## WHAT IS IT?

This chapter covers the economics of live performance. In other words, how money is made and lost through gigs.

We will look at small gigs, medium sized and large scale gigs. We will also look at merchandising and club nights.

WHY DO I NEED TO KNOW ABOUT THIS?

The business of live performance is substantial. Hundreds of millions of pounds are spent each year in the UK on gigs, concerts, festivals and music shows.

There are many jobs available in this expanding area of music, and money can be made from performing live, whether it's in a local pub or a huge arena.

However, gigs can end up costing money rather than making it! Being aware of the possible pitfalls can help you to 'breakeven' at a gig.