

The Truth Behind The Springsteen Sell-Out

On the morning of February 2, 2009, tickets for Springsteen’s concerts at the Izod Center in East Rutherford, New Jersey went on sale to the general public. Ninety-nine percent of the tickets to the May 21, 2009 show were sold out by 9:45am, and tickets for the show two days later on May 23, 2009 were sold out by 11 a.m. According to the New Jersey Star-Ledger, hundreds of thousands of fans were in the hunt for tickets, but just over 6,000 individuals succeeded in buying the six or less tickets allowed per transaction. Thousands of customers complained about computer glitches, while others were directed to Ticketmaster’s secondary website, TicketsNow, to purchase tickets at a higher cost. The following chart illustrates the ticket release distribution for each of the two shows.

Case Study

Bruce Springsteen Concerts

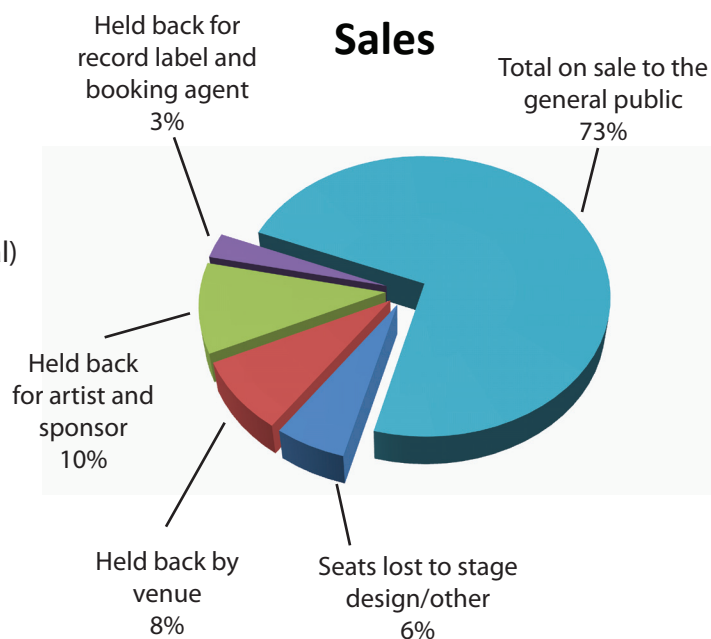
Izod Center, East Rutherford, New Jersey

May 21 and 23, 2009 – Ticket Details

Ticket Release Distribution (for each show)

Total seating capacity at venue	19,389	100% (total)
Seats lost to stage design/other	1,098	6%
Total concert seats	18,291	100% (subtotal)
Held back by venue	1,600*	8%
Held for artist and sponsor	2,000*	10%
Held back for record label and booking agent	550	3%
Total excluded seats per show	5,200*	27%
Total on sale to the general public	14,142	73%

*= estimate



Source:

<http://www.nj.com/news/ledger/jersey/index.ssf?/base/news-13/1242879343299670.xml&coll=1>