



Department  
for Culture  
Media & Sport

ticketing mailbox <ticketing@culture.gov.uk>

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## Review of Consumer Protection Measures

2 messages

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To: " " <ticketing@culture.gov.uk>  
From: " " <viagogo.com>  
Date: 28 October 2015 at 11:28  
Subject: " " <ticketing@culture.gov.uk>

Thank you for giving us the opportunity to contribute to the review. There follows a response from viagogo.

Unfortunately neither I nor . . . can attend the session on November 12<sup>th</sup>. However, our point of view is set out below and I hope that will be helpful.

Do please let us know if there is an opportunity to meet with Professor Waterson at some point during the process.

With best regards,

## Response to the Call for Evidence from the Department of Business, Innovation and Skills and the Department for Culture, Media and Sport

viagogo is pleased to have the opportunity to contribute to the Review of Consumer Protection Measures relating to online Secondary Ticketing Platforms.

As we have outlined in a previous submission to a House of Commons Select Committee and in consultations with DCMS, viagogo firmly believes that once a consumer has purchased a ticket from an event organiser that the ticket is then for the consumer to do with it as the consumer wishes.

Indeed, it is viagogo's mission to revolutionise ticketing by introducing improved choice, efficiency and security. viagogo enables people to trade tickets in a safe and secure environment free from fraud. We guarantee that people will receive the tickets that they paid for in time for the event. If a problem arises, viagogo will step in to provide a comparable replacement ticket or a refund where this is not possible.

Prior to viagogo, there were very few options for consumers who wanted to purchase tickets to sold-out events. A legitimate, transparent online marketplace such as the one offered by viagogo is the only practical and realistic solution to street touting and fraudulent selling.

Hence, it is not surprising that since our launch over seven years ago, consumers have embraced the viagogo service. Today, viagogo is available in 31 languages and 47 currencies, and customers in over 160 countries have used viagogo.

The recent Rugby World Cup is an excellent demonstration of how we provide a valuable service to anyone wanting to buy or sell a ticket. Customers had a great experience buying and selling tickets safely and securely on viagogo while avoiding fraud and dealing with street touts.

Thus, viagogo is encouraged that the government continues to recognise the value of a well-functioning secondary market and that a market-led approach is the preferred path to improving consumer protection and the accessibility of events for fans. We are pleased that the government continues to encourage the use of safe, secure and guaranteed platforms.

The government has stated on many occasions that existing laws already have all the necessary safeguards in place to protect both buyers and sellers. We wholeheartedly agree with that position.

**www.viagogo.com**

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2 November 2015 at 13:52

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

Many thanks. I will though send you the agenda for the session on the 12th - just to keep you in the loop going forward.

Regards,

Head of Secondary Ticketing Market Review Project  
Department for Business, Innovation and Skills/Department for Culture, Media and Sport  
100 Parliament Street,  
London, SW1A 2BQ  
T:  
M:  
E:

DCMS has new e-mail addresses without the 'gsi'. So please update your contacts to read:

[Quoted text hidden]

134