

Music Festival

This paper wants to observe the main purposes of music festivals in the organizers' perspective and also the mechanism of the industry. Moreover the authors want to find out the strategies that these players used. They used both primary datas and secondary datas along with the SCP paradigm in their analysis. For primary datas, they interviewed managers from both GMM Grammy and Cat Radio and for secondary datas, they searched from news, articles and research papers. The results showed that different organizers had different purposes in organising music festivals. Some organizers were doing just to seek profit while others were doing just because of their interest and passion. However, they both want to maintain a music festival community. The structure of the Music festival industry is Oligopoly consisting of dominant firms and fringe firms. The industry is considered a two-sided market since the organizers seek some funds and support from customers and sponsors. In addition, the strategies that they used were competitive strategies which consist of Economies of Scale, Horizontal Integration, Product Differentiation and Pricing Strategy.

The SCP paradigm method that they used to analyse this paper was very appropriate since this theory has a method to answer the research questions. They did very well in the conduct part as they cover a lot of theories that the firms used. In the performances part, some indicators are not appropriate to measure performances. For example, the concept and consumer understanding factors in the success of organizing a music festival are rather subjective and, therefore, not the good indicators. Only the amount of tickets and sponsors are enough. Moreover, the size of market share of organizers can be a better indicator.