

Department of Jobs, Enterprise and Innovation
Earlsfort Centre
Lower Hatch Street
Dublin 2

30th March 2017

Re: Consultation Paper on the resale of tickets.

Dear Minister

Please see enclosed our responses in relation to your recent consultation process.

In summary, we would like to see the resale of tickets by third parties criminalised. This would give the public the opportunity to purchase a ticket on a fair and equal footing for all.

In terms of loss of revenue to the state, do secondary market operators account for all relevant taxes within the state and remit same?

For secondary market ticket purchasers, there is a huge level of risk to which they have no recourse to, not to mention the disappointment and exploitation for many who use these methods.

Should you have any queries in relation to this or any of our points please do not hesitate to contact us.

Kind regards



Peter Aiken

Please note that this information should be treated in the strictest confidence and not circulated to any third party

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Question 1

This is very much artist/ event dependent, for example a pop / country artist fan base will most likely queue at outlets for tickets in advance of an on sale while a comedy/theatre audience will predominantly book online. An accurate analysis of the exact sales breakdown would be best sourced from a volume ticketing provider.

Question 2

Aiken Promotions do not partake in the secondary ticketing market, we have noticed that sell out / high demand shows are the main interest of the secondary market.

Question 3

As above

Question 4

For sell out / high demand shows we would see customers arriving with fake/ fraudulent tickets, these tickets are normally purchased via unofficial ticket sites such as Viagogo, eBay, Done Deal, Facebook, etc.

The highest level we have experienced in recent years was at Ed Sheeran's sold out shows in Croke Park 2015, where we had over 100 holders of fraudulent tickets per show.

As promoters, we widely publicize the dangers of purchasing tickets via unofficial channels. Ticketing companies are consistently working to reduce the problems of fraud and fraudulent sales.

Question 5

Question 6

N/A

Question 7

N/A

Question 8

N/A

Question 9

Presales, fan clubs, clubs, venue membership schemes.

Question 10

On the occasions where we have test purchased tickets, the addresses have been UK based.

Question 11

Ticket limits are put in place by artist/ promoter for fair and equitable ticket sales, most ticketing systems can run checks on credit cards, names, addresses to ensure that the limit are adhered to

Question 12

Aiken Promotions do not partake in the secondary market and have no affiliation with resellers.

Aiken Promotions do not see any benefit in working with secondary sellers but feel that the outlawing of secondary/reselling would be of more benefit to the public.

Question 13

Yes, public should be made aware if they are being redirected to a secondary (inflated ticket price) site. Should secondary sites be outlawed and a fair reseller system be introduced then the public could resell, exchange and purchase on a fair platform, currently any ticket purchaser can also be a speculator.

Question 14

Question 15

Question 16

We do publicize and advertise with '*Buyer Beware details/ only purchase from official outlets*' for major events unless the act of third party reselling at inflated prices is criminalized we are fighting a battle that we cannot win. In the past, we have put in measures including name on tickets with ID to be presented at entry while it did deter secondary sellers it did cause some difficulty to those who were purchasing for children/ friends, etc.

Question 17

Ticketing companies worldwide are constantly working on systems and technology to combat bots. Some ticketing companies use pre-registration and account setup to combat bots and bulk purchasers.

Question 18

We have not seen paperless ticketing used on a full event in Ireland but believe it will work for an adult event, not so much for a pop /younger audience event as the attendee (most likely not the card holder) will be required to take along the debit/credit card as their ticket is registered on the card used for payment. Again, paperless has the same challenges as names on tickets in terms of purchasing for gifts children/ friends, etc.

Question 19

Question 20

N/A

Question 21

YES, reselling should be regulated and secondary sites /third party reselling should be criminalised. In terms of penalties and legislation this discussion would be best as a round table, event wide, entertainment industry discussion so all aspects of implementation, operation and prosecution could be discussed.