



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%
Total sold at or below face value	205	36.8%

How many jobs are created by the secondary ticketing industry?

The secondary ticketing industry in Colorado creates and sustains **between 108 and 180 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.

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

Fan Clubs	Artist and event promoters release tickets to respective fan clubs and guarantee them access to tickets. (See Case Study on Hannah Montana, page 2).
Radio Contests	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.
Online Presales	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.
Promotional Rewards	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.