**Purposes of a Music Video**

-Promotional Tool for Albums

-Promotional Material for Touring

-Promotional Material for Merchandise

-Status Symbols

-Exposure

-Form of Expression

-Help an Artist shape their image

-Evidence of Ability to Relate

-Promotional Tool for Single

-Attract a New Demographic

-Reinforce Lyrics

-Make Artist Appealing, Desirable, Skilful

-Way for Directors to demonstrate Ability