

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

1/ Inability to buy tickets due to limited availability from

- tickets being bought by individuals, or likely bots to sell

directly onto reselling sites for profit

- suspected limited release of tickets to inflate price.

2/ Close friends who have bought resell tickets that have then turned out to be fake

3/ Close friends who have agreed purchase of resold ticket and then no show from the seller

4/ Close friends who have agreed purchase and then the seller cancelled the agreed sale to sell to another purchaser for a higher price- at least not sold multiple times

5/ False or misleading information about original ticket price and seat location- covered by Fair Trading but impractical to police.

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

There should be no private profiting from the resale of entertainment tickets.

There should only be an official/legal resale site where tickets can be returned for resale. Each ticket sales agency should be required to have one or a single one set up covering all the sales, which might be best as not all events tickets are sold via agencies.

There could be a cost associated with the returned ticket (poss 10% loss) +/- a markup to cover admin on the ticket once resold (eg 10-20%).

-- Alternatively full repayment to the ticket holder to encourage them to return tickets for legitimate resale and 20-30% additional cost to 2nd purchaser.

This will allow for the legal safeguards associated with ticket sales to still apply, prevent wasted tickets when there are willing purchasers + attendees.

For the continuation of concerts/events etc the future is in the introduction of new attendees/fans, generally young, with the additional burden of over-inflated ticket prices.

-It is the act, the promoters and ticketing agents that take the risk and financial responsibility for events, no 3rd party should otherwise passively profit from this, to the added detriment of the attendees/fans.

-Direct/True ticket price demand may also ENCOURAGE additional concerts, events or longer event runs to occur, possibly taking events to other venues. This would all lead to greater profitability for those involved including the venue.

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

see above

If you continue to allow ticket sales via private websites, eg Trademe, there will still be little consumer protection, policing, or ticket price manipulation regardless of how you cap/mange ticket resales.

Option A-Assuming the resale site is NOT ACTIVELY managed via a ticketing agent, then this would not be unreasonable.

Option B still allows for some room to profit from resales

Option C is tricky as the resaler/ticketing agency can easily claim high resale admin fees and costs so a fixed cap would be sensible and easy to understand for consumers.

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

More ticket information would help generally but is not the main problem.

-As the MINIMUM requirement, NON-official sites should be forced to indicate they are not official, indicating original ticket prices and the costs and lack of consumer guarantees....but these sites would largely become irrelevant/redundant if their was an official site

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

Absolutely/emphatically should not be banned.

This just feeds the profitability of 3rd party exploitation of ticket sales and artificially/inflates demand+ hence price.

--can result in empty seats if all tickets are not then sold or seats filled leading to underestimating demand, important for future event planning.

-results in unfair ticket distribution.

-Requiring tickets to be resold via an official resale site (s) and controlling the cap will eliminate the benefit/profitability of using bots.

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

Generally there could be more public information, but this is an industry problem that the industry is fully capable to limit/control.

Government's best role is to audit/monitor industry control, but this needs to be backed by legislation and significant penalties if industry members are found in breach...ie fines.

Alternatively a industry/govt run single sale website.....but, not really a problem needing to be addressed at government level.

Are there other solutions that would work well?

Ban all resales from any site except Official sites.

Encourage return of tickets by allowing full price/cost recovery, and then a fixed fee to the site running the resale.

-Official sites must provide full disclosure of costs and should not be an additional profit making option.

-There should be a watch dog or govt over-site but probably not direct govt control.