

Ensuring New Zealanders get a fair deal and are protected when buying and reselling tickets



TELL US WHAT YOU THINK



Consumers are being misled when purchasing resale tickets

- › Misleading behaviour and fraud tends to occur more often on ticket reselling websites than on official ticket websites.
- › Deceptive practices include selling fake tickets or selling the same ticket multiple times.
- › Such practices would likely already breach our Fair Trading laws but can be harder to enforce in an online and international context.



Tickets are often resold at higher prices than the original price

- › People don't know that they are paying more than the original ticket price when they buy tickets on resale websites.
- › This extra money goes to ticket scalpers instead of either the people putting on the event or staying in the pockets of consumers.
- › Ticket-buying bots can be used by professional scalpers to purchase tickets and sell them at high prices.



Competition issues in the primary market

- › Issues in the primary ticket market contribute to issues in the resale market.
- › Venues can have exclusive ticketing contracts that can lock out competitors.
- › Some official ticketing agencies also own ticket resale websites and have been found overseas to be withholding tickets to put on to the resale market at higher prices.

- › Have you experienced any of these problems?
- › Are these issues serious enough to require changes to the law or industry practices?
Tell us what you think.

For more information or to make a submission, go to www.mbie.govt.nz/ticket-reselling or contact us directly at consumer@mbie.govt.nz.
You can make a submission until **18 April 2019**.





The Government is considering some potential solutions



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Price cap on resale tickets

- › Overseas there has been strong consumer and some promoter support for price caps on resale tickets.
- › A cap could prohibit people reselling tickets for profit or for above certain amount, eg. original sale price + 'x'%.
- › Price caps can be hard to design and enforce and would require information disclosure as well.



Information disclosure

- › More information could enable people to better understand how ticketing works.
- › Ticket resale sites could be made to disclose that they are not official sites.
- › Important ticket information could be required to be displayed, such as the original price and the seating location.



Ban on ticket-buying bots

- › Research from overseas indicates that ticket-buying bots are common.
- › Bots can prevent people from having fair access to tickets.
- › However, ticket scalpers are very good at creating bots to get around security measures so enforcement could be an issue.



Joint industry-government actions

- › Industry could take actions, potentially with government involvement, to better inform consumers and commit to stronger practices to tackle scalping.
- › Actions could include awareness campaigns or guides, a code of practice, or the use of new technologies to make scalping harder.

- › Which solution(s) would work well?
What are the pros and cons?
- › Are there other solutions that would work better?

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