

Submission on Issue of Ticket Reselling in New Zealand

Author:

Roger Brand

Taranaki

15/04/2019

To whom it obviously concerns...

The ticket market cannot be controlled as it is.

Any action taken in New Zealand will have a small and likely short term effect because those making enormous amounts of money from ticket reselling will simply find ways around the rules.

Tickets to popular events are being treated as a very profitable tradable commodity by private individuals and businesses.

Artists, managers, promoters and ticket agencies are also increasing their income by limiting supply or listing their own tickets on resale sites.

What to do?

Some time ago I designed a unique platform for events ticketing.

New Zealand is the ideal place to fully develop such a system (using it for 'home grown' events like Matatini); then taking it worldwide. At the time I described my concept to Callaghan Innovation and their local representatives at Venture Taranaki. At the time I wasn't ready to take it further toward an MVP and so I put the project aside.

Time to revisit it?

The platform discussed would address all of the issues raised in the discussion document.

The solution described would make it impossible to resell tickets after initial purchase.

It would be made very clear on the platform and on promotional materials for events that tickets could only be purchased directly from the agency.

People wishing to purchase tickets would be required to have a personal account, and only one ticket could be purchased for each event for that account.

Because each ticket would be linked by coding to the original purchaser's account, attempting to transfer or copy a ticket would disable the original E-ticket.

Entry to an event would require the E-ticket holder's identity to be confirmed and to match their account identity.

Ticket validity could be checked at any time on the platform and the identity of the account holder could be confirmed.

Tickets could not be duplicated as the original ticket is linked to one account.

Fake tickets could not be created and sold, as a fake ticket could not be linked to a real account.

Ticket purchasing bots would become irrelevant as the system can only sell one ticket to each account holder.

It would enable artists or sportspeople to legitimately maximise the income they make from their work; and not 'give it away' to scalpers.

If you wish to discuss this proposal further please contact me.

Regards,
Roger Brand

s 9(2)(a)

Links:

<https://blog.tickpick.com/ticket-industry-ticket-resale-ticketmaster/>

<http://theconversation.com/the-economics-of-ticket-scalping-83434>