

The Truth Behind Concert Sell-Outs

If you thought you had a shot at getting a ticket for Taylor Swift’s September 12, 2009 concert at the Sommett Center, you were wrong. Shortly after tickets went on sale to the general public, the venue was declared “sold out”. Through agreements with more than 20 pre-sale distributors and holds, **12,744 tickets were distributed through pre-sale channels**, leaving only 1,591 available for the public onsale. The following chart illustrates how seats are distributed for ticket sales, what is the “real” amount of seats available to the general public, and how additional seats become available through the primary market even after it has been declared as “sold out”.

Case Study: Taylor Swift Concert – Sommet Center – September 12, 2009

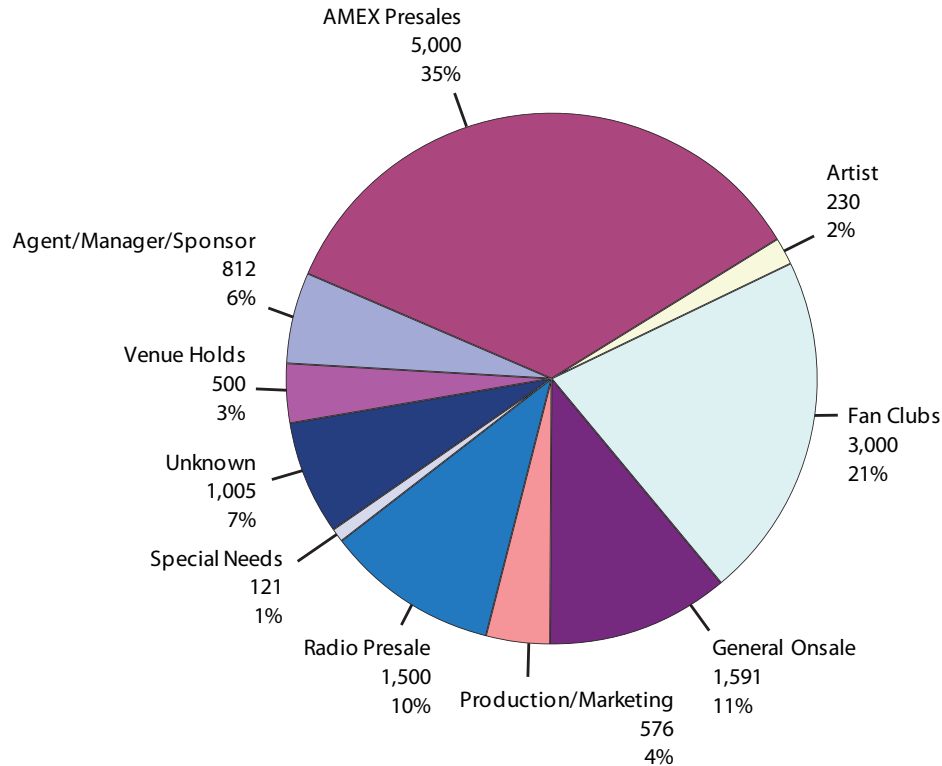
Ticket Release Distribution

Total seating capacity at venue 14,335

Total Holds..... 12,744

Agent/Manager/Sponsor.....	812
AMEX Presales.....	5,000
Artist.....	230
Fan Clubs.....	3,000
Production/Marketing.....	576
Radio Presale.....	1,500
Special Needs.....	121
Unknown.....	1,005
Venue Holds.....	500

General Onsale..... 1,591



Sources:

<http://www.newschannel5.com/Global/story.asp?S=11481431> (10 Nov 2009)

Ticketmaster Audit Report for ENN0912 (10 April 2009)