

# RESALE & SCALPING



## SCALPING

The practice of buying and reselling tickets for profit has always existed but, in the digital era, the scale of Scalping has increased substantially for a variety of reasons:



### PROFESSIONAL SCALPERS

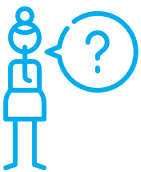
Acting together using sophisticated technology to harvest tickets the minute they go on sale.



### LACK OF REGULATION

Unlike other markets, there is limited legislation to prevent the Scalping of Tickets, and those that are in place are not regularly policed.

Additionally, Terms and Conditions of Resellers are not enforced with tickets regularly listed without the Original Price, Seat Location or any restrictions.



### FANS ARE CONFUSED

As you may have experienced, Resellers are very cunning at giving the impression of being the Official Seller. Typing in Tickets + Artist will generally lead to paid results directing Fans to highly priced tickets, when more affordable alternatives, at Face Value are available.

### I THOUGHT MY RESALE TICKETS WERE GUARANTEED TO GET ME INTO THE EVENT?

No. The only way to 'guarantee' that you are able to attend your event is to purchase through the Official Seller, in this case Ticketek. Resellers may be able to offer a refund of your money after reviewing your complaint but cannot offer service through the Box Office. Please be aware, the promoter has no obligation to honour tickets purchased via unauthorised re-sellers.

### WHY CAN'T BOX OFFICE STAFF ASSIST ME?

As your tickets were not purchased through Ticketek, the Official Seller and operator of the Box Office, Staff do not have any record of your purchase or account. Where possible, staff will attempt to sell you a new seat but are not able to resolve your Resale issue.

### HOW DO I KNOW WHO THE 'OFFICIAL' TICKET SELLER IS?

The safest way to determine the 'Official' Ticket Seller is to search either the venue website, or the promoter/performer's own website. In addition, be wary of the highest placed search results as these can often be paid ads for Resellers identified overleaf.

### WHAT ARE THE BENEFITS OF PURCHASING THROUGH THE OFFICIAL TICKET SELLER?

When you purchase through Official Sellers, you pay a fixed price as determined by the Artist. In addition, the ticket you purchase is 100% guaranteed and if something goes wrong, you are able to speak to Box Office Staff at the event.

FACTS ABOUT

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## HOW TO LODGE YOUR COMPLAINT AGAINST UNAUTHORISED RESELLERS

*ticketmaster*<sup>®</sup>  
RESALE

[disputesmanager@ticketmaster.com.au](mailto:disputesmanager@ticketmaster.com.au)

[resale.ticketmaster.com.au/CustomerService](https://resale.ticketmaster.com.au/CustomerService)

**viagogo**  
the ticket marketplace

[www.viagogo.com/Help/Buyer/20?](https://www.viagogo.com/Help/Buyer/20?)

[viagogo.com](https://viagogo.com)

**trademe** 

[www.trademe.co.nz/help/897/filing-a-dispute-report](https://www.trademe.co.nz/help/897/filing-a-dispute-report)

[www.trademe.co.nz/Help/ContactUs.aspx](https://www.trademe.co.nz/Help/ContactUs.aspx)