



ticketing mailbox <ticketing@culture.gov.uk>

(no subject)1 message

19 November 2015 at 12:28

Reply-To: .

To: "ticketing@culture.gov.uk" <ticketing@culture.gov.uk>

Dear sir/madam

As someone who is a keen follower of live music, I try to attend concerts on a regular basis but often find myself in one of the following positions:

- 1 concert sells out very quickly / difficult to apply through due to apparent excess demand
- 2 ticket resale sites IMMEDIATELY offer a huge number of tickets for the same events at an unacceptably high mark-up (100%, 200%, 300%)

Clearly even valid concert attendees will sometimes find themselves in a position whereby they have tickets which they cannot utilise through either an unexpected clash in a diary with a future event or even that someone has purchased the same tickets for them. For this reason, there is clearly a genuine need for a resale market to exist, in order that tickets do not go to waste and that genuine buyers do not find themselves out of pocket.

However, logically we should expect this to represent a small volume of ticketing transactions.

In my view this market should NOT act simply as a backdoor for individuals' or organisations to make profits - and this is clearly what is happening .

With touts acting now on such an organised & large scale, the whole situation is out of control.

I have heard arguments in the media from the Chief Executives of certain Ticket resale sites that they are simply reacting to free-market-economy forces

and providing a service by which genuine fans can resell unwanted tickets - seriously? no...seriously?

"But honestly everyone, its just the law of supply & demand and we are living by this"

Clearly they aren't going to openly say "hey, I love tickets touts...they flood the market with tickets for resale at vastly inflated prices so I can make huge profits from commissions on helping them sellthe higher the prices the better"
 - but to hide behind economics: please . Look at yourself in the mirror and ask if it is "right"

What about ethics? What about rewarding a genuine supplier for providing a service?

The profits made on non-genuine ticket resales do not go the artists or promoters : so you can see why artists/promoters are outraged

- but at what point do bands /artists take things one step further and say, why should I tour ? why should I "add " to people's life experiences ?

- or, hey, to try to keep out the touts, I'll simply keep putting prices up & up ...clearly people are prepared to pay, so why shouldn't it be me who gets the cash - greed is good as Gordon would say

Either way, you can end up in a situation where audiences are comprised either of the rich (who frankly can afford it) , or everyone else who is getting, lets be honest, "ripped off"

...Do we want artists to say, the heck with itno more live music?

The only winners from the current situation appear to be the touts and bulk-volume resale sites who "turn a blind eye" - filling their pockets to the expense of others and adding nothing to society

- I believe that in the animal world they could be compared to some species of parasite; they cant exist on their own, but only survive & flourish by taking from others

A further thought : do we genuinely think that none of the profits made from bulk ticket reselling are going to / arranged by organised crime ? (albeit white collar I would assume would be the answer). No probs there - Turn a blind eyeIts legal "stealing" at the moment ...result .

Tax : Companies and individuals are required to pay corporation tax and income tax on the profits of "trading" transactions - unless you are a tout of course

as Im pretty sure none of this is declared anywhere as trading income

But then again, maybe the government are happy to simply take the extra Corporation tax generated by the revenues off the licenced resale sites

and therefore cant be bothered to address the issue - after all, when we see Politicians and Government Movers/Shakers attending events do we really think they spent half an hour on the phone or internet securing their tickets , or 2 hours in a queue in the rain to buy ? Course not.....so because it does hurt them they can ignore it and get to see everyone they wantpresumably for freein the front row . This is certainly a widely-held perception

In an ideal world , cant we start to think how to :

- limit the amount of markup allowed on ticket resales to say 10% (to cover postage and stationery say) ; so genuine resales can continue
 - ideally don't allow resale until 1 month prior to event (lets see how many touts want to have their capital tied up for a year earning zero interest, with a risk that they lose it , or having to take out a loan to fund their businesscredit reference please sir? capital & security please ?)
 - system to allow /encourage venues to take returns and therefore resell to genuine fans
- It isn't going to be an easy fix, but when was anything worth doing, easy ?

And for the record.....I'm a white-collar , middle aged "professional" with extremely conservative middle of the road views, so for me to actually take the time to do this is a first for me

But its like your vote, if you have a voice, you should try to use it

Thanks for asking for an opinion

Regards,

