

Comment on classmate seminar paper

In this seminar paper the authors would like to study “**Understanding the Thai music festival industry**”. The authors want to study about music festival nature of business, how does the industry work, and how player in this industry create their strategy. They collect data by 2 sources which are primary data from interview and secondary data from news, article, and research paper. The analytic tool that they use is Structure-Conduct-Performance paradigm. In SCP analysis, structure part they use the number of music organizer to measure the market share in this industry. I wonder why they use number of event in one year by company to measure market share instead use of company revenue from ticket sale and sponsor or the number of total audiences.