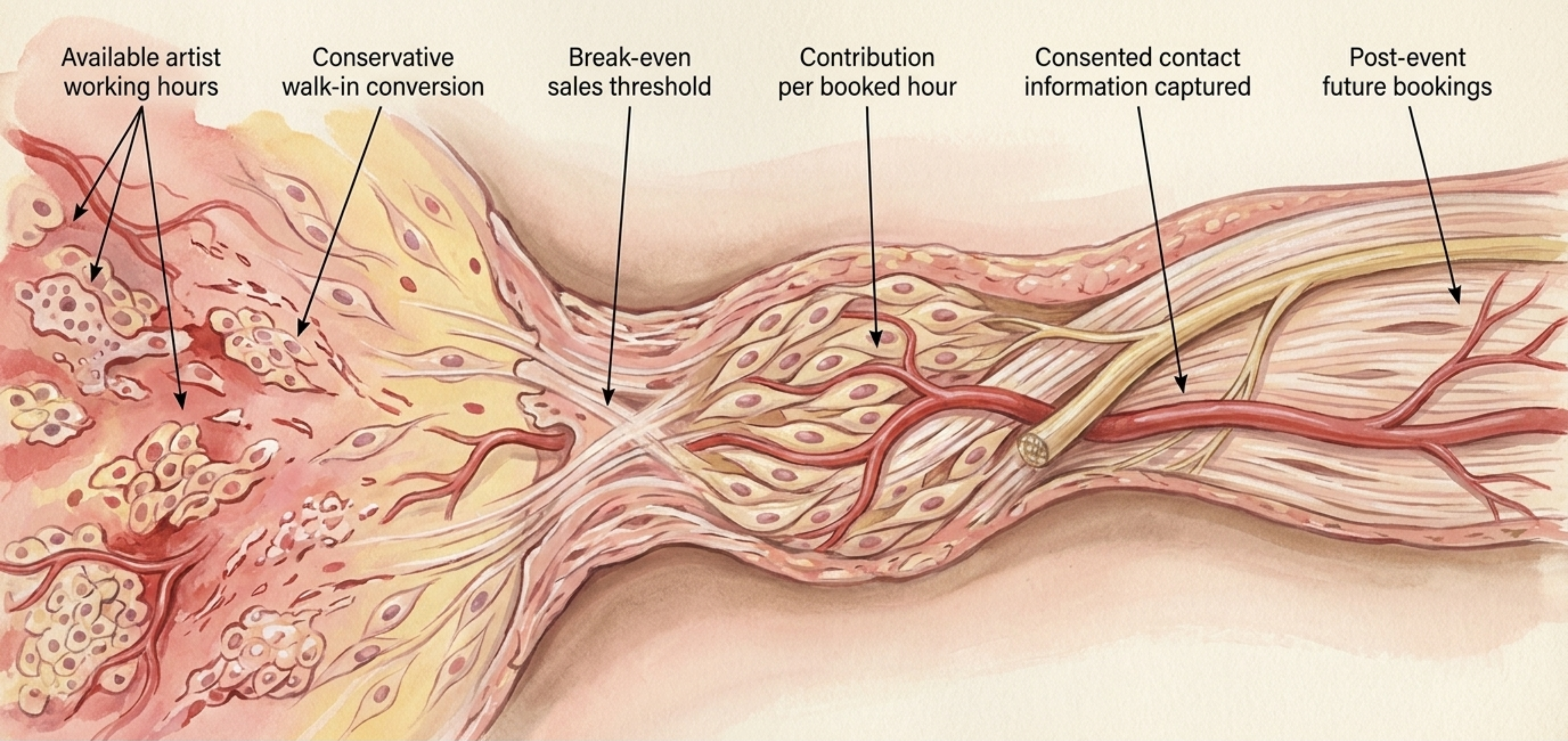




Profitability depends on the ratio between available artist hours and actual paying demand minus directly attributable costs.

CONVERT FESTIVAL TRAFFIC INTO REPEAT REVENUE.