

Understanding The Thai Music Festival Industry



Agenda

1

Research
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Methodology

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Industry
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4

S-C-P
analysis

5

Preliminary
Conclusion

Research Question

What are purposes of music festivals in the organizers' perspective ?

How does the industry work ?

How do these players set their strategy ?

Methodology

Data Collection Method

Primary data

Interview (GMM Grammy & Cat Ratio)

Secondary data

News, Article, Research Paper

Analytic Tool

SCP paradigm

Structure, Conduct, Performance



MR. Yuthana
Boomorm

GMM
Grammy



MR. Montien
Kedsirithep

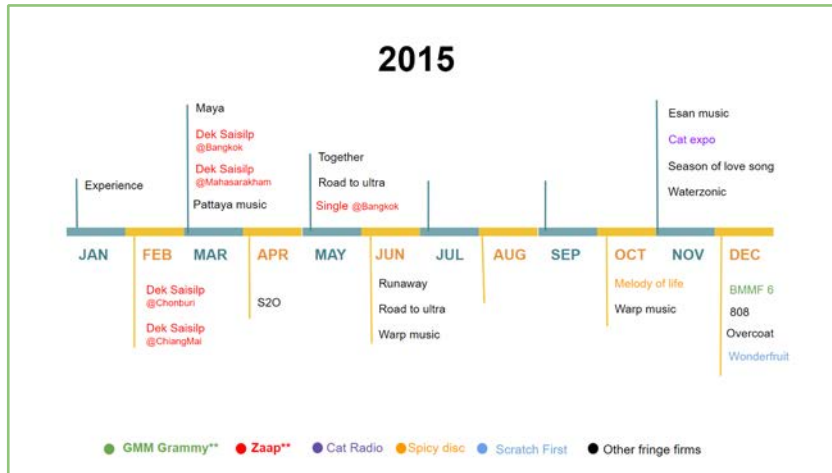
Cat Radio

Industry Background

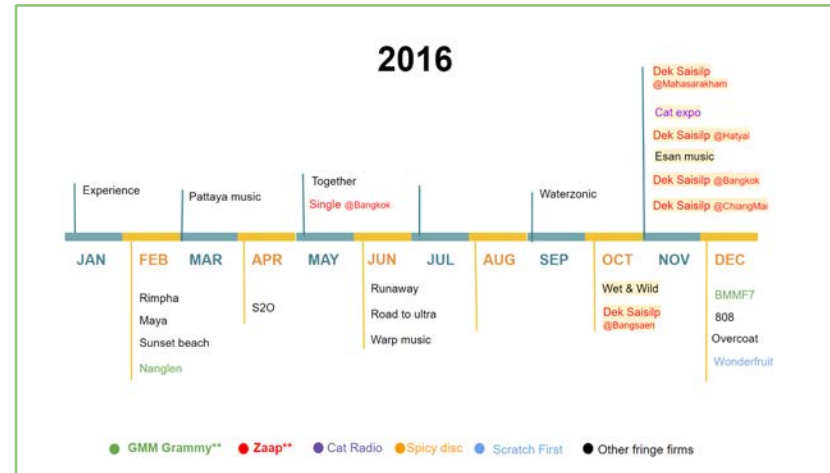


The appearance of music festivals in Thailand

2015

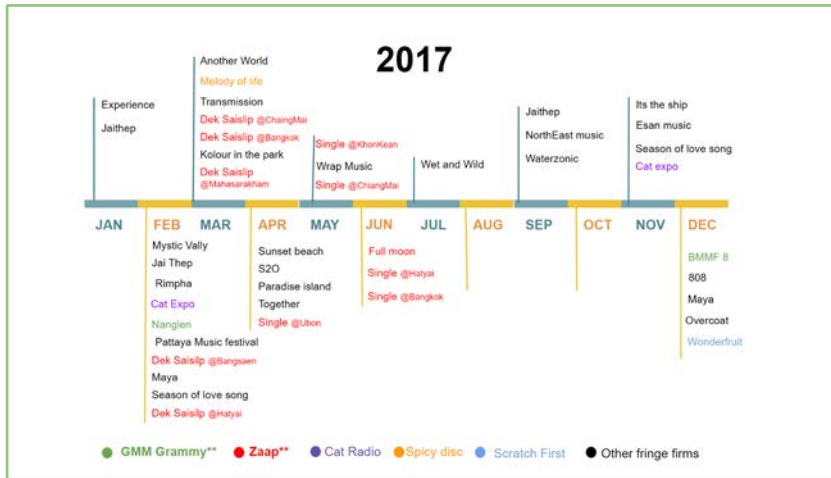


2016

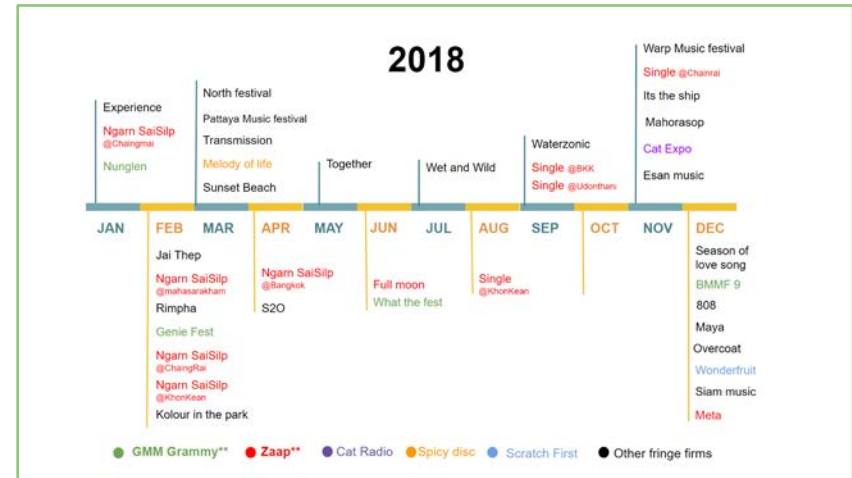


The appearance of music festivals in Thailand

2017

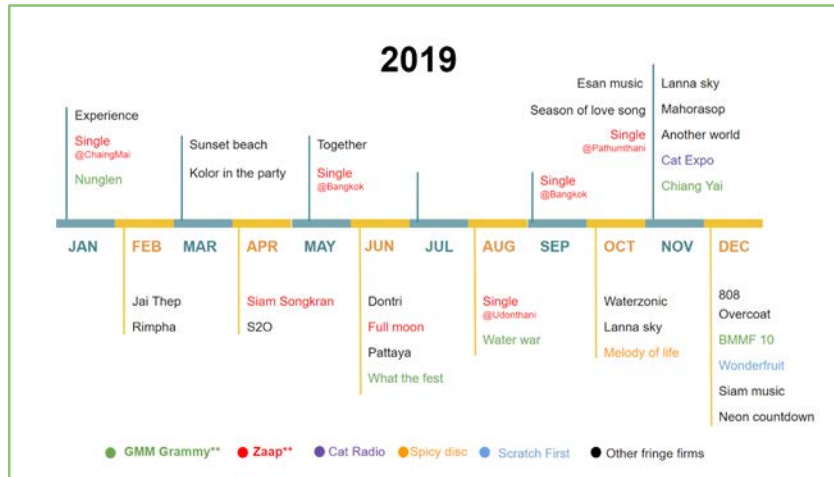


2018



The appearance of music festivals in Thailand

2019



The most congested period

The beginning of the year

The end of the year

2015

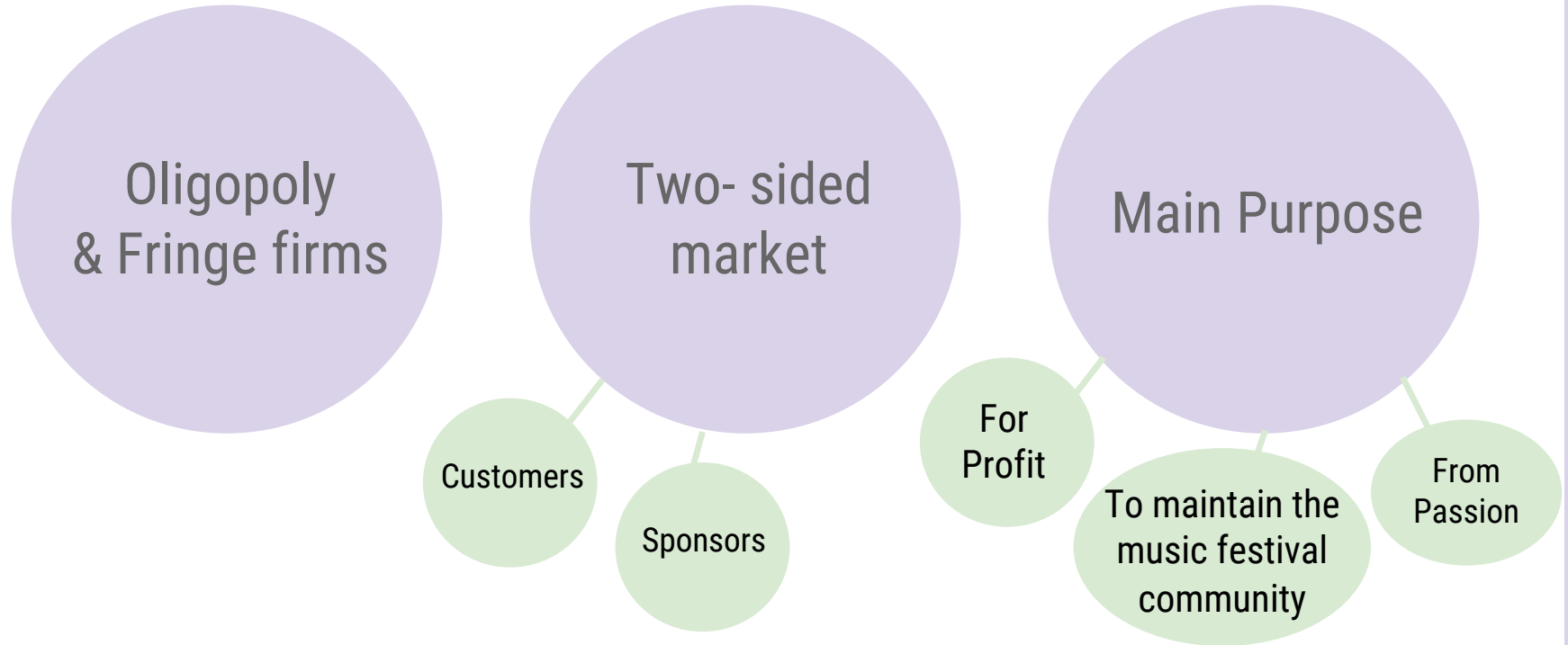
2016

2017

2018

2019

Music Festival Industry Competition



Research Question

Methodology

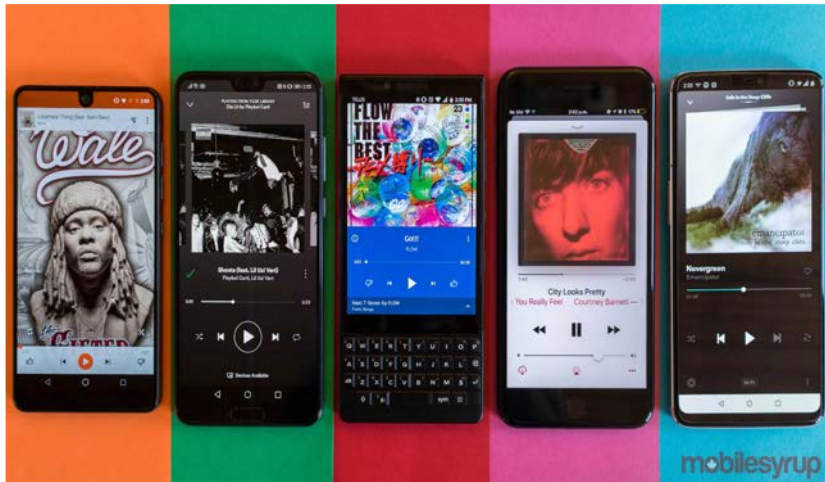
Industry Background

SCP Analysis

Preliminary Conclusion

Current Situation and trend of music festival

Music streaming



Research Question

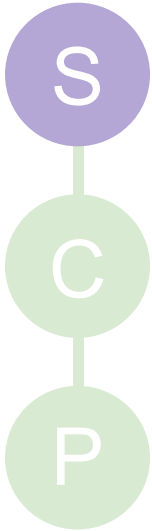
Methodology

Industry Background

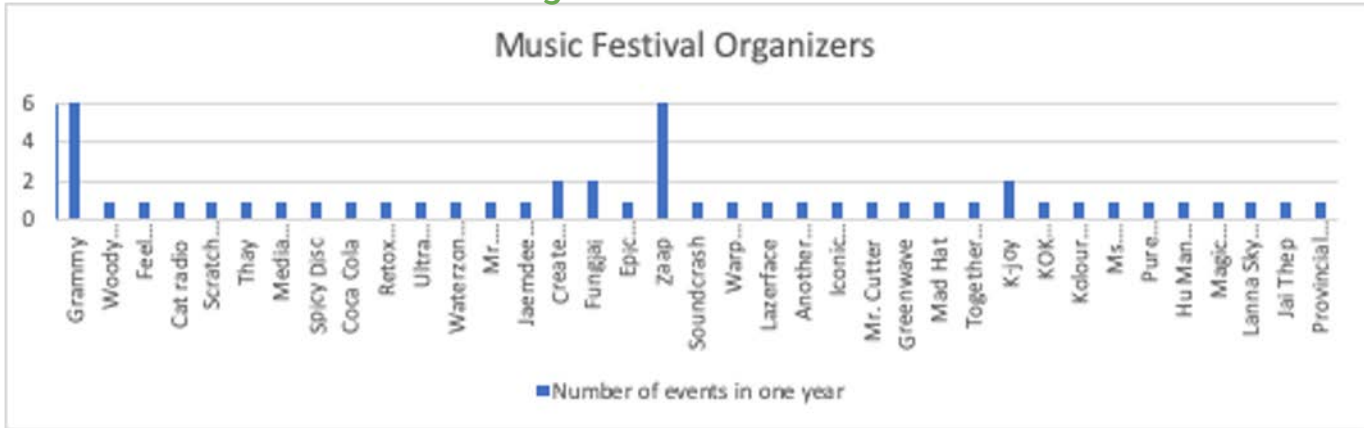
SCP Analysis

Preliminary Conclusion

SCP Analysis : Structure



Music Festival Organizers based on 50 music festivals



Source: constructed from the author's own survey

SCP Analysis : Structure

Barrier To Entry

S

Lots of
fund

High
Competition

Copyright
issues

Economies
of Scale

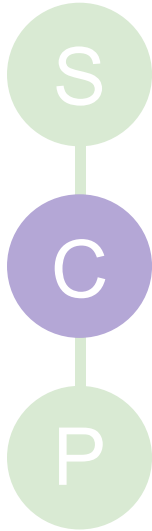
C

P

Level of Barrier To Entry is **HIGH**

SCP Analysis : Conduct

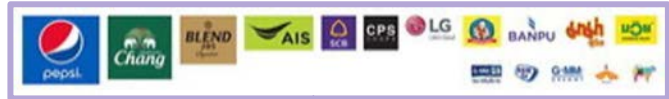
Two-sided Market



Poster of Big Mountain Music Festival in 2019



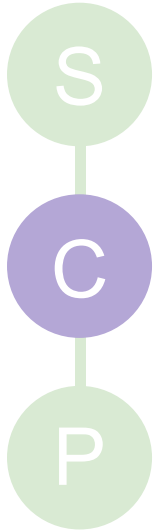
Sponsored by



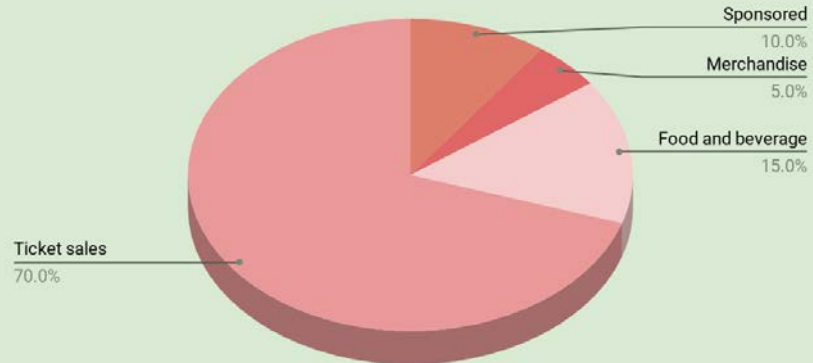
Source: Sanook.com

SCP Analysis : Conduct

Two-sided Market

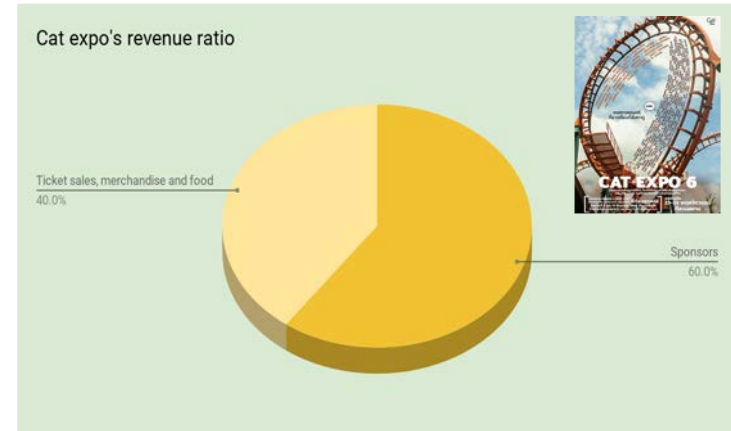
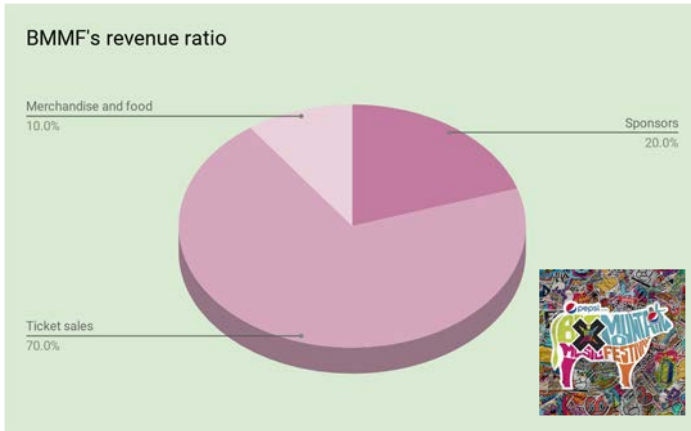
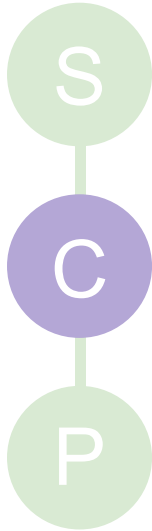


The world standard revenue of music festivals ratio



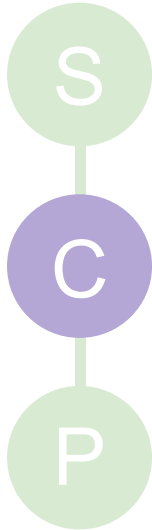
SCP Analysis : Conduct

Two-sided Market



SCP Analysis : Conduct

Competition Strategy - Economies of Scales

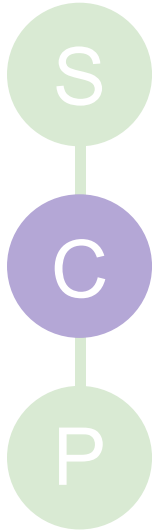


ZAAP

Zaap can achieve EOS since it launch its Music Festivals (Single Music Festival & Dek Sai Silp Music Festival) in many provinces within one year.

SCP Analysis : Conduct

Competition Strategy - Horizontal Integration

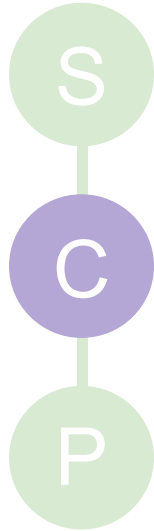


GMM X Zaap

Chiang Yai Music Festival organized by both Gmm Grammy and Zaap, which are potential players in the industry. **Collusion** not only occurs among big players, but it can be done by both fringe firms and dominant players.

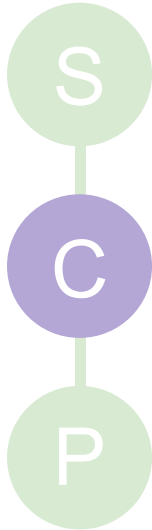
SCP Analysis : Conduct

Competition Strategy - Product Differentiation

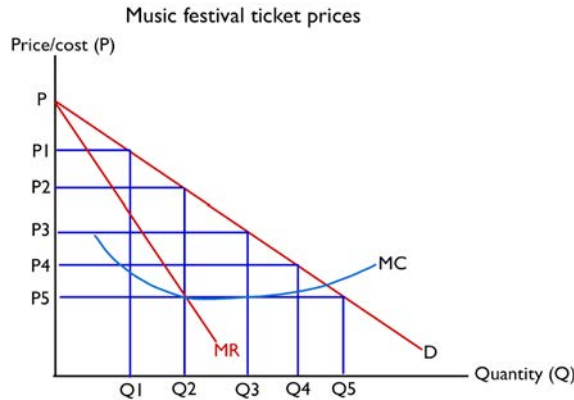


SCP Analysis : Conduct

Competition Strategy - Pricing strategies



Second degree price discrimination



The package for 6 people

Table for Single festival ticket prices:

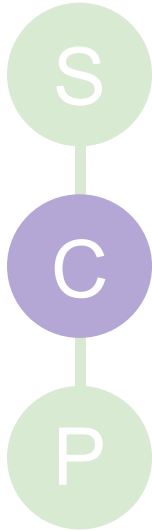
ประเภทบัตร	ต่างจังหวัด	กรุงเทพฯ	วันที่จำหน่าย
หมู่ไฮส	399 ฿	699 ฿	01 ก.ค. 61
สาวไฮ	299 ฿	599 ฿	*01 ก.ค. 61 เริ่มจำหน่าย
ไฮคหู่ (ซื้อ 5 แถม 1)	1,500 ฿	3,000 ฿	01 ก.ค. 61 *01 ก.ค. 61 เริ่มจำหน่าย

A purple box highlights the 'ไฮคหู่ (ซื้อ 5 แถม 1)' row, and a purple arrow points from this box to the text 'buy five gets one free'.

"buy five gets one free"

SCP Analysis : Conduct

Competition Strategy - Pricing strategies

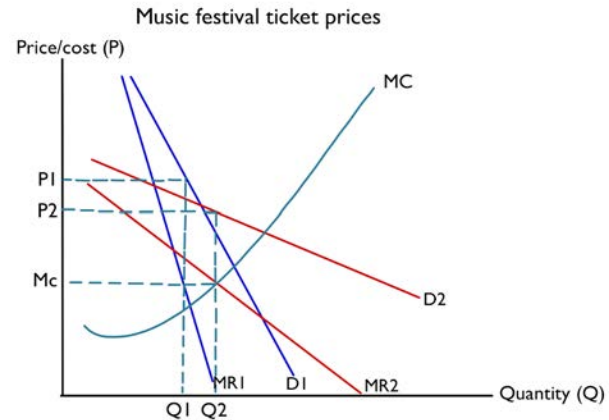


pepsi S20 13-15 APRIL 2018 LIVE PARK, BANGKOK S20FESTIVAL WWW.S20FESTIVAL.COM

CHOOSE YOUR TICKET	Advance ticket	3 DAYS (13-15 APRIL)
EARLYBIRD	NOT AVAILABLE	3,400 THB
ADVANCE REGULAR	COMING SOON	COMING SOON
REGULAR	COMING SOON	COMING SOON
VIP ticket		
VIP (Special Entrance+Platform +Bar+Toilet)	2,900 THB	6,800 THB
VIP PLUS (VIP Benefit + Champagne Bar)	4,900 THB	NOT AVAILABLE

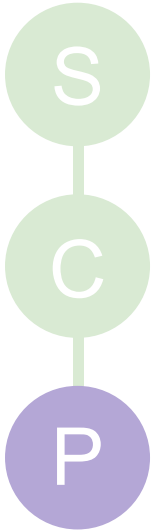
ON SALE: 12:00 PM
1 FEBRUARY 2018
WWW.S20FESTIVAL.COM

Third degree price discrimination



SCP Analysis : Performance

Performance



- The success of organizing a music festival
- The challenge of organizing a music festival in Thailand
- The perspective of the music industry in the future of Thailand

SCP Analysis : Performance

The success of organizing a music festival

S
C
P

1

Concept



3

Consumer understanding



2

Marketing



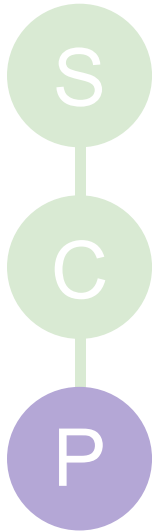
4

The size of company



SCP Analysis : Performance

The challenge of organizing a music festival in Thailand



Research Question

Methodology

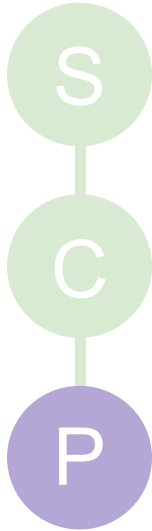
Industry Background

SCP Analysis

Preliminary Conclusion

SCP Analysis : Performance

The perspective of the music industry in the future of Thailand



With the advent of technology



In the near future, The direction in this industry will change with the advent of technology and it would be considered an important step to be a turning point in this industry.



In Thailand, there may be more specialized music festivals.

Preliminary Conclusion

What are the purposes of Music Festivals in organizers' perspective ?

- For Profit
- For maintaining music festival community
- From passion

How does this industry work ?

- Oligopoly structure
- Two-sided Market (Sponsors & customers)

How do these players set their strategies

- Economies of Scales
- Horizontal Integration
- Product Differentiation
- Pricing Strategy

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