

TICKET RESALE SAVES MASSACHUSETTS LIVE EVENT FANS NEARLY \$14 MILLION

Data Show Fans Save Big When the Shop Around and Consider Resale Marketplaces

November 2024

Ticket resale in Massachusetts helps fans by providing them with another place to buy tickets, often at a price lower than the box office or Ticketmaster. In analyzing data of 191,272 tickets sold in Massachusetts in 2023, fans saved \$13.87 million when they purchased their tickets from the secondary market. Indeed, for roughly half of live events there are lower cost tickets available on the secondary market compared to the venue box office or its contracted primary ticket seller. Ticketmaster, the dominant primary ticketer for Massachusetts' event venues, reported in 2023 that higher ticket prices and pent-up demand for live shows helped boost the company's revenue up 32%. Automatiq, a leading data analytics and support services company in the live event ticketing industry, tracks the sales of event tickets and provided Protect Ticket Rights with the data for this report.

2023 TICKET RESALE SAVINGS IN MASSACHUSETTS

- \$13.87 Million: The amount saved by Massachusetts fans in 2023 when they purchased tickets from the resale market and not from the box office or the primary ticketer.
- 191,272: The number of Massachusetts fans in this 2023 data who saved.

Fans should always shop around because despite what venues, teams, artists, and primary ticketing companies say, the cost of their tickets continue to go up, while the supply-and-demand driven dynamics in the secondary resale market means that is not always the case. Oftentimes, there are ticketholders offering their previously purchased tickets at a better price.

According to a recent *Boston Globe* story titled "A \$2 concert ticket? Bargains can be found on the resale market when the shows don't sell out":

- A study earlier this year by the <u>American Consumer Institute</u>, a pro-free market think tank, found that in a sampling of 80,000 events 55 percent had tickets under face value available on the resale market. Although some Ticketmaster events allow for verified resale, the site often prohibits sellers from offering substantial markdowns.
- "I'd gotten my ticket a few weeks before the show for all of \$11 plus fees on the secondary market. My friend, who had the exact same standing-room floor ticket, had paid \$70 plus fees on Ticketmaster."

THE BOTTOM LINE

Ticket sales no longer work the way they used to. Instead of a general on-sale available to all fans, most tickets are slowly released on a staggered basis with absolutely no transparency as to how many tickets are actually put on sale so consumers can know their actual chance of getting a ticket. Not every concert fan can wait in long, unreliable digital queues or has a credit card that grants them early or special



access to premium tickets to popular artists. Ticket transferability has always protected fans' ability to comparison shop for deals, and these data clearly demonstrate that many fans can find substantial savings.

2022 polling from Protect Ticket Rights showed that nationally, 81.6% of respondents support transferability and nearly the same amount (79.3%) back rules to protect that right.

While some for-profit players in the live events ecosystem (comprised of primary ticketers, venues, promoters, music artists, teams) desire to throttle the free and open secondary market where previously purchased tickets are offered for resale, tickets offered by ticketholders on the secondary market were already purchased from the event organizer. The venue, artist, team, and ticketer (Ticketmaster) was paid its full price and was made whole. When tickets are purchased on the secondary market, the consumer is buying tickets at a price that the current ticketholder is willing to accept. While for high demand events that price might be higher than its original, for many events that price is lower than its original price. We believe it is better that a ticket gets resold and the seat is filled with a fan, versus wasting tickets and leaving seats go empty.

Protect Ticket Rights believes fans benefit from a ticketing ecosystem with vibrant competition, where they have more than one source from which to buy tickets, as competition in markets generally benefits consumers by providing more choice. Where there is choice, consumers benefit from increased access to tickets and at lower prices. This is why the resale market for tickets, where previously purchased tickets are offered for sale, is so important.

While companies like Ticketmaster are quick to make the argument that fans are best served when they buy so-called "face value" tickets when they initially go on sale, and while sports teams, music artists, and venues may elect to contract with a single company like Ticketmaster to sell their tickets, fans benefit from being able to buy from more than one company. Indeed, as the data show, ticket resale provides an important market for consumers in Massachusetts.

Of course, the ticket market must be fair, transparent, and protected. Fans should know what they are buying, what the refund policies are and how they work, how much or little of overall ticket inventory for the event will be released for sale in the future, and more. We recommend fans only buy tickets from a trusted source that clearly discloses its refund protection and/or comparable ticket guarantee.

ABOUT PROTECT TICKET RIGHTS

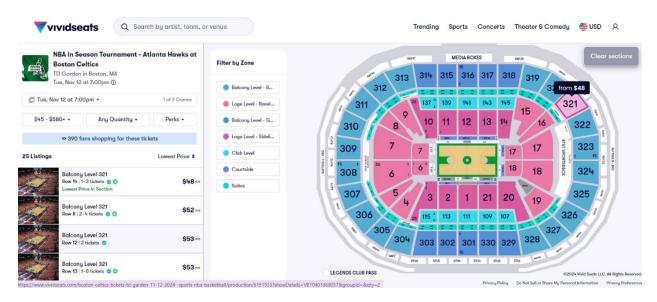
Launched in 2016, Protect Ticket Rights is a fans-focused initiative that helps ticketholders defend their rights and advocates for a market with improved transparency and fairness for consumers and ticket sellers alike. Protect Ticket Rights has been active at the federal and state level when public policies that impact live event tickets are being debated, and we work to educate fans and other stakeholders about the live events ecosystem and ticketing. We engage with thousands of fans and many businesses throughout the industry, in order to be more informed and effective in our advocacy. Our work is possible thanks to the professional ticket selling companies of NATB, which support market reform that improves the fan ticket-buying experience.



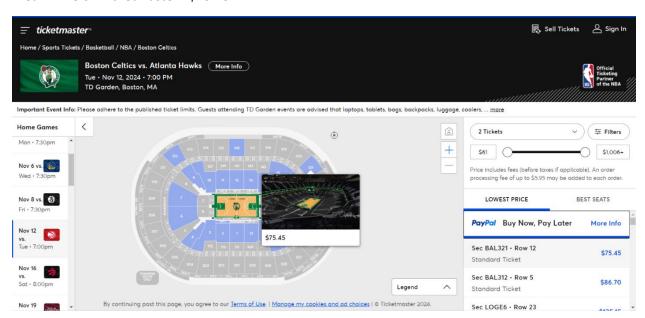
RECENT LOWER COST TICKETS AVAILABLE IN BOSTON ON TICKET RESALE MARKETPLACES

Boston Celtics vs. Atlanta Hawks: November 12, 2024

Vivid Seats – \$48



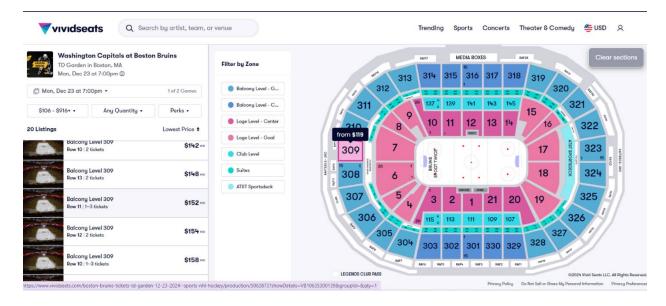
Meanwhile on Ticketmaster - \$75.45



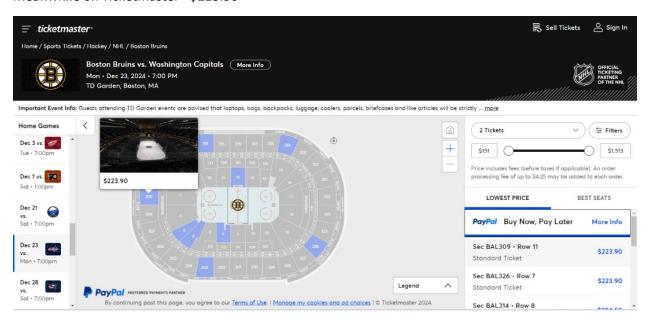


Boston Bruins vs. Washington Capitals: December 23, 2024 - all in pricing

Vivid Seats - \$142



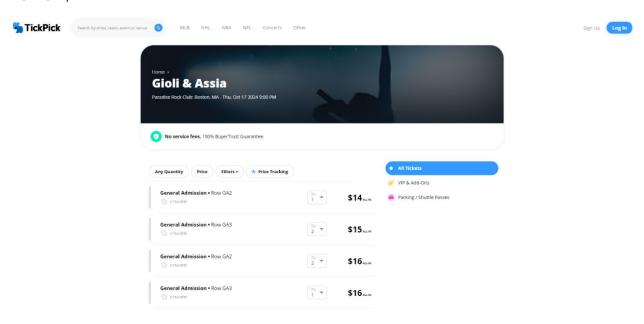
Meanwhile on Ticketmaster - \$223.90



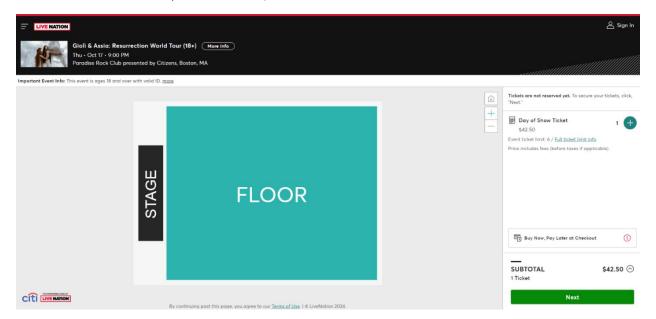


Giolì & Assia: Resurrection World Tour: October 17, 2024 – all-in pricing

TickPick: \$14



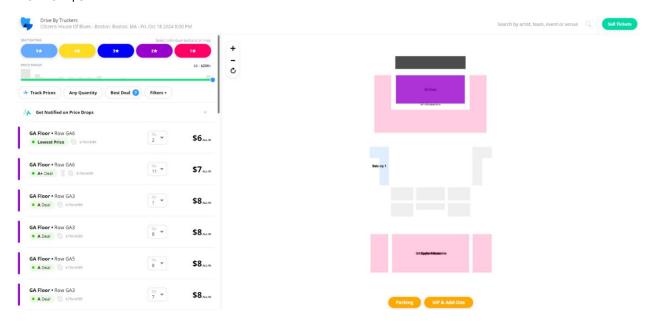
Meanwhile on Live Nation/Ticketmaster: \$42.50



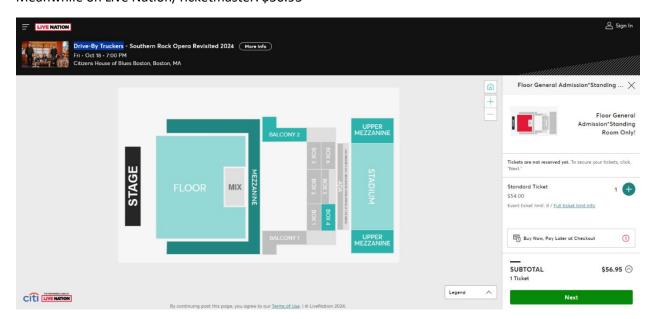


Drive-By Truckers: October 18, 2024 – all-in pricing

TickPick: \$6



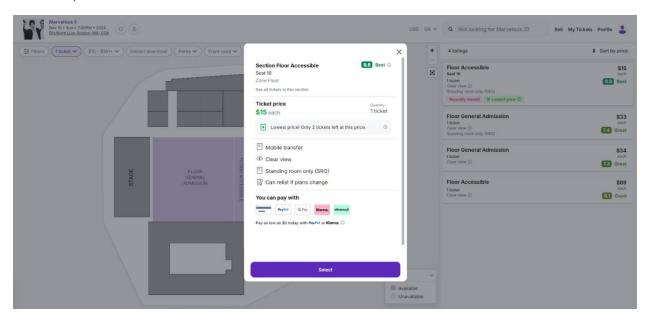
Meanwhile on Live Nation/Ticketmaster: \$56.95





Marvelous 3: November 10, 2024 – all-in pricing

StubHub: \$15



Meanwhile on Ticketmaster: \$65.25

