

Below is a quote from Stephen Tarkanish on The Nerds featured in Bars and Clubs Magazine:



"The essential integrity of The Nerds has been derived from the ability to control performances from their early financial stages to the timing of their national and regional touring. But new developments in technology are always presenting new challenges and growth opportunities for industry participants.

Such opportunities will allow smaller bands to carve out profitable niches for themselves. Yet ultimately the enormous amount of capital required to operate The Nerds program production facilities on a global basis presents a significant barrier to entry, and reinforces the trend toward vertical integration of the industry. Because the costs of productions are what financial analysts call "sunk" costs, it makes sense for The Nerds to be exposed to as many windows of exhibition—from CD's, to Television, Corporates, Colleges, Nite Clubs, etc.—as possible .

That is not to necessarily imply, however, that the emergence of new media markets has eliminated downside risk, or that a flood of eager new entrants will not drive down investment returns for the industry as a whole, or that product appeal cycles have been banished forever. These aspects are part of the business, just as they are for any other business.

Although it is too soon to know whether recent industry consolidation trends will prove viable over the long run, it is clear that the financially economic structure of the music industry is rapidly becoming more complex, and as such, is providing a more interesting and potentially more profitable arena for The Nerds. If you don't believe me, check out our website at starsproductions.com"