

Good michael jackson's lucrative legacy report example

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Reaction and Thoughts on the 60 Minutes Video

The documentary video entitled “ Michael Jackson's Lucrative Legacy” shown by CBS News’ 60 Minutes presented the legacy left by Michael Jackson after he died in 2009. The most moving and inspiring message relayed was the ability of Jackson’s estate and legacy have continued to earn profits which enabled the complete payment of his almost \$380 million in debt . It was actually the first time that one heard assets in terms of the music catalog or the songs written by other artists. As such, the music catalog of the Beatles were allegedly bought for about \$47. 5 million and future music rights were reported to be sold to Sony for \$250 million . From the business prowess and acumen of John Branca, the appointed executor of Michael Jackson’s estate, the legacy continued to make considerable amounts of money years after Jackson’s death.

Application of Minto’s Pyramid Principle

The Minto’s pyramid principle was described as “ a hierarchical structure based on vertical logic and horizontal logic. The vertical logic represents the storyline (question-answer dialogue), the horizontal logic is about the kind of reasoning” . From the description of the principle, the conceptual framework could be applied to Michael Jackson’s legacy in terms of designing a strategy which would enable the estate to continue earning profits despite Jackson’s demise. As such, through the main idea, Exploring the Financial Prospects of Michael Jackson’s Estate, the strategies that were designed by John Branca, enabled continued earning to meet Jackson’s ultimate goal: “ The whole objective of Michael's estate plan is to take care of his mother during her

lifetime and to accumulate the principle and assets for the benefit of Michael's children” .

Based on the video, what does Michael Jackson's estate consist of? How has his estate changed since his death?

Based on the video, Michael Jackson’s estate consists of the following: the music catalog of songs published by other famous artists, the five warehouses full of Jackson’s possessions (antiques, video games, awards, cars, clothes that were worn during concerts, as well as furniture and ornaments from his Neverland property). Likewise, merger with the Sony ATV Music also means that Jackson’s estate still owns 50 percent of whatever Sony ATV Music earns. In addition, the video also revealed that “ Jackson's estate and Cirque du Soleil are 50/50 partners” . Therefore, whatever Cirque de Soleil earns in current and future shows provide Jackson’s estate with 50% share of the profits.

The estate actually became more lucrative after Jackson’s death. According to the video, when Jackson was alive, his lifestyle and spending was exorbitant, as evidenced from the massive debt that was incurred. After his death, the assets and possessions continue to earn without any significant spending. As such, the estate continues to earn until contemporary times.

What are his estate managers/executors' main investment objectives and strategies?

Anything you would do differently if you were managing his estate?

Honestly, the strategies and financial prowess of John Branca is already deemed effective and successful in managing Jackson’s lucrative estate. It

was a commendable feat to have packed, stored, and managed Jackson's possessions and assets by housing them in five guarded warehouses. As revealed and observed, historical experiences have documented that most of the assets of famous celebrities and personalities double or triple in value when they die. The same is observed to be true for Michael Jackson. His wardrobes alone are worth thousands or even millions of dollars when planned to be sold in auction. There are collectors from around the world who are more than willing and able to pay excessive amounts to possess any of the personal items and assets of Michael Jackson. As such, it could be foreseen that the Jackson estate would continue to appreciate in value even in so many more years towards the future.

References

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