

Submission in response to consultation on ticket reselling in New Zealand

Name (full)

Pamela Joan Jemmett

Organisation (if applicable)

Submitter category

Individual consumer

Have you experienced problems with ticket resale?

No, I had a positive experience

Please share your experiences, either positive or negative

I have generally not had a problem with purchasing tickets for NZ shows using authorised ticket sellers. I did, however, purchase two tickets from Viagogo for an American football game prior to our going on holiday to USA. I wasn't aware at the time though, that this seller wasn't an authorised seller, although I did think that the cost of the ticket was higher than I would have expected, but not being a regular attendee I had no way to compare. I am concerned that there is no indication on this particular company's website that they are not an authorised seller. I thought they were genuine, and I did receive the tickets, and they were usable. The fact that they have arranged to come up first on the list using any search engine signals a message to the unwary that they are the genuine, and authorised, ticket seller.

Your views on the issues

Are these problems serious enough to require changes to the law or industry practices?

Yes

Tell us what you think

I have heard and read about a number of people being caught with tickets that are not usable. I also understand misleading behaviour and fraud tends to occur more often on ticket reselling websites than on official ticket websites and that 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. We need to make it easier to enforce our laws on these companies given the trade is occurring in NZ. While more information is becoming available people are still being caught with these unfair practises.

Your views on the options, and the pros and cons

Price cap on resale tickets:

Option A: Face value + 10%, or Original sale price (whichever is lower)

Why did you choose the option above? Please explain

I think there could be some interpretation about the resale costs so I have opted for the Option A allowing a 10% margin on the face value or original sale price. I think this will prevent ticket scalpers from taking tickets and allow greater opportunity for genuine attendees to purchase tickets from authorised sellers.

More information disclosure: Do you agree with this option? Why or why not?

We definitely need more information around the ticketing and how it works. Resale sites should be made to disclose that they are not the official sellers. It is important that consumers are made fully aware on these sites of the original price and seating locations within the venue so they can make a choice whether to continue with the purchase.

Ban on ticket-buying bots: Do you agree with this option? Why or why not?

Absolutely. When you have sat on a ticket retainer's site for sometimes an hour waiting for the clock to tick over to the selling time, as I have done, why should someone have an electronic bit with a better chance of obtaining a number of tickets prevent me from obtaining mine. I have had so many friends miss out on tickets after waiting and waiting to get them online.

Joint industry-government actions: Do you agree with this option? Why or why not?

Yes. 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 and guides, or better still, the use of new technologies to make scalping harder.

Are there other solutions that would work well?

Go back to queues at the venues. However, I do admit this will not work in the age we now live in.