

Submission in response to consultation on ticket reselling in New Zealand

Name (full)

Stella Gordon

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

I am a registered user of Ticketmaster and was online just minutes prior to the time that tickets were set to be on sale to the general public for (Bruno Mars' concert) through Ticketmaster. Despite numerous attempts to purchase tickets at that time via their system, and even trying to select different date options for the concert I was not successful and was very quickly redirected to their resale site where ticket prices were already 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

Why is it that tickets are so quickly 'unavailable' to general public at published prices, and yet immediately on offer at highly inflated prices on 'resale site'. Obviously it is not genuine fans who purchase tickets with the intention of attending the concert and then can't, it is simply a money-making exercise for those people/organizations who have the inside track on ticket purchasing, out to make a dollar exploiting someone else's desire to attend.

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

If you have purchased the tickets with a genuine intention to attend, most people would be happy to recover their initial financial outlay if they then can't attend and have to resell.

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

Yes, I agree with this option, it will allow some peace of mind on authenticity of ticket origin and validity.

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

Totally agree that ticket buying bots should be banned. It will allow a level-playing (purchasing) field for all genuine/invested ticket buyers.

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

If government can bring to bear some influence on the fairness of ticket selling methods, then working in conjunction with the ticket selling industry should mean a fair outcome for ticket buying public. Current methods are clearly falling way short of the mark. Hopefully targeted legislation will protect the consumer from exploitation while also taking into consideration the needs of the ticket selling organizations.

Are there other solutions that would work well?

If there are restrictions in place to protect the consumer, that also prevent the option of ticket resale as simply a money-making venture, it can only be a positive outcome for consumers in general. If it is a level playing field, one with restrictions in place that identify 'resale' tickets as genuine items, and at the same time prevent the hugely inflated resale prices that have historically come with limited availability due to bot-buying or insider trading, then I believe that would be the best outcome for the NZ consumer.