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Professor Nova

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Music Business II: MUS 349

Week 6: Discussion Questions

1. Some advantages of booking a large venue are how big the crowd is or can get, and the artist could receive a lot of publicity from doing a concert there, some disadvantages would be that the artist or the label will be subject to paying ridiculous fees and may end up still having to provide their own stuff. The larger the venue the bigger the risk of letting an artist use it. Most times big venues will decline usage until a contract is signed. The advantage of booking with a small venue is that most well-paid artists will come with their own staff and equipment so the staff will already be familiar with the equipment and this alleviates issues that could happen from a staff that may have had a one-time interaction with the artist. Secondly, the smaller venues will be able to provide on-demand services and don't have to charge as many fees because there isn't much liability.
2. Some challenges that could happen from the secondary ticket market is that the ticket prices could be sold for more than a third of what it's worth and consumers will only see maybe a fourth of that. The said label could also deal with empty seats at the venue because these secondary ticket sellers can have bots posed as real people to purchase the ticket and receive revenue from it. Some artists or even promoters would encourage this because even though it's partially a rip off they're still seeing some sort of profit from it,

they are still able to control how much the ticket is selling for but they could also have a higher turn out than if they didnt use a secondary ticket market place.