



Can you give examples of how tickets are released prior to an onsale date?

## Ticket Resale

### Frequently Asked Questions

#### How many total tickets go unsold in the market?

Approximately 60% of event tickets to live entertainment events in the United States go unsold. According to Live Nation\*, 40% of that market share of unsold tickets are to live concert events.

\*Testimony of Live Nation CEO Michael Rapino before the Senate Judiciary Subcommittee on Antitrust, Competition Policy and Consumer Rights on February 24, 2009.

#### How many tickets are sold below face value?

Thirty percent (30%) or more of all tickets resold through the secondary market are sold below face value.

#### Can you give an example of an event that sold one-third or more of its tickets below face value?

**Oscar DeLaHoya v. Manny Paquiao**  
MGM Grand \* December 6, 2008

|  |            |              |
|--|------------|--------------|
| Total tickets sold                       | 557        | 100%         |
| Total sold above face value              | 352        | 63.2%        |
| <b>Total sold at or below face value</b> | <b>205</b> | <b>36.8%</b> |

#### How many jobs are created by the secondary ticketing industry?

The secondary ticketing industry in Alabama creates and sustains **between 45 and 75 unique or specialized jobs** in the state. Most of these are small businesses built by entrepreneurs who have worked hard to build a large client base that relies on their services.

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|----------------------------|--|
| <b>Fan Clubs</b>           | Artist and event promoters release tickets to respective fan clubs and guarantee them access to tickets. (See Case Study on Hannah Montana, page 2).   |
| <b>Radio Contests</b>      | Radio stations promise tickets to listeners who call the station at specific times in order to be the "winning" caller. These "winners" are promised tickets before the tickets go on sale to the general public. Radio stations also promise tickets to members of that station's Listeners Club.   |
| <b>Online Presales</b>     | Access to tickets before the onsale date can at times be provided by the artist or promoter through an online password-protected system. Buyers type the password into the designated space on the website, and then submit their information to have the tickets sent to them. Two popular sites for this are Presale Password and Presale Now. |
| <b>Promotional Rewards</b> | Credit card companies often offer consumers rewards points and opportunities to purchase special items. For example, American Express offers its cardholders ticket purchase options to various concert and live entertainment events prior to the onsale date.  |

See Case Study: Hannah Montana.