

## The Truth Behind Concert Sell-Outs

Soon after tickets went on sale for the Keith Urban “All for the Hall” concert scheduled for October 13, 2009 at Nashville’s Sommett Center, the concert was declared “sold out.” An investigation conducted by a local news station uncovered agreements for pre-sales and hold-backs which left the general public with 4,491 tickets available for purchase on the day of the general on-sale. The following chart illustrates how seats were distributed for the ticket sales, the amount of tickets held back for pre-sales or other arrangements, and what constituted the “real” amount of seats available to the general public for the concert.

### Case Study: Keith Urban “All for the Hall” Concert – Sommett Center – October 13, 2009

#### Ticket Release Distribution (for each show)

Total seating capacity at venue      18,500 for end-stage productions &  
20,000 for center-stage productions

Seats lost to production                793

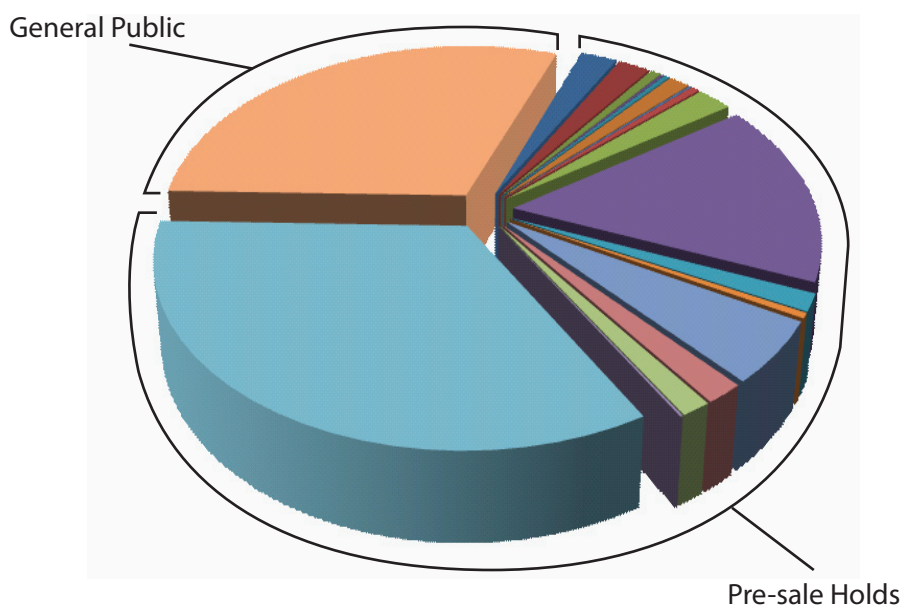
Total concert seats                        14,904

Presale Holds                                9, 533

Artist	340
Capitol Records	300
Support	100
ALI	30
TMG-AEG	50
Verizon	198
VIP1	20
VIP2	80
Sommet Center Holds	330
Monkeyville Presale	2390
Auction	224
Mobility Impaired	68
Production	793
Marketing	260
Hall of Fame	200
Visual/Hearing Impaired	19
Other	5011

General Public                                4, 491

Total Concert Seats (14,904)



#### Sources:

<http://www.newschannel5.com/Global/story.asp?S=11469165>

[http://en.wikipedia.org/wiki/Sommet\\_Center](http://en.wikipedia.org/wiki/Sommet_Center)

<http://www.countryschatter.com/2009/08/keith-urban-announces-all-for-the-hall-concert-in-nashville/>