



ticketing mailbox <ticketing@culture.gov.uk>

Review of consumer protection measures applying to ticket resale: call for evidence1 message

@phmusicmedia.co.uk>

18 November 2015 at 21:08

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

Dear Sirs,

I write in response to your call for evidence regarding the issue of ticket resale. Throughout the past 3 years I have experienced this under multiple banners and I will attempt to explain the frustrations of this growing issue under the headers of each below.

1. As a primary ticket seller running several regional ticketing outlets

Our regional sites do not co-exist with ticket resale sites in the same way as some of the larger ticketing outlets do in the UK. Because we are a smaller operation we are able to maintain control of each event we are processing and highlight any suspicious ticket buying activity. We work closely with our extended outlets to ensure that any purchases we believe to be fraudulent or to be for the purpose of resale are stopped, returning the money to the purchaser and cancelling the transaction.

2. As a promoter of live music events

Promoters and agents work hard to compromise on financial deals between artists, venues and promoters that satisfactorily benefit all those involved in putting on a show. The inflated ticket prices are not a factor in these financial deals, since none of this extra money is ever seen by those working on the show. It's inherently wrong that an external party should be able to pass this extra cost onto the public and end up with potentially more income than the promoter or artist involved. We work hard to agree a face value ticket price that is realistic of an artist's worth in the marketplace and that financially benefits all parties upon good sales for the show. It is not for an outside party to then decide that these tickets should be worth 2x, 3x, 4x what has been agreed and to retain that excess earning for themselves.

3. As a member of a band selling tickets to my own live music events

Having disappointed fans that are priced out of attending your shows because of ticket resale outlets is heartbreaking and a constant source of stress, not to

mention the admin involved with then trying to comfort these fans so as not to lose their support for future shows. We work alongside promoters and agents to agree what we consider a fair face value ticket price for each show and if these are then being sold at several times that value, that's basically money being taken from our pockets. But it's money that we wouldn't have charged the consumer because it's not a realistic value for the goods that are being offered.

4. As a ticket purchasing member of the public

It is incredibly disappointing to discover that your favourite band's show has sold out in mere minutes but that actually it isn't sold out, there are still 100's of tickets available, if you can afford to pay 3x the face value. The current economic climate is making it harder and harder for consumers to afford luxuries such as gig tickets and by over-inflating the prices no one wins except the resale outlet.

I apologise if this is a simplistic view on things but I firmly believe that this practice is wrong. I understand that this is a free market and in fact have been in the position of selling on tickets myself, for shows I can no longer attend, therefore resale must still remain an option, but surely there is a way to limit the amount of price increase to eliminate the ridiculous escalation in prices.

Should I be able to assist in any other way, please do not hesitate to contact me. I wish you the best of luck in these investigations and look forward to seeing change in 2016.

Kind regards,

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