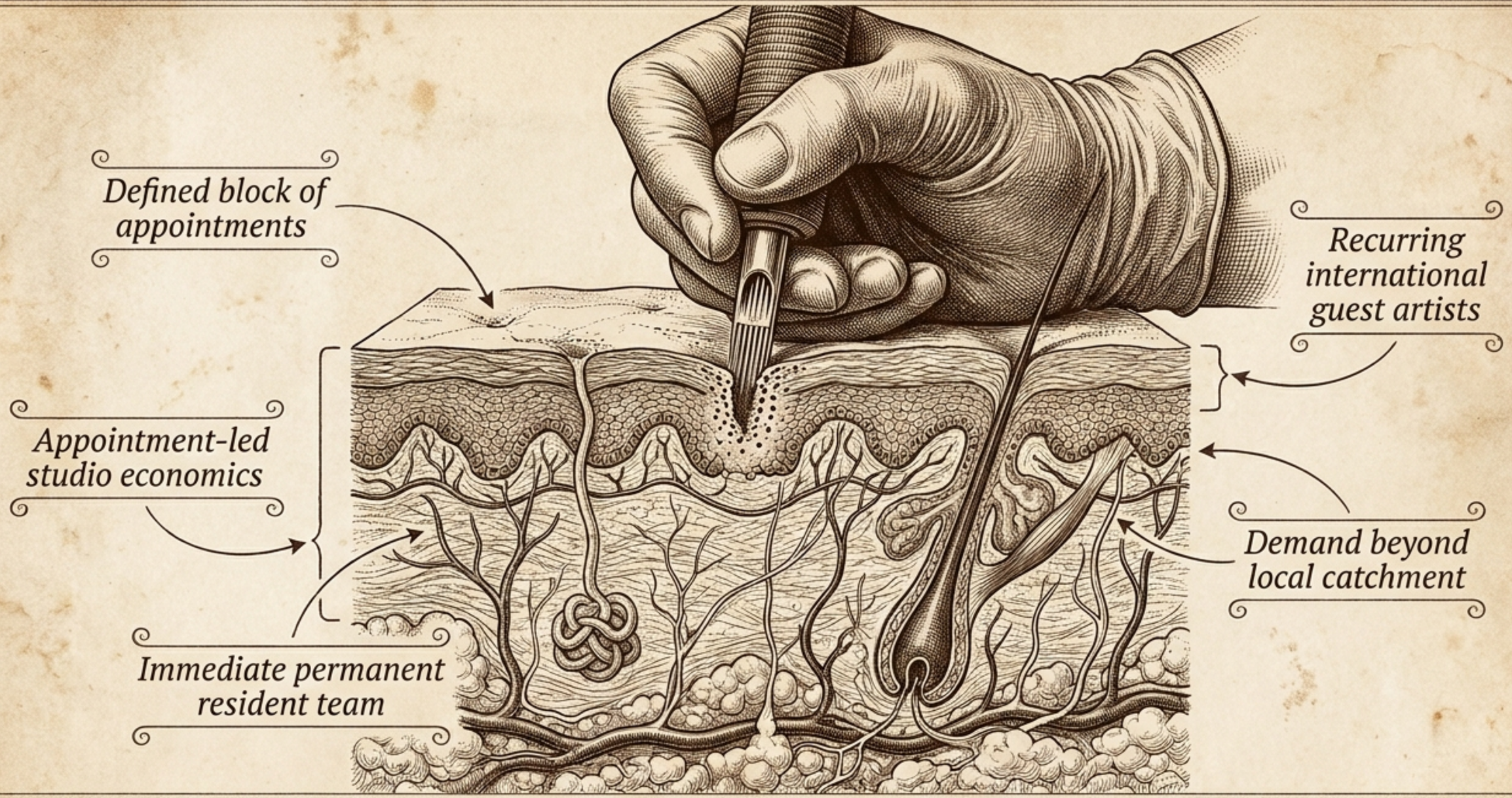

The strongest studio expansion model adds booked artist traffic before adding permanent payroll.

THE CALENDAR IS THE EXPANSION UNIT