

The Truth Behind Concert Sell-Outs

Buying concert tickets used to be straightforward, but it's become a complicated process in which the public on-sale date (and the original ticket price) means almost nothing. In the case of Wilco's DPAC show, most of the tickets were gone before the "official" on-sale date. Out of 2,700 seats, only about 1,000 went on sale to the general public on Jan. 8, according to show promoter Frank Heath.

The other 1,700 tickets - almost two-thirds of the total - were held for various purposes, including guests of the band, media review tickets and 250 special "student tickets" that had to be purchased in-person at the box office. Many tickets were also sold in "pre-sales" for venue patrons and members of Wilco's fan club.

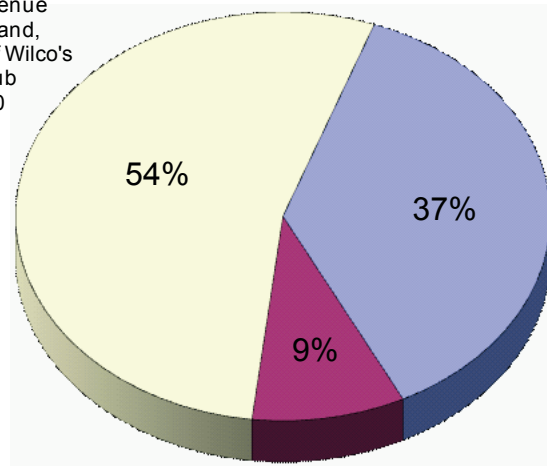
Case Study: Wilco Concert – Durham Performing Arts Center (DPAC) – 3/27/2010
Onsale Date: 1/8/2010

Ticket Release Distribution

Total seating capacity at venue.....	2,700
Hold Backs.....	1,700
"Student Tickets".....	250
Other Hold-backs.....	1,450
-Guests of the band	
-Media review tickets	
-Pre-sales to venue patrons	
-Members of Wilco's fan club	
General Public.....	1,000

Held back for: guests of the band; media review tickets; pre sales to venue patrons; and, member's of Wilco's fan club
1,450

Total Concert Seats (2,700)



General onsale
1,000

"Student tickets"
250

Sources:

- <http://www.ticketmaster.com/event/0E00439DC3E4A3A1?artistid=773505&majorcatid=10001&minorcatid=1>
- <http://www.newsobserver.com/2010/03/07/374515/tickets-gone-before-theyre-even.html>