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Stock market investors often find themselves trying to resolve the difference between the value of shares and its price. If you've spent any time investing in the stock market, you know that value and price are two different measures that arrived by different means. The collapse of real estate in 2008 demonstrated this principle. For example, many homes that may have had value derived from valuations or other means were ultimately sold for significantly less money because that was what the market was willing to pay. As for shares, then investors in the stock market usually determine the value of shares, looking at factors such as: Profit (past, present and, more importantly, future forecasts)Market sales over timePotential and current competitorsDiversity indicators, such as the P/E ratioView of analysts' reports that monitor the company Most of this analysis is simple and based on published facts and figures, although there is still plenty of room for different interpretations. For example, if a company goes into a new area of business, through mergers or acquisitions, it may or may not be successful financially, no matter how good it may look on paper. Career stock market analysts make very good salaries by parsing facts and figures along with opportunities for success or failure. Ultimately, analysts will arrive at a cost, meaning what they believe stocks should trade on the market. Often the actual share price is at or near the estimated value of analysts, in addition to daily fluctuations due to the growth or fall of the market. However, many cases come down where the share price, or the amount on which it trades on the open market, is quite different from its value. The trading price of shares is a number that the finished seller hands and willing buyer consider acceptable for each party. In other words, the actual value of the shares is all anyone is willing to pay. While fundamental factors affect stock prices in the long run, supply and demand rule stock prices in the short term. More buyers than sellers may mean the share price will rise, while more sellers than buyers indicate the price will fall. Whether there are more buyers or sellers on this stock on any given day depends on many factors, such as: General market trendsNews, good or badConference or lack thereof in the economyCompany news such as income, financial issues or scandals In short, traders are more concerned about the share price and its fluctuations, while investors are more concerned about the value of shares. Traders live on changing prices, whether up or down. They make money by finding out how prices will move and take a position so they can make a profit if they do the right trade. Investors are more concerned about the cost because in the long run their value estimate will guide their buy decisions or their holdings. Taking a long-term view does not mean buying and forgetting to forget market is changing, and often quite quickly. It is important for investors to reassess the value of shares regularly. Taking this step makes it unlikely that you will keep a failed stock or make a selling mistake one that has strong prospects. Live Nation (NYSE:LIV), the nation's leading concert promoter, has been disconnected, if you will, in recent months. Arena concerts, bar shows, and even outdoor festivals don't take place in the new normal, essentially drying up live nation's business. Revenue grew by 98% - yes, 98% - in the last quarter. It's not easy to get a good read on Live Nation. It was a rock star more recently, as last year, but will it continue to bolster profits for investors for the foreseeable future? Let's take a closer look at the good and the bad before deciding if this stock is worth adding to your portfolio right now. Picture Source: Getty Images. The show should go on good news is that the awful second-quarter financial performance it published earlier this month doesn't matter as much as you think. It is true that Live Nation missed badly at both ends of the revenue statement. The \$74.1 million it delivered revenue for the quarter was a woe short of the \$268.4 million that analysts had expected. The \$2.67 per share loss on the bottom line was a bigger hole than the \$2.08 a share that wall street pros had forecast. It doesn't matter. Everyone knew that the months of April, May and June would be brutal. The blunder was largely the handwork of analysts who did not update their models. Another good news story is that people are still clinging to their concert tickets. An encouraging 86% of people who hold tickets to redeveloped shows are going to ride it without a refund. Fandom is strong, even in pandemic conditions. Unfortunately for Live Nation, that's where the good news ends - at least until we get back to the point where crowded stadiums are possible. No one knows when the show will return. Even if these rescheduled shows and festivals come around next year, will social distancing force Live Nation to refund some of the unmarked tickets anyway? Until COVID-19 has been defeated, it's easy to see even masked concertgoers spreading the deadly virus as they sing at the top of their lungs. Live Nation events were played by up to 98 million fans last year. When do you think he will come close to that number again? The bears began to move on. Short interest has fallen sharply since peaking in April. Shares have more than doubled - to 132% - since it was released in March. Still, that doesn't mean much unless Live Nation fills the concert halls again. People are still buying tickets to upcoming events, but the longer the pandemic lingers, the more likely these performances will also be carried. Even if COVID-19 is miraculously eradicated sooner and later, it's not as if Live Nation will be ready to charge the stage. Economics is not what it was before and spring is for an expensive gig may not be a consumer priority in this expansion of the recession. Now it's hard to call Live Nation a purchase. We know people were still going to the show last year. Revenue rose 7% for Live Nation last year, with adjusted operating income growing twice as fast. However, there are some markets where the impact of the pandemic will continue. Live entertainment is one niche that will take a long time to introduce a full recovery. For someone new to Wall Street, stock prices may seem puzzling. They go up and down, people do and lose money, but why are they moving? Who or what decides where these stock prices land every day? Pinning the exact reasons why one stock sells for a certain price is almost impossible. There are too many factors, some of which simply boil down to the personal sentiment of individual investors who choose to buy and sell. However, it is not very difficult to understand the basic principles behind stock prices. Although there will always be a level of uncertainty when it comes to stock prices, you can find out what to look at to get a sense of why stocks value the way it is. Equity markets, often simply referred to as Wall Street, have three main goals. First, equity markets are establishing a primary market, connecting capital savers with those who want to raise capital. In other words, a business owner who wants to start or grow a business can use capital markets to connect with investors who have money to save. There are two main ways business raises capital: bonds and stocks. The company issuing the bond essentially sets up a loan agreement with the investor, and the company agrees to pay back the loan plus interest by the deadline. The company that issues the shares sells partial ownership in the company. Instead of getting repaid as a loan, the investor will instead sell this partial ownership at a later date - hopefully after the company has grown and increased its value. As the company's value rises, the share price is also - although there are other factors to consider. Second, equity markets are contributing to the secondary market for existing stock and bondholders to find others willing to buy their securities. The secondary market makes the primary market more successful because it gives investors more confidence that they will be able to find someone to buy the stocks and bonds they want to sell, which creates a source of liquidity, or easy access to cash. Finally, capital markets enable ordinary people to outsource their investment decisions so they can instead focus on their core careers or activities. Capital markets create an opportunity for institutions and individuals to invest on someone's behalf - for a fee. This investment is sometimes made through a broker-dealer. Increasingly, this is done through a firm that is a registered investment adviser who the obligation to put clients' interests above the interests of the firm, including registered investment advisers, who are primarily asset management companies. Whoever you hire to manage your money, the fact is that you can pay someone else to handle your portfolio so you can spend more time getting revenue rather than reading 10-K filings or mutual funds avenues. Fluctuations in stock prices, when stocks become overvalued or undervalued, occur in the secondary market. Once the company has attracted interest in capital from investors, it is those investors, or partial owners, buying and selling among themselves, that determine the current market value of trading. Prospective buyers are declaring the price they are willing to pay, known as a bid. Potential sellers announce the price they are willing to sell, known as asking. The mid-market producer is working to build liquidity by facilitating trade between the two sides. Simply put, the request and stake determine the share price. When the buyer and seller come together, the trade is executed, and the price at which the trading took place becomes the quotation of market value. That's the number you see splashing around on TV feeds, financial internet portals and brokerage account pages. While the request and stake essentially create a share price, it doesn't touch on big questions, such as why the seller was willing to sell at a certain price, or why the buyer was willing to pay a certain amount. Some people don't think it makes sense to ask these deeper questions, and such thinking is known as an effective market hypothesis (EMH). The theory is that the share price reflects the true value of the company at any given time, no matter what analysis of the company's fundamentals or broader market trends might offer. EMH believers are advocates of passive investing, a strategy that takes a broad and neutral approach as opposed to targeted analysis and timing. The thinking is that no amount of research can predict market randomness, so it's best to buy as wide a range of stocks as possible and hold on to those stocks for as long as you can. EMH is not a common theory, and it is actually very controversial in some investment circles. On the other side of the theoretical spectrum, you'll find a theory of values. This theory states that companies trade more or less than they cost all the time. The real value of the company - what Benjamin Graham called his own value - is the net present value of the owner's income. It is the cash that can be extracted from the enterprise from now until the end of time, based on the actual productive capacity of the business itself. In other words, how much money does the company make, and how long can it continue to make that amount? Although the strenuous value is based on the analysis of hard data, there is also a subjective element. For example, investors may consider qualitative factors, such as the leadership style in determining The theory also takes into account something known as a risk-free rate. This is the rate at which your money can grow in relatively risky securities. In the U.S., investors determine this by watching the rate on long-term U.S. Treasury bonds. If you think stocks are sold for less than its own value, but the difference isn't much greater than betting on Treasury bonds, or there are significant risks, it's perhaps best to avoid market risks and invest in bonds instead (or find a company that sells at an even higher discount compared to its intrinsic value). Investors who follow this theory are valuable investors. These include well-known investors such as Warren Buffett (whose mentor was Benjamin Graham). His widely attributed quiz draws from this outlook, including his belief that if a business does well, the shares end up following, and it's much better to buy a great company at a fair price than to buy a fair company at a great price. When something causes the company's share price to fall, a valuable investor will check it and decide if it presents an opportunity to buy. Buy.