



ticketing mailbox &lt;ticketing@culture.gov.uk&gt;

---

**RE: Secondary Ticketing issue**1 message

---

20 November 2015 at 11:35

To: ticketing@culture.gov.uk

Hello,

I just came across your review of consumer protection measures regarding ticket reselling systems in the UK and wanted to add my concerns to the list. I fully support new legislation that would crush the secondary ticketing systems' unethical high-margins.

As a fan, secondary ticketing systems is something I have seen intensify in scale over the years, perhaps for a good 10 years now. My first and most direct experience with the problematic attempt to buy tickets for a music show was for Michael Jackson's planned 'This Is It' concert run at London's O2 Arena in 2009.

On the day of ticket sales, I spent a total of 7 hours attempting to buy tickets for the dates I wanted to attend. No one should have to wait hours to complete their ticket purchases. For Prince's 21 Nights at the O2, I think I recall spending 2 hours purchasing tickets for 2 dates in 2007.

Same again for acts like Janet Jackson (O2 Arena, 2016), Fleetwood Mac (O2 Arena, 2015), ELO (O2 Arena, 2016).

During the Michael Jackson 'This Is It' ticketing sale, fans were held in lengthy digital cues, unresponsive websites, many unable to buy tickets. Many tickets were available almost immediately on eBay and Viagogo for super-inflated prices, sometimes into the thousands of Pounds for front-row or ground-level seating.

Viagogo was new at the time (at least to me) and was advertised as the official secondary ticketing partner of AEG Live (the promoters of the 'This Is It' concert, and managers of the O2 Arena) and Ticketmaster. As far as I recall, fans were officially encouraged to resort to Viagogo had they not been successful with Ticketmaster. I was lucky in getting my tickets throughout the day, but worried for the fans who had to resort to this secondary reseller.

I notice that Viagogo still continues to operate as a branch of Ticketmaster. I don't think the UK should stand for official ticket outlets to harvest a secondary reseller offering more tickets than the primary box office outlets.

The newer AXS system set in place via the O2 Arena/AEG Live websites are an improvement, but tickets still seem to "sell out" to secondary resellers within a very short amount of time.

O2's Priority access scheme is also an improvement, but the problem still persists. This can't go on.

The proposed legislation for secondary resellers to stock tickets at no more than 110% of a ticket's face value seems fair.

I also recommend that secondary resellers should have no affiliation with official outlets (e.g Ticketmaster) - surely there has to be a benefit to the original outlets if they both belong to the same company/owner. For Prince's recently cancelled 'Spotlight' European tour, some fans were being pushed to buy from Ticketmaster's

'Get Me In!' reseller before attempting to use Ticketmaster's outlet first - surely there's something wrong with this.

There has to also be a way to stop automated computer systems to buy tickets en masse for the purpose of reselling. Fans should have the right and ability to buy tickets first-come, first-served - the way it's always been at a box office when you had to physically turn up and queue. Digital technology should improve our experience, everything should be more efficient the consumer, not slower. Technology should help us, not worsen things.

I hope the UK Government acts on this and clamps down on this soon, not just for the benefit of the fans, but for the benefit and respect of the artists involved too.

Thank you and I look forward to seeing the outcome of your review.

Kind regards,

;



ticketing mailbox <ticketing@culture.gov.uk>

---

## re. secondary ticketing... Ticketmaster issue

1 message

18 November 2015 at 18:28

To: ticketing@culture.gov.uk

Just to raise a point.

When doing a google search for Ticketmaster- Getmein is often the first link ( a Ticketmaster company) which looks like the Ticketmaster website but with hyped prices. I don't like the fact a company can be allowed to do this.

looking forward to hearing the outcome of the consultation

