

The Truth Behind Concert Sell-Outs

During the Hannah Montana/Miley Cyrus concert tour in 2007, several venues were declared “sold out”. As a result of an agreement reached between Missouri Attorney General Jay Nixon and Ticketmaster, an additional 1,042 General Admission (GA) seats/tickets that were not previously made available, were placed on sale by Ticketmaster. The following chart illustrates how seats are distributed during the ticket sales cycle, the “actual” number of seats that are available to the general public, and how additional seats/ tickets have become available through the primary market after the event has been declared “sold out”.

Case Study

Hannah Montana/Miley Cyrus Concert

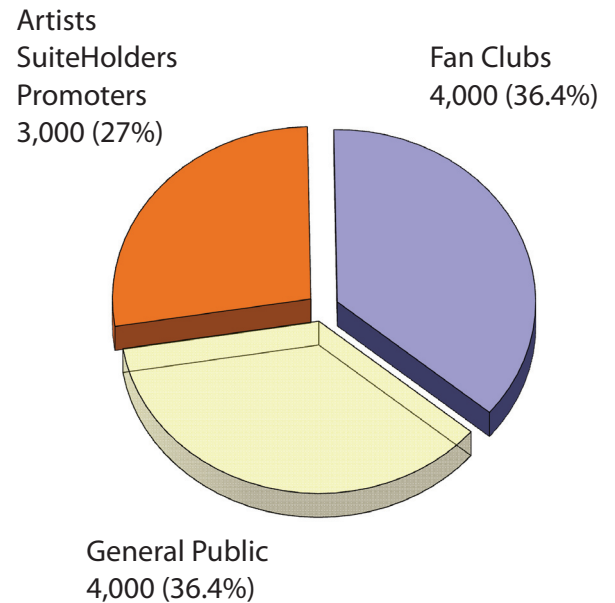
Sprint Center, Kansas City, Missouri

December 3, 2007 – Seat Details

Ticket Release Distribution

Total Seating Capacity at Venue	18,500	100% (total)
Seats lost to stage design/other	7,500	40.5%
Total Concert Seats	11,000	100% (subtotal)
Artists/Suite holders/Promoters	3,000	27.3%*
Ticketmaster	8,000	72.7%*
(a) Fan clubs	4,000	36.4%*
(b) General Public	4,000	36.4%*

*= percentage (%) figure based on 11,000 subtotal



Sources:

www.KansasCity.com

<http://www.buddytv.com/articles/hannah-montana/city-council-investigates-hann-11428.aspx>