



Department  
for Culture  
Media & Sport

ticketing mailbox <ticketing@culture.gov.uk>

---

## Secondary Ticketing - Call for Evidence

2 messages

21 October 2015 at 11:40

-----  
From: "Ticketing mailbox" <ticketing@culture.gov.uk>  
To: "Ticketing mailbox" <ticketing@culture.gov.uk>

For the attention of:

Call for Evidence Co-ordinator

Dear Mr Jenkins,

I would like to register my interest in taking part as a recognised expert in the forthcoming secondary ticketing review

I have over 20 years experience working in the live music and sporting industries and am fully familiar with all aspects of the primary and secondary ticket markets, and how they interface with the live entertainment sector

Since 2007, I have been the head of the Commercial Protection unit at The O2, London, as well as responsible for anti counterfeiting, and crime reduction operations at most of the UK's major festivals including the Reading and Leeds Festivals and Download

I guest lecture at the Police College, Ryton, on the subject of intelligence sharing on operational planning courses and at Buckinghamshire New University, crowd safety management courses, on the subject of organised crime groups and their impact on live events

My company is regularly consulted by event organisers, primary and secondary ticketing companies, as well as various Police Forces, Trading Standards, and the Companies Investigation Branch of the Insolvency Service in relation to ticketing companies, ticket "touting" and ticketing irregularities

We are generally recognised as the UK independent lead experts in this field

We have also been consulted by Members of Parliament and Members of the House of Lords in respect of the secondary ticket market and its operation

My company has unique access to primary sales ledgers enabling us to forensically examine transactions for irregularities, such as attacks on systems by software commonly referred to as "bots"

Over the course of the last 18 months we have manually examined in excess of 130,000 ticket sales and transactions giving us a unique insight into the risks to both primary and secondary ticketing companies

I believe our experience of dealing with all aspects of the music and sporting ticketing markets would be of benefit to the review of secondary ticketing

If I can be of service please let me know

995

## The Iridium Consultancy

Q11 Q...

Revel A

Revel A

London

SE18 6SW

Tel: 020 8001 1111

020 8001 1111

[www.iridiumsecurity.com](http://www.iridiumsecurity.com)

# **Evidence Submission to the Secondary Ticket Review Panel from The Iridium Consultancy**

## **Introduction**

The Iridium Consultancy is an intelligence led team that is responsible for the identification of threats from organized crime groups, and individuals, targeting music and sporting events

Our terms of reference include, but are not limited to, the activities of ticket touts

We routinely and regularly monitor ticket sales for high demand events and manually examine ticket sales ledgers for irregularities

As part of this process, where we identify tickets purchased in an irregular manner, we would monitor the passage of that ticket from purchase to presentation for entry at an event

This gives us a unique insight into the volume of tickets appearing on the secondary market and how they are being acquired for resale

We derive no benefit, pecuniary or otherwise, from any primary or secondary ticket company or agency in respect of ticket sale or resale

This means that we remain impartial in respect of any opinion or evidence given

This is particularly important as Police, Trading Standards as well as other agencies and authorities regularly consult us

Over a period of 20 years, we have developed human intelligence sources (HIS)

These sources have provided invaluable intelligence and information in respect ticket touting, ticket fraud and how the secondary ticket platforms operate over the last two decades

Some of these sources are touts and others either current, or former, employees of the secondary platforms

## **DCMS Review 2007/8 Moving Forward**

In 2008 the department of Culture Media and Sport looked at the secondary ticket market

At that time there were between 30 and 35 ticket resale websites operating at any one time

These varied in size from sole traders to sites operated by large companies

At that time, the biggest single risk to the public were scam ticket sites, usually set up to target a single event and disappearing with a few weeks

Known ticket touts, well established in the secondary ticket market, operated all of the fraudulent sites

Wholesale ticket harvesting during this period was starting to manifest itself as a problem for consumers, inhibiting their ability to purchase tickets for high demand events at face value

From 2007 to the present, the secondary ticket market has changed out of all recognition

Where once consumers had a choice to purchase from any one of 30 – 35 secondary sites, the market is now dominated by 4 websites owned by three companies

The ability for consumers to purchase tickets during a general on sale for a high demand event is difficult, if not impossible

The advances in computer software enabling touts to harvest tickets using proxy identities is the biggest single threat to consumers

Software is available enabling those who possess it to target specific seats in specific blocks and rows and harvest them

Bypass software for security measures such as captcha, recaptcha and waiting rooms have been available for many years, thus enabling touts to get to the front of the cyber queue to scoop up the very best seats

Since 2007 we have also observed staff from two of the platforms, harvesting tickets during working hours, which have then been listed for sale on the sites they worked for

In one case, the then CEO of one of these platforms purchased twice the limit of tickets on a pre sale for a high demand event, and then sold them on his own companies website, despite the fact that the excess tickets had been cancelled off

Several months' later 4 people appeared with the invalid tickets having paid a four-figure sum for them

Trading Standards were on hand at the event and dealt with the victims

One major venue in the United Kingdom was losing between 500 and 700 tickets per show for high demand shows to bots and other forms of software in 2014

That as now increased to approximately 2,000 tickets per high demand show in 2015

The overwhelming majority of these tickets are then sold on through the four major platforms

This gives an indication of the escalation of tickets harvested by touts for resale to the detriment of the public

Preferential treatment for touts, including being paid for ticket sales prior to events taking place, happens on all four platforms we are led to believe

The higher irregular relationship between the platforms and touts selling high volumes of tickets is certainly an area that needs thorough investigation

It is our intention to present further information and evidence to the review panel in accordance with request for an extension to the deadline for submission

The Iridium Consultancy

----- Forwarded message -----

Date: 27 November 2015 at 02:58

Subject: Evidence To The Secondary Ticketing Review Panel Section 2

To: "

Dear

Please find attached the second section of evidence with supporting evidential screen shots

Kind regards,

The Iridium Consultancy

<https://mail.google.com/mail/cb/7/u/0/?ui=2&ik=13ed3ca167&view=pt&q=reg%20pits%40blueyonder.co.uk&qs=true&search=query&th=151483f53fa001e8...> 1

This email and its attachments may be confidential and are intended solely for the use of the individual to whom it is addressed. Any views or opinions expressed are solely those of the author and do not necessarily represent those of Iridium Security. If you are not the intended recipient of this email and its attachments, you must take no action based upon them, nor must you copy or show them to anyone. Please contact the sender if you believe you have received this email in error.

Description:  
Description:  
<http://www.geek!>

environment before printing this email

1



**Getmein Coldplay 10.png**  
259K

6778  
6779  
6780  
6781  
6782

**Getmein Coldplay 5.png**  
329K

4  
6

6783  
6784  
6785  
6786  
6787  
6788  
6789  
6790  
6791  
6792  
6793  
6794  
6795  
6796  
6797  
6798  
6799  
6800

**Getmein Coldplay 3.png**  
339K

**Getmein Coldplay 7.png**  
621K

6801  
6802  
6803  
6804  
6805  
6806  
6807  
6808  
6809  
6810  
6811  
6812  
6813  
6814  
6815  
6816  
6817  
6818  
6819  
6820

**Getmein Coldplay 6.png**  
334K

6821  
6822  
6823  
6824

6825  
6826  
6827  
6828  
6829  
6830  
6831  
6832  
6833  
6834  
6835  
6836  
6837  
6838  
6839  
6840

**Getmein Coldplay 1.png**  
342K



## **The Iridium Consultancy Evidence Submission to the Secondary Ticket Review Panel from**

Further to our previous evidence I would like to submit screen shots Getmein Coldplay 1 – 10 as additional material

These screen shots were taken of the website Ticketmaster.getmein.com as a result of a Google search using the string "Coldplay tickets" at approximately 02.00 hrs the morning of 27<sup>th</sup> November 2015

Ticketmaster is added in front of Getmein.com as a sub domain

This causes inevitable confusion to consumers leading them to believe they are purchasing from Ticketmaster when in fact they are purchasing from the secondary site at significantly higher prices

There has been a small presale of tickets for the forthcoming Coldplay tour this week involving a small, very limited number of tickets

The general on sale of tickets does not take place until 09.00 hrs Friday 27<sup>th</sup> November 2015

Getmein currently has some 5,278 tickets over four shows for this band

That is 5,278 tickets that fans cannot purchase at face value, an extraordinary amount given that the bulk of the tickets have not even gone on sale to the general public yet

These tickets have simply been purchased solely for the purpose of resale

Upon examining the listings for both Wembley Stadium and Hampden Park Stadium we noted an absence of detailed information about the seats offered for sale

Many of the listings for Wembley Stadium have no block, row or seat details

This I believe to be contrary to the Consumer Rights Act 2015

The same can be said of many of the listings for the Hampden Park Coldplay show

Some tickets listed for that show are simply listed as "upper tier" (screen shot Getmein Coldplay 8)

This description gives no more detail than that the seat is somewhere in the upper level anywhere in one half of the stadium

This I also believe to be contrary to the Consumer Rights Act 2015

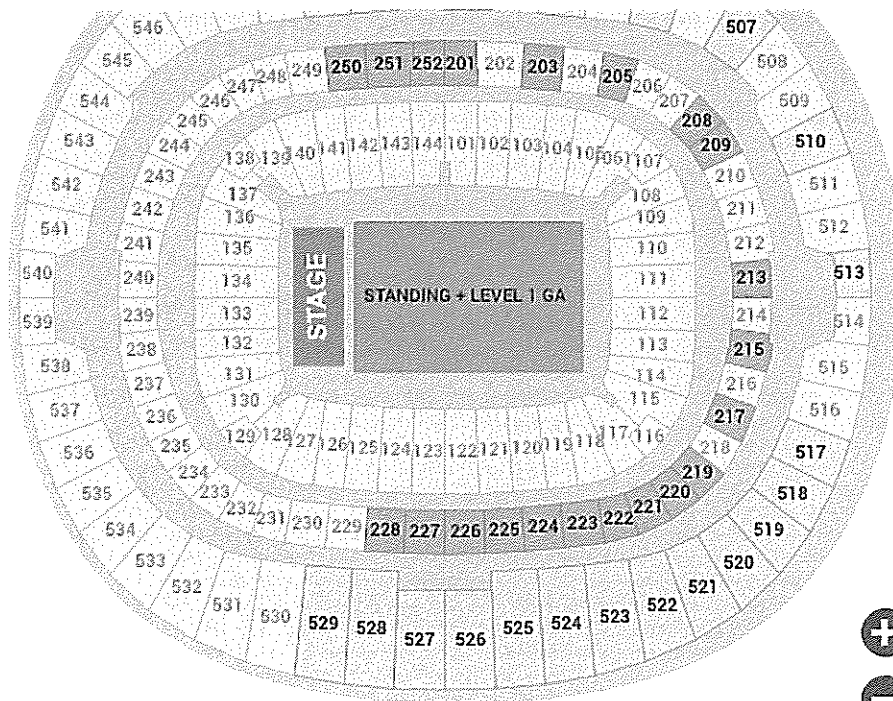
It is a simple matter to set the seat, row and block details as mandatory fields for sellers to list tickets preventing this type of offence

Given the sheer volume of listings without the appropriate details, this appears to be a lack of due diligence on the part of the website operator

The lack of seat, row and block details also exposes the public to the risk of fraud as they have no way of ascertaining if the tickets actually exist or not

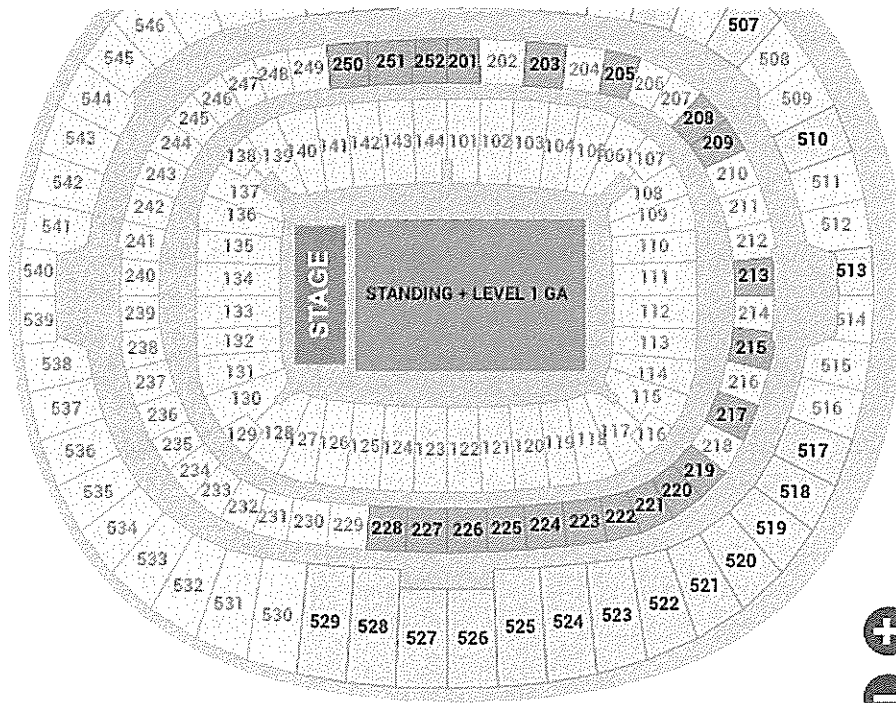
I believe these examples demonstrate a total disregard for existing legislation to the detriment of the consumer

Please Note:  
PITCH  
STANDING/UNRES  
LEVEL 1 SEATS WILL  
BE SPLIT INTO TWO  
AREAS GREEN AND  
YELLOW ZONES  
(no movement  
allowed between the  
two areas)



Level 5	1	£330.00 per ticket*	<a href="#">BUY &gt;</a>
Level 5	1	£330.00 per ticket*	<a href="#">BUY &gt;</a>
Level 5	1	£330.00 per ticket*	<a href="#">BUY &gt;</a>
Level 5	1	£330.00 per ticket*	<a href="#">BUY &gt;</a>
Level 5	1	£330.00 per ticket*	<a href="#">BUY &gt;</a>
Level 5	1	£330.00 per ticket*	<a href="#">BUY &gt;</a>
Level 5	1	£330.00 per ticket*	<a href="#">BUY &gt;</a>
Level 5	1	£330.00 per ticket*	<a href="#">BUY &gt;</a>
Level 5	1	£330.00 per ticket*	<a href="#">BUY &gt;</a>
Level 5	1	£330.00 per ticket*	<a href="#">BUY &gt;</a>
Level 2 Block 220, Row 16	1	£341.00 per ticket*	<a href="#">BUY &gt;</a>
Level 5 Block 523	1	£346.37 per ticket*	<a href="#">BUY &gt;</a>
Level 2 Block 223	1	£350.90 per ticket*	<a href="#">BUY &gt;</a>
Level 5 Block 524	1	£368.37 per ticket*	<a href="#">BUY &gt;</a>

Please Note:  
PITCH  
STANDING/UNRES  
LEVEL 1 SEATS WILL  
BE SPLIT INTO TWO  
AREAS GREEN AND  
YELLOW ZONES  
(no movement  
allowed between the  
two areas)



Level 2 Block 227	2 of 4	£462.00 per ticket*	BUY >
Floor Standing & Level 1 GA GREEN Standing + Level 1 Unreserved Seats	1 of 3	£550.00 per ticket*	BUY >
Level 2 Block 203, Row 16	1 of 6	£550.00 per ticket*	BUY >
Level 2 Block 252	2 of 2	£550.00 per ticket*	BUY >
Level 2 Block 228	2 of 4	£550.00 per ticket*	BUY >
Level 2 Block 217, Row 1	2 of 2	£572.00 per ticket*	BUY >
Level 2 Block 219	2 of 8	£605.00 per ticket*	BUY >
Level 2 Block 226, Row 4	2 of 2	£638.00 per ticket*	BUY >
Level 2 Block 225, Row 3	2 of 2	£660.00 per ticket*	BUY >
Level 2 Block 227, Row 13	2 of 4	£660.00 per ticket*	BUY >
Level 2 Block 228, Row 8	2 of 2	£715.00 per ticket*	BUY >
Level 2 Block 228, Row 3	2 of 2	£748.00 per ticket*	BUY >
Level 2 Block 201, Row 5	2 of 2	£770.00 per ticket*	BUY >
Level 2 Block 251	2 of 4	£880.00 per ticket*	BUY >
Level 2	2 of 2	£935.00	BUY >



**BUY >**

**BUY >**

**BUY >**

**BUY >**

**BUY >**

**BUY >**

**BUY >**

**BUY >**

**BUY >**

**BUY >**

BIV 5

PLIV 1

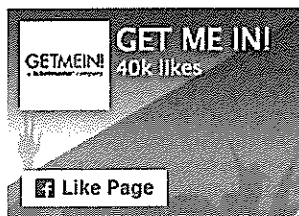
▶ **PLAY**

814

PLATE 1



Find us on Facebook



Be the first of your friends to like this



#### Tweets

Follow

**GET ME IN!** 25 Nov  
@GETMEIN

.@bryanadams tours the UK in support of #GetUp from 28 April to 15 May. Find your tickets to see the star live: bit.ly/1lareNG  
Expand

**GET ME IN!** 25 Nov  
@GETMEIN

Tweet to @GETMEIN

#### Newsletter

Signup to our newsletter and be the first to hear when the hottest tickets go on sale.

For further information about how GET ME IN! uses your information please see our Privacy Policy.

Coldplay fans get ready. The band will take over the UK's biggest venues for their huge 2016 A Head Full Of Dreams World tour.

You can catch the band live at Glasgow's Hampden Park on 7 June, Manchester's Etihad Stadium on 4 June and London's Wembley Stadium on 16 and 18 June.

Show more



Like

Share

0

Tweet

G+

0

Fan Reviews (2) ★★★★★

## Coldplay Tickets - United Kingdom

Viewing 1 - 5 (of 5)

Date	Event	Venue			
05 Dec 2015 Sat, 16:30	Capital's Jingle Bell Ball 2015 - Saturday (Coldplay, Jason Derulo, Ariana Grande, David Guetta, Years & Years and many more) Tickets London	The O2 London	441 Tickets available	Sell	BUY >
04 Jun 2016 Sat, 16:00	Coldplay Tickets Manchester	Etihad Stadium Manchester	1208 Tickets available	Sell	BUY >
07 Jun 2016 Tue, 16:00	Coldplay Tickets Glasgow	Hampden Park Glasgow	1332 Tickets available	Sell	BUY >
16 Jun 2016 Thu, 16:00	Coldplay Tickets London	Wembley Stadium London	1370 Tickets available	Sell	BUY >
18 Jun 2016 Sat, 16:00	Coldplay Tickets London	Wembley Stadium London	1368 Tickets available	Sell	BUY >

Viewing 1 - 5 (of 5)

#### Coldplay Gossip



#### COLDPLAY REKINDLE THEIR LOVE FOR YELLOW

17 Apr 2012

Coldplay have re-kindled their love for their former hit "Yellow". The band who will be embarking on their UK Arena Tour in May and June 2012 have expressed their feelings in their roadie's blog: "It's funny, 'Yellow's been around longer than I've been working for the band, so it's

#### Coldplay News



















#### COLDPLAY ANNOUNCE A HEAD FULL OF DREAMS STADIUM UK TOUR

20 Nov 2015

The group will play stadium shows across the UK during summer 2016, including two shows at London's Wembley Stadium.



 Level 5	1 of 4	£220.00 per ticket*	<a href="#">BUY &gt;</a>
 Level 5 Level 5	1 of 4	£220.00 per ticket*	<a href="#">BUY &gt;</a>
 Level 5 Level 5	1 of 4	£220.00 per ticket*	<a href="#">BUY &gt;</a>
 Level 5 Level 5	1 of 4	£220.00 per ticket*	<a href="#">BUY &gt;</a>
 Level 5 Level 5	1 of 4	£220.00 per ticket*	<a href="#">BUY &gt;</a>
 Level 5 Level 5	1 of 4	£220.00 per ticket*	<a href="#">BUY &gt;</a>
 Level 5 Level 5	1 of 4	£220.00 per ticket*	<a href="#">BUY &gt;</a>
 Level 5 Level 5	1 of 4	£220.00 per ticket*	<a href="#">BUY &gt;</a>
 Level 5 Level 5	1 of 4	£220.00 per ticket*	<a href="#">BUY &gt;</a>
 Level 5 Level 5	1 of 4	£220.00 per ticket*	<a href="#">BUY &gt;</a>
 Level 5 Level 5	1 of 4	£220.00 per ticket*	<a href="#">BUY &gt;</a>
 Level 5 Level 5	1 of 4	£220.00 per ticket*	<a href="#">BUY &gt;</a>
 Level 5 Level 5	1 of 4	£220.00 per ticket*	<a href="#">BUY &gt;</a>
 Level 5 Block 505, Row 30	2 of 2	£223.30 per ticket*	<a href="#">BUY &gt;</a>
 Level 5 Block 525, Row 30	2 of 2	£225.50 per ticket*	<a href="#">BUY &gt;</a>
 Level 2	2 of 2	£229.90	<a href="#">BUY &gt;</a>



276

1

**BUY >**

375

1

**BUY >**

of 11

1

**BUY >**

1

**BUY >**

and

**BUY** 

1

**BUY >**

100

**BUY X**

1

**BUY** >

1

**BUY X**

1

**BUY 2**

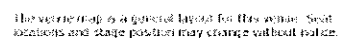
1

**BUY >**

1

**BUY >**





	of 4	per ticket*	
Upper Tier	1	<b>£220.00</b> per ticket*	<a href="#">BUY &gt;</a>
	of 4		
Upper Tier	1	<b>£220.00</b> per ticket*	<a href="#">BUY &gt;</a>
	of 4		
Upper Tier	1	<b>£220.00</b> per ticket*	<a href="#">BUY &gt;</a>
	of 4		
Upper Tier	1	<b>£220.00</b> per ticket*	<a href="#">BUY &gt;</a>
	of 4		
Upper Tier	1	<b>£220.00</b> per ticket*	<a href="#">BUY &gt;</a>
	of 4		
Upper Tier	1	<b>£220.00</b> per ticket*	<a href="#">BUY &gt;</a>
	of 4		
Upper Tier	1	<b>£220.00</b> per ticket*	<a href="#">BUY &gt;</a>
	of 4		
Upper Tier	1	<b>£220.00</b> per ticket*	<a href="#">BUY &gt;</a>
	of 4		
Upper Tier	1	<b>£220.00</b> per ticket*	<a href="#">BUY &gt;</a>
	of 4		
Upper Tier	1	<b>£220.00</b> per ticket*	<a href="#">BUY &gt;</a>
	of 4		
Upper Tier	1	<b>£220.00</b> per ticket*	<a href="#">BUY &gt;</a>
	of 4		
Upper Tier	1	<b>£220.00</b> per ticket*	<a href="#">BUY &gt;</a>
	of 4		
Upper Tier	1	<b>£220.00</b> per ticket*	<a href="#">BUY &gt;</a>
	of 4		
Block M4	1	<b>£221.12</b> per ticket*	<a href="#">BUY &gt;</a>
	of 6		
Block I-3	1	<b>£225.50</b> per ticket*	<a href="#">BUY &gt;</a>
	of 4		
Block I-3	1	<b>£225.50</b> per ticket*	<a href="#">BUY &gt;</a>
	of 4		

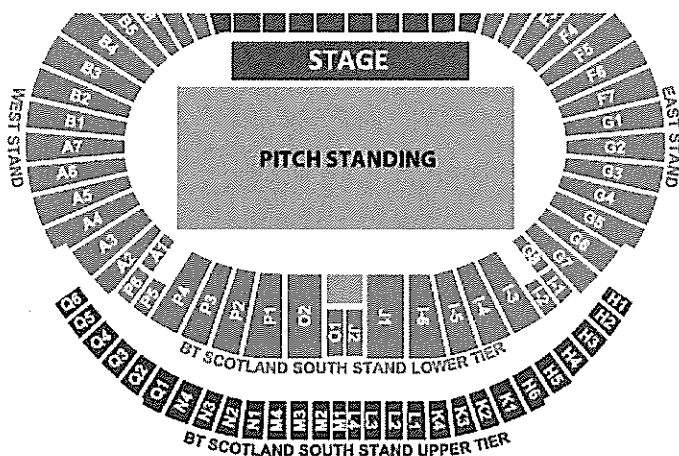


- STANDING
- LOWER TIER
- UPPER TIER

**GETMEIN!**  
a ticketmaster company

The venue map is a general layout for this venue. Seat locations and stage position may change without notice.

	1	of 4	per ticket*	
Upper Tier	1	of 4	£165.00 per ticket*	BUY >
Upper Tier	1	of 4	£165.00 per ticket*	BUY >
Upper Tier	1	of 4	£165.00 per ticket*	BUY >
Upper Tier	1	of 4	£165.00 per ticket*	BUY >
Upper Tier	1	of 4	£165.00 per ticket*	BUY >
Upper Tier	1	of 4	£165.00 per ticket*	BUY >
Upper Tier	1	of 4	£165.00 per ticket*	BUY >
Upper Tier	1	of 4	£165.00 per ticket*	BUY >
Block A2 Row EE	2	of 6	£167.74 per ticket*	BUY >
Block A3 Row FF	2	of 4	£169.99 per ticket*	BUY >
Block A2 Row EE	2	of 4	£169.99 per ticket*	BUY >
Block A2 Row BB	2	of 2	£176.00 per ticket*	BUY >
Block H1	2	of 4	£176.00 per ticket*	BUY >
Block N2 Row L	1	of 4	£181.50 per ticket*	BUY >
Block I-5 Row AA	2	of 6	£185.89 per ticket*	BUY >
Block P2	2	of 4	£187.00 per ticket*	BUY >



- **STANDING**
- **LOWER TIER**
- **UPPER TIER**

**GETMEIN!**  
a ticketmaster company

The venue map is a general layout for this venue. Seat locations and stage position may change without notice.

Block I-5	1 of 4	£328.90 per ticket*	<a href="#">BUY &gt;</a>
Block G5	2 of 2	£330.00 per ticket*	<a href="#">BUY &gt;</a>
Block G2	2 of 4	£330.00 per ticket*	<a href="#">BUY &gt;</a>
Block P1 Row J	2 of 2	£337.83 per ticket*	<a href="#">BUY &gt;</a>
Block I-6	1 of 4	£339.90 per ticket*	<a href="#">BUY &gt;</a>
Block G2 Row M	2 of 2	£352.00 per ticket*	<a href="#">BUY &gt;</a>
Block P3 Row K	2 of 2	£363.00 per ticket*	<a href="#">BUY &gt;</a>
Block O2	1 of 4	£383.90 per ticket*	<a href="#">BUY &gt;</a>
Block J1	1 of 4	£384.87 per ticket*	<a href="#">BUY &gt;</a>
Block J1	2 of 2	£385.00 per ticket*	<a href="#">BUY &gt;</a>
Block G4 Row J	2 of 2	£385.00 per ticket*	<a href="#">BUY &gt;</a>
Block A3	2 of 2	£396.00 per ticket*	<a href="#">BUY &gt;</a>
Block I-4 Row J	2 of 4	£440.00 per ticket*	<a href="#">BUY &gt;</a>
Block P1	2 of 4	£572.00 per ticket*	<a href="#">BUY &gt;</a>
Block I-6	2 of 2	£575.96 per ticket*	<a href="#">BUY &gt;</a>