

Submission in response to consultation on ticket reselling in New Zealand

Name (full)

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Organisation (if applicable)

Submitter category

Individual consumer

Have you experienced problems with ticket resale?

Yes, I have personally experienced a problem

Please share your experiences, either positive or negative

The general problem with ticket resale is the highly inflated prices that re-sellers charge.

I believe the underlying problem is how quickly events appear to 'sell out', and I believe this is due to resellers buying in bulk or using 'buying bots', and due to seats/tickets kept aside by the promoter for elite packages. For example, I frequently receive notices from ticket sellers and promoters saying that further seats have seemingly miraculously appeared out of nowhere and there is a further release of tickets for sale closer to the event date.

I have also used Ticketmaster's resale site to list tickets to an event I could no longer attend. I believe it is unfair of them to charge an individual reselling their tickets a fee for listing on their resale site when Ticketmaster were paid a fee as part of the original purchase, and they charge a fee to the purchase of the re-sale tickets.

I have also sought to purchase tickets to an event on Ticketmaster's resale site, and the prices are generally highly inflated.

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

Ticketing companies and promoters will not self-regulate, nor will bulk re-sellers, because it is not in their financial self-interest. Ticketmaster is a prime example, as they have created their own re-seller site!

Your views on the options, and the pros and cons

Price cap on resale tickets:

Option C: Original sale price + resale costs

Why did you choose the option above? Please explain

I believe this is the fairest option, and it would make it financially non-viable for scalpers / resellers to profit by creating false demand / sell-outs.

This will mean tickets are bought only by people who genuinely want to attend the event, and only re-sold in genuine situations of not being able to attend.

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

I believe the fairest option should be an allowance in the price cap to add to the face value for any resale costs and for any fees incurred when purchasing the tickets originally.

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

Yes! This creates a false demand / sell-out so genuine fans etc miss out on tickets or are forced to pay extortionate prices.

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

I don't know enough about the industry to comment.

Are there other solutions that would work well?

I support Consumer NZ's proposal for disclosure requirements for resale websites:

- ' Sites should be required to clearly state they're resellers and not the official ticket agent.
- ' Tickets listed for sale should show the original ticket price, the seat location and the contact details of the seller.
- ' Any fees charged by the resale site should be prominently displayed next to the ticket price.

And disclosure requirements for official ticket sellers

To improve transparency, official ticket sellers should be required to publish information on:

- ' the number of tickets available for general sale
- ' the capacity of the venue
- ' the number of tickets remaining
- ' the number of events in a tour.