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Music Business

Chapter 17

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1. Small venues typically need more stage equipment than larger venues. Smaller venues have an advantage for an artist that wants to do a smaller concert but bigger venues like mid sized music venues have potential for outsized profits and even sell out.
2. Ticket scalping is a problem found in secondary ticket marketing, which is driven by basic supply and demand. This is problematic for the artist, agent, and promoter. They normally don't share in these profits.