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BUS349

Assignment Week 6: Concert Venues

1) What are the advantages and disadvantages of securing a larger or smaller venue?

Securing a larger or smaller venue in the music business can have both advantages and disadvantages. Some of the advantages and disadvantages are:

Advantages of securing a larger venue:

1. Higher ticket sales: A larger venue can accommodate more people, which means you can sell more tickets and generate higher revenue.
2. More exposure: A larger venue can attract more media attention and buzz, which can lead to more exposure for the artist.
3. Bigger stage: A larger venue often has a larger stage, which means the artist can have more elaborate production, lighting, and effects.
4. Increased credibility: Playing in a larger venue can increase the artist's credibility and reputation.

Disadvantages of securing a larger venue:

1. Higher costs: Renting a larger venue can be more expensive than renting a smaller venue, which means the artist may have to sell more tickets to break even.
2. More pressure: Playing in a larger venue can be more nerve-wracking and stressful, as there is more pressure to deliver a successful performance.
3. Potential for lower attendance: If the artist cannot sell enough tickets, a larger venue can result in a lower attendance rate, which can hurt the artist's reputation.
4. Less intimate atmosphere: A larger venue can create a less intimate atmosphere, which can make it harder for the artist to connect with the audience.

Advantages of securing a smaller venue:

1. Lower costs: Renting a smaller venue can be less expensive than renting a larger venue, which means the artist can break even with fewer ticket sales.
2. More intimate atmosphere: A smaller venue can create a more intimate atmosphere, which can help the artist connect with the audience and create a more memorable experience.
3. Lower pressure: Playing in a smaller venue can be less nerve-wracking and stressful, as there is less pressure to deliver a successful performance.
4. Potential for higher attendance: If the artist sells out a smaller venue, it can create a sense of exclusivity and make the event more desirable.

Disadvantages of securing a smaller venue:

1. Limited capacity: A smaller venue can only accommodate a limited number of people, which means the artist can sell fewer tickets and generate less revenue.
2. Limited production options: A smaller venue may not have the space or equipment to support elaborate production, lighting, and effects.
3. Limited media exposure: A smaller venue may not attract as much media attention and buzz, which can limit the artist's exposure.
4. Limited credibility: Playing in a smaller venue may not increase the artist's credibility and reputation as much as playing in a larger venue.

2) What are some challenges presented by secondary market ticket sales? Why might some artists and promoters encourage these?

Secondary market ticket sales refer to the resale of tickets to an event after they have been sold by the primary ticket seller. These tickets are often sold at a higher price than their face value, and the secondary market can be a lucrative industry. However, it can also present some challenges.

Challenges presented by secondary market ticket sales:

1. Unfair pricing: Secondary market ticket sales can lead to unfair pricing for fans who may not be able to afford the inflated prices.
2. Fraudulent activity: Some secondary market sellers may engage in fraudulent activity, such as selling fake tickets or overselling tickets.
3. Scalping: Scalping refers to buying tickets in bulk with the intent to resell them at a profit. This can limit the number of tickets available to genuine fans.
4. Legal issues: Some states or countries have laws that restrict or ban the resale of tickets above face value.

Why some artists and promoters encourage secondary market ticket sales:

1. Increased revenue: Some artists and promoters may encourage secondary market ticket sales because they can generate additional revenue.
2. Fan engagement: Secondary market ticket sales can create a sense of exclusivity and excitement around an event, which can increase fan engagement.
3. Better pricing: By allowing secondary market ticket sales, artists and promoters can let the market determine the value of the tickets, which can result in fairer pricing for both the seller and the buyer.
4. Easier access to tickets: By allowing secondary market ticket sales, artists and promoters can make it easier for fans to obtain tickets to sold-out events.

Overall, while secondary market ticket sales can present some challenges, they can also offer benefits to both artists and promoters and fans. It is up to individual artists and promoters to decide whether or not to encourage or discourage these sales.