

**Comments to Music Festival Presentation (Nina,Fill,Kitty)**

First of all, the presentation contains a lot of insights that supports the understanding of music festival industry. According to the success of the organizing music festival part, the researchers suggest that it comes from the concept, marketing, consumer understanding, and the size of the company. In my opinion, one of the key successes of the event comes from the lists of artist performing at the particular event. Especially for the EDM concert in general, most consumers only go if they are interested in the lists of artist. I think the consumer of different type of the music event has different criteria in deciding to join the events or not.