



TICKET BUYING IN BRITISH COLUMBIA

What We Heard



BRITISH
COLUMBIA

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Executive Summary

In response to concerns raised about fairness in the buying and selling of live event tickets, the BC Ministry of Public Safety and Solicitor General launched a public questionnaire aimed at obtaining information on British Columbians' experiences buying and reselling live event tickets and their views on potential options to improve fairness in the buying and selling of tickets.

The online questionnaire ran for three weeks in March 2018, and in this time, there were 13,744 visits to the website and 6,507 completed questionnaires submitted.

- ▶ The results of the questionnaire suggest the following:
 - ▶ there is frustration with the ticket buying process in the primary market, leading some people to buy tickets in the secondary market,
 - ▶ consumers are purchasing tickets from secondary sellers, despite their concerns about doing so,
 - ▶ technology plays a central role in ticket buying,
 - ▶ while ticket fraud does not appear to be common among participants, consumers purchasing tickets on the secondary market may support enhanced protections; and
 - ▶ there is public support for each of the potential options to improve fairness in ticket buying and selling:
 - » measures related to bots (e.g., bot prohibition),
 - » a price cap on resold tickets,
 - » the prohibition of ticket sales on the secondary market before they are made available to the public on the primary market,
 - » a requirement for ticket sellers to consistently provide certain information to consumers; and
 - » a requirement for secondary sellers to provide a refund in specific circumstances.

These results will be examined in greater detail within the “Summary of Key Findings” section of this report.

Project Background

British Columbians are facing more and more challenges when trying to buy tickets for popular live events such as music concerts, sports, theatre and other live cultural or recreational events. For example, it can sometimes seem that tickets for popular events sell out immediately after going on sale to the public. It can seem to the consumer that some tickets are offered for resale at the same time as the original sale, and at much higher prices.

The provincial government has heard these concerns and is considering options to enhance fairness in how tickets for live events in British Columbia are bought and sold. While the government cannot guarantee that everyone who wants to purchase tickets for an event will be able to do so – sometimes demand far exceeds ticket supply – the goal is to create a more level playing field in a way that will work for British Columbia. To that end, an engagement process was held through stakeholder outreach by the Ministry of Public Safety and Solicitor General and a public questionnaire to obtain information on public ticket buying and selling tendencies and opinions. This report provides an overview of the findings from the questionnaire.

Engagement Process

In March 2018, the Ministry of Public Safety and Solicitor General, together with Government Communications, ran an online questionnaire to gather information on British Columbians' experiences buying and reselling live event tickets, as well as their views on potential options to improve fairness in the buying and selling of live event tickets. There was an opportunity for participants to share any other comments they had on ticket buying or selling, and they could also choose to provide their age range and/or their income range. That information was used to determine whether there is any relationship between participants' demographic characteristics (age and income) and their responses to the other questions.

All questionnaire participants were anonymous.

The questionnaire (provided in Appendix A) ran from March 6 to March 27, 2018, and was intended for members of the public. Over the three weeks of the engagement, there were 13,744 visits to the engagement site and 6,507 completed questionnaires were submitted.

Stakeholders involved in, or impacted by, the business of ticket buying or selling were invited to provide written submissions to the Ministry directly.

For the purposes of the questionnaire and this report, the following definitions are used:

Bot: A bot is software that allows someone to circumvent the normal rules of ticket buying and jump the queue to quickly buy more tickets than an individual could buy without using bots.

Live Event: A live event is an event held at an arena, stadium, auditorium, or other performance venue in British Columbia and could include music, sports, theatre or other live cultural events (ballet, opera, etc.).

Primary Seller: Primary sellers are those businesses authorized by the event or venue to sell tickets for a live event. This might include event venue owners, event promoters and organizations such as Ticketmaster or Select Your Tickets.

Secondary Seller: Secondary sellers are those engaged in the business of reselling tickets that were previously bought from a primary seller.

Summary of Key Findings from the Public Questionnaire

Overall, the findings from the public questionnaire suggest the following:

1. There are frustrations with the ticket buying process in the primary market

British Columbians who completed the questionnaire are generally active in buying tickets and attending live events.

There is frustration from seeing tickets appear on the secondary market either before the public has had an opportunity to purchase them or immediately after they have sold out in the primary market.

Most questionnaire participants appear to be buying tickets for their own use, as they are not active in reselling tickets and when they do resell tickets, it is typically for unforeseen reasons (e.g., they are no longer able to attend the event).

2. Consumers are purchasing tickets from secondary sellers, despite their concerns about doing so

Although over half of the questionnaire participants have turned to the secondary market at some point, many have done so primarily due to difficulties obtaining tickets in the primary market.

The most common concerns about buying tickets from secondary sellers are unfair or expensive prices, tickets potentially not granting entry to an event, and the consumer not receiving a ticket for which they had paid.

3. Technology plays a central role in ticket buying

Online purchases appear to comprise an overwhelming majority of ticket purchases.

The electronic nature of ticket purchases has led to concerns over the apparent prevalence of bots. A very large majority of questionnaire participants felt:

- ▶ bots are to blame when tickets sell out very quickly,
- ▶ the use of bots to purchase tickets should be prohibited; and
- ▶ tickets purchased using bots should be cancelled.

4. While ticket fraud does not appear to be common among respondents, consumers purchasing tickets on the secondary market may support enhanced protections

Most questionnaire participants who had purchased tickets from secondary sellers were able to get into the event.

Of those who were unable to get into the event and sought a refund from the secondary seller, only a small minority were successful in obtaining the refund. There may be support for enhanced protections, such as a refund guarantee, in those circumstances.

5. There is public support for each of the potential options to improve fairness in ticket buying and selling

Potential options include:

- ▶ measures related to bots (e.g., bot prohibition),
- ▶ a price cap on resold tickets,
- ▶ the prohibition of ticket sales on the secondary market before they are made available to the public on the primary market,
- ▶ a requirement for ticket sellers to consistently provide certain information to consumers; and
- ▶ a requirement for secondary sellers to provide a refund in specific circumstances.

Details regarding these findings are provided in the following section.

Details of Key Findings from the Public Questionnaire

When reviewing the findings below, the following should be kept in mind:

- ▶ As the questionnaire was open to anyone wishing to participate, the findings should not be considered a statistically valid representation of British Columbia’s population.
- ▶ Responses to some questions may total more than 100% as those questions allowed participants to select more than one answer.
- ▶ Where a response is expressed as a percentage, it is the percentage of all responses to that particular question (unless otherwise noted).
- ▶ Demographic information (age and/or income) is noted only where there is a salient difference in responses across the age and/or income groups.
- ▶ Where an analysis of demographic information (age and/or income) is provided, it is based only on those participants who chose to provide that information.

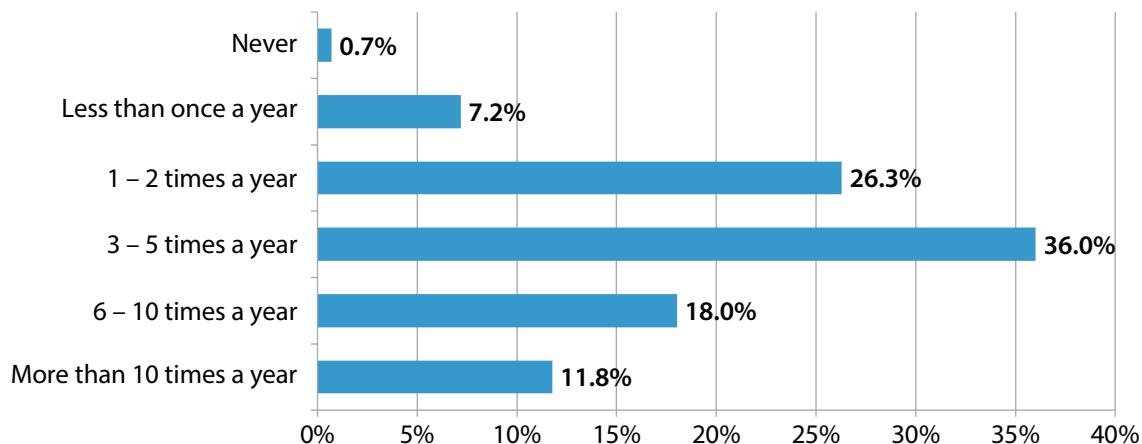
Experiences Buying Live Event Tickets

British Columbians who completed the questionnaire are generally:

- ▶ active in buying live event tickets from primary sellers and, to a lesser degree, from secondary sellers,
- ▶ active in attending live events,
- ▶ buying tickets online,
- ▶ facing difficulties buying tickets from primary sellers, and
- ▶ concerned about buying tickets from secondary sellers.

Two-thirds of the questionnaire participants (66%) indicated that they usually purchase tickets three or more times per year. Only 7% reported that they usually purchase tickets less than once per year, while 1% reported never having purchased tickets.

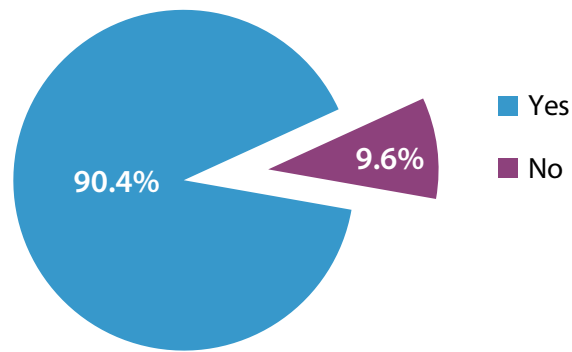
Exhibit 1: How Often Do You Buy Tickets for Live Events?



The vast majority of questionnaire participants (90%) indicated that they had faced difficulties buying tickets from a primary seller. The most common difficulties were:

- ▶ tickets selling out quickly (96%), and
- ▶ tickets appearing for sale by a secondary seller before they are available to the general public through a primary seller (also known as “speculative tickets”) (59%).

Exhibit 2: Have you ever had difficulty buying tickets from a primary seller?



Participants’ ticket-buying patterns are fairly consistent with their live event attendance. More than half of the participants (60%) reported that they typically attend one to five live events per year. Only 7% reported attending no live events or typically less than one live event per year.

Live event attendance rates among participants appear to decrease with age. Participants under age 55 were most likely to report typically attending between three and five live events per year, while those aged 55 and older were more likely to report attending between zero and two live events per year. All participants under age 25 attended at least one live event per year.

An overwhelming majority of ticket purchases in British Columbia appear to be occurring online, with 98% of participants indicating that they had used this method. Online was by far the most popular purchase method across all age groups, though its use appears to decline slightly with age - from a high of 100% among those under age 25 to a low of 90% among those aged 65 and older.

Tickets are occasionally being purchased in-person (20%), and less common methods include purchases done via telephone call to the seller (1%) or through friends and family members (1%).

A little more than half of the questionnaire participants (54%) had, at some point, purchased tickets from a secondary seller, with most of them (63%) buying less than two tickets per year in this manner. Many appear to have turned to the secondary market in response to challenges faced when trying to obtain tickets in the primary market. The most common reasons for turning to a secondary seller were:

- ▶ there were no tickets available from the primary seller when they went on sale to the public (90%); and
- ▶ the desired seats were not available from the primary seller (43%).

A smaller amount of participants (22%) had purchased tickets from a secondary seller out of convenience, so that they could wait until closer to the event date to make their purchase. Participants under age 25 were more likely than others to provide this as a reason.

Other, less frequently mentioned reasons were that the tickets were less expensive (3%) or that they believed they were buying from a primary seller (2%).

The use of the secondary ticket market appears to decrease somewhat with age:

- ▶ those aged 55 and older were less likely than their younger counterparts to report having purchased tickets from a secondary seller; and
- ▶ of those aged 65 and older who had used the secondary market, 47% reported buying less than one ticket per year this way (compared to 30% of those under age 25 who had used the secondary market).

Although British Columbians are purchasing tickets from secondary sellers, there are concerns about doing so. The most common concerns were:

- ▶ the ticket price being unfair in comparison to the face value (86%),
- ▶ the ticket being too expensive (85%),
- ▶ the ticket potentially not granting entry to the event (71%); and
- ▶ not receiving a ticket for which they had paid (65%).

Less common concerns included:

- ▶ unclear or missing information regarding total ticket price, taxes/fees or seat location (38%); and
- ▶ ticket purchases being processed in US dollars (instead of the expected Canadian dollars) or participants not wanting to support “scalping” (1% of responses were within this “Other” category).

While ticket fraud in the secondary market was a concern for participants, it does not actually appear to be occurring on a large scale. Most participants who had purchased tickets from a secondary seller were able to get into the event (89%). Of those who were unable to get into the event and sought a refund from the secondary seller only 16% were successful in receiving the refund.

Exhibit 3: Have you ever bought a ticket from a secondary seller and could not get into the event?

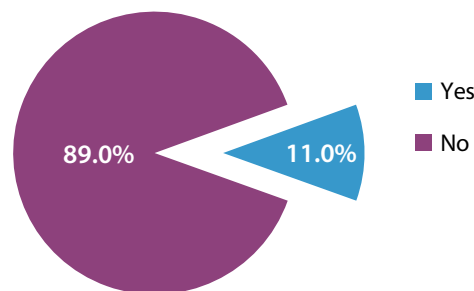
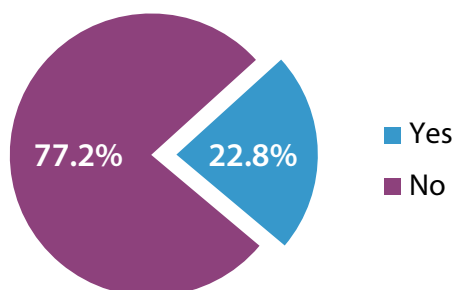
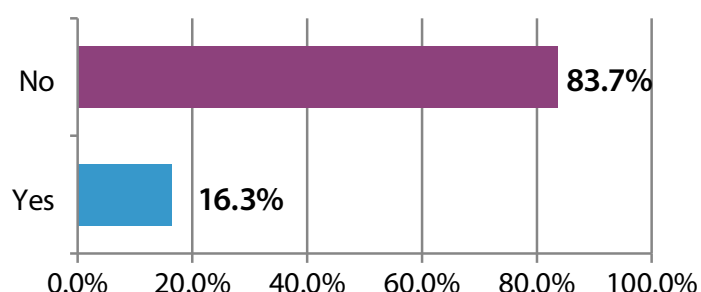


Exhibit 4: Seeking a refund from a secondary seller

Did you seek a refund for the ticket?

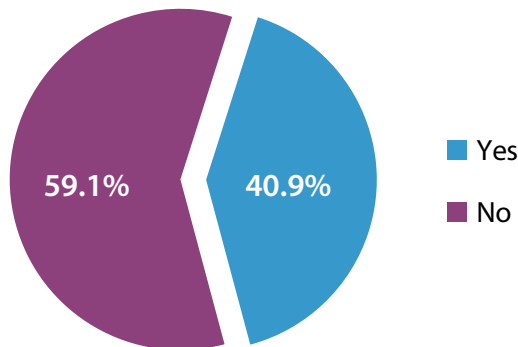


Further Breakdown – Did you receive a refund?



It appears that some consumers felt misled when attempting to buy tickets. More than half of the participants (59%) indicated that they had, at some point, believed they were buying from a primary seller when in fact, they were dealing with a secondary seller.

Exhibit 5: Have you ever looked to buy a ticket from a secondary seller, believing it was a primary seller?

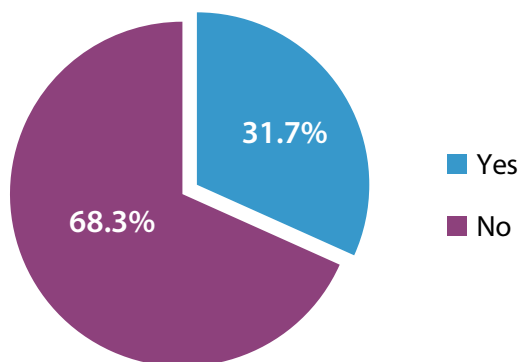


When tickets sell out very quickly, most participants believed bots were responsible (96%). Two-thirds felt the reason was that tickets are being held back and not offered for sale to the general public (66%), while 39% believed it was due to ticket demand exceeding supply.

Experiences Reselling Live Event Tickets

Most participants appear to be purchasing live event tickets with the intent of using them themselves, as 68% reported never having resold tickets.

Exhibit 6: Have you ever resold live event tickets?

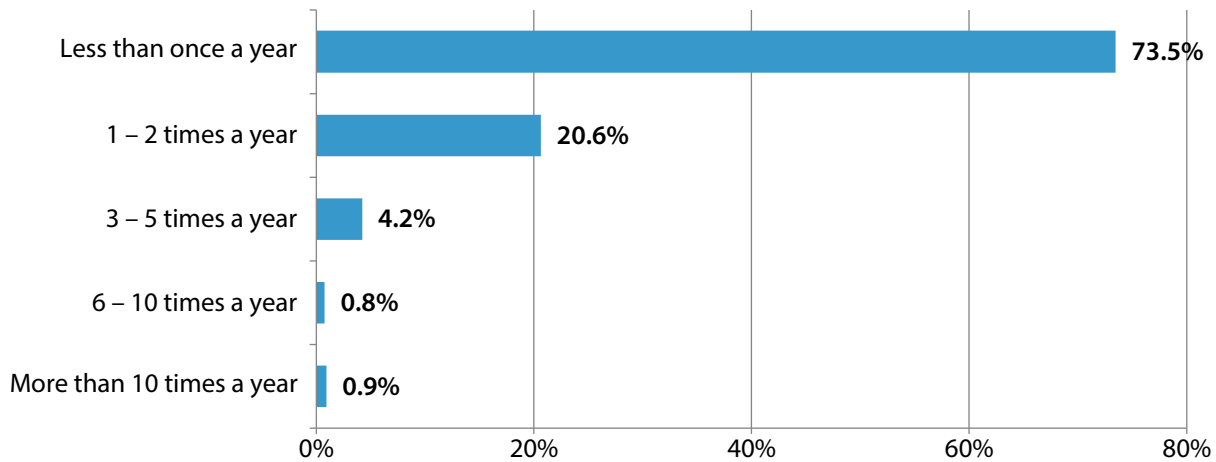


Participants between ages 25 and 44 were more likely to have resold tickets than those aged 45 and older.

Of those who have resold tickets, most had done so less than once per year (74%). The vast majority had resold tickets, at some point, because they were unable to attend the event while only 10% had purchased tickets with the intent of reselling them.

Other reasons for reselling tickets included that better seats had become available and that friends or family members had decided not to attend an event, after the tickets had been purchased for them.

Exhibit 7: How often have you resold tickets for a live event?



Views on Potential Options to Improve Fairness

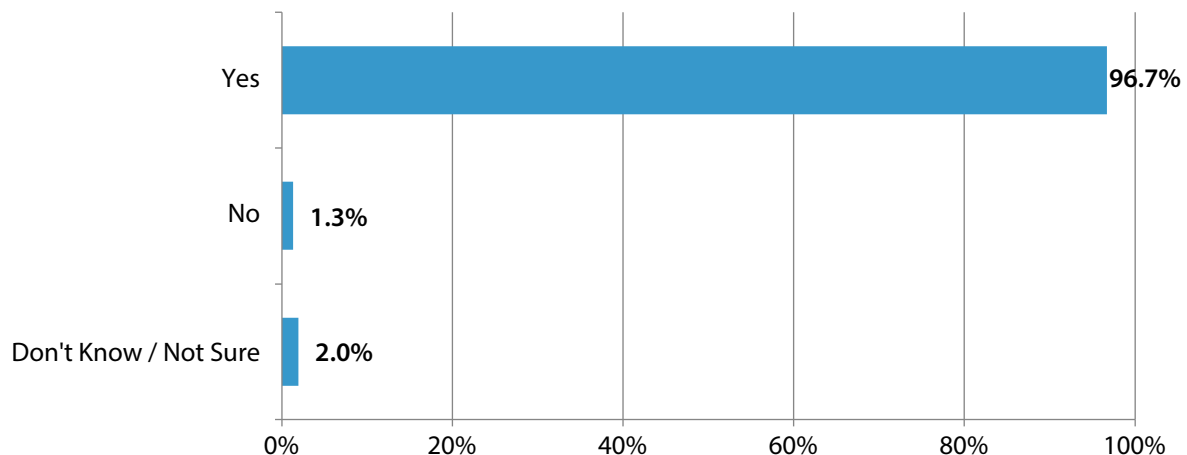
A number of potential options to improve fairness in how tickets are bought and sold were described in the questionnaire, in order to determine which options, if any, were supported.

There is support for each of the options, to varying degrees. The options and their particular levels of support are shown in the table in Appendix B.

Bots

There is nearly unanimous support for measures that would prohibit the use of bots (97%).

Exhibit 8: Should the use of automated software (“bots”) to buy tickets be banned?



If tickets were purchased using bots, participants strongly supported their cancellation (86%). Views were mixed on the recourse, if any, that consumers should have if their tickets are cancelled in such a situation:

- ▶ 47% felt the consumer should receive a refund if the cancelled ticket had been purchased from a secondary seller (i.e., if the consumer is not the one who used bots),
- ▶ 38% felt the consumer should not receive a refund; and
- ▶ 13% did not know or were unsure.

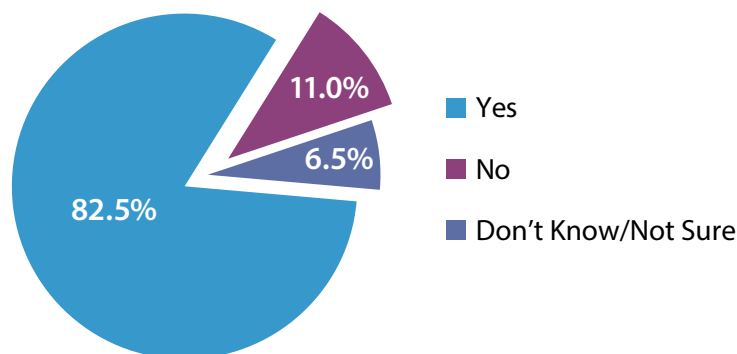
There is moderate support for the prosecution of individuals or organizations using bots to purchase tickets (51%).

A small number of participants (7%) provided other ideas for what should happen when bots are used, such as the issuing of fines.

Ticket Resale Price Limit

There is a high level of support for setting a price limit on resold tickets (83%). Of the price limit options listed in the questionnaire, the most popular was the lowest option – 25% above the ticket’s face value. This was supported by 53% of participants who felt there should be a limit. The other options listed in the questionnaire were 50% above face value, 75% above face value, 100% above face value, 200% above face value, and “Other”.

Exhibit 9: When a secondary seller sells a ticket, should there be a limit above the face value that it can be sold for?



A little more than one-third of responses (35%) expressed that the limit should be an amount not listed in the questionnaire. Of those, the most popular response was that there should be no price mark-up allowed (16%). Other limits suggested include 5% above face value and 10% above face value (supported by 2% and 11% of those who felt there should be a limit, respectively).

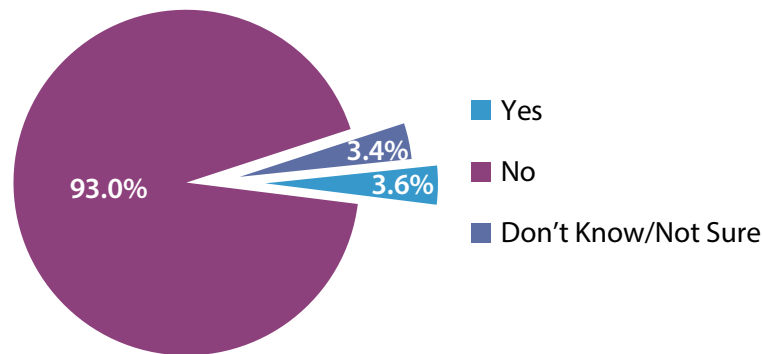
Those under age 45 were more likely than their older counterparts to support a prohibition on resale mark-ups.

Those earning an annual gross household income between \$25,000 and \$44,999 were more inclined than those earning \$150,000 or more to suggest that there should be no price limit (87% and 77%, respectively).

Sale of Tickets by Secondary Sellers before they are offered to the General Public by a Primary Seller

A very large majority feel that secondary sellers should not be allowed to sell tickets before a primary seller has made them available to the general public (93%).

Exhibit 10: Should secondary sellers be allowed to sell tickets before the tickets are made available for sale to the general public by a primary seller?



Consumer Information

There is very strong support to require ticket sellers to provide consumers with certain information. Specifically, the questionnaire asked whether any of the following information should have to be provided:

- ▶ full ticket price, including taxes and fees (96% support),
- ▶ how tickets will be offered for sale to the general public (89% support); and
- ▶ the seat location or standing area to which the ticket grants access (87% support).

Refund from Secondary Seller

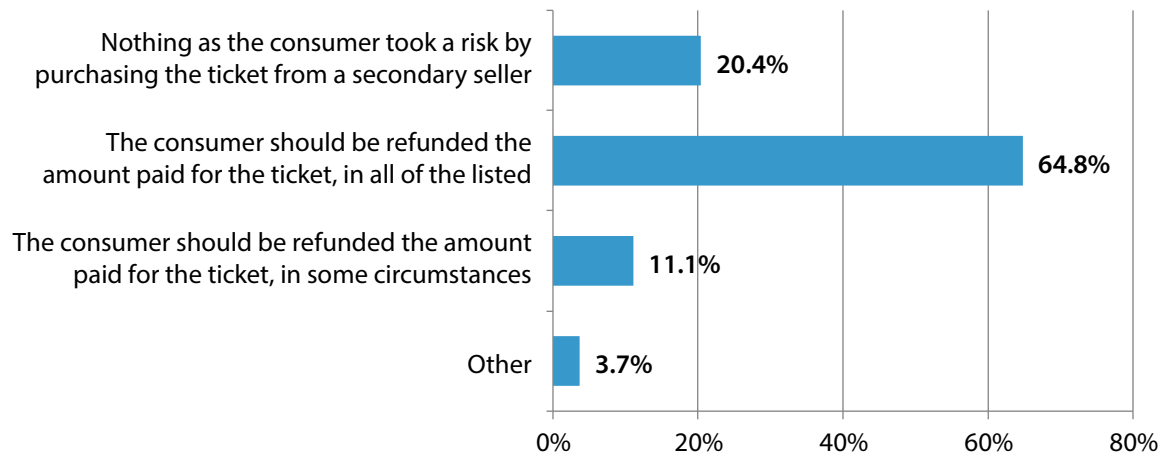
Slightly over three-quarters of participants (76%) felt that the consumer should be refunded the amount paid if they purchased a ticket from a secondary seller and certain things occur. Opinions were mixed over which particular circumstances should result in a refund:

- ▶ 65% felt a refund should be required in all circumstances listed in the questionnaire – that is, if the event is cancelled, the ticket does not grant entry to the event, or the information regarding seat location is incorrect.
- ▶ 11% felt a refund should be required in only some of the circumstances listed, including if the event is cancelled or the ticket does not grant entry to the event. Other comments suggested a refund be required if “the consumer was defrauded” or “the secondary seller gets reimbursed”.

A small amount of participants (4%) felt that something other than a refund should occur, such as the secondary seller incurring some type of liability.

One-fifth of participants (20%) indicated that nothing should happen in such situations, as the consumer took a risk by purchasing the ticket from a secondary seller.

Exhibit 11: What should happen if a ticket is purchased from a secondary seller and there are issues?



Other Comments

Questionnaire participants were asked if they would like to share anything else regarding ticket buying or selling.

Nearly one-third of participants (29%) provided responses to the open-ended question. Four major themes emerged in the comments:

- ▶ elimination of bots (13%),
- ▶ prohibition of secondary ticket sales (12%),
- ▶ restrictions on ticket resale prices (12%), and
- ▶ dissatisfaction with tickets selling out quickly and being subsequently posted on resale websites, generally for higher prices (12%).

Examples of the comments in each of these themes are provided in Appendix C.

Twenty-two smaller themes were also noted, and are outlined in Appendix D.

Approximately 14% of responses had no emergent theme.

Demographic Information

Participants had an opportunity to provide their age range and their annual pre-tax household income range, if they wished to do so. Almost all participants (99%) shared their age range, while 85% shared their income range.

Of those who provided demographic information, the largest groups were those between ages 25 and 34 (30%) and those earning between \$65,000 and \$99,999 per year (23%).

Those under age 25 accounted for only 7% of participants. Other than this anomaly, questionnaire participation rates decreased as age increased.

Participation rates appeared to increase with income, up to and including the income range of \$65,000 to \$99,999.

Exhibit 12: Participant Age

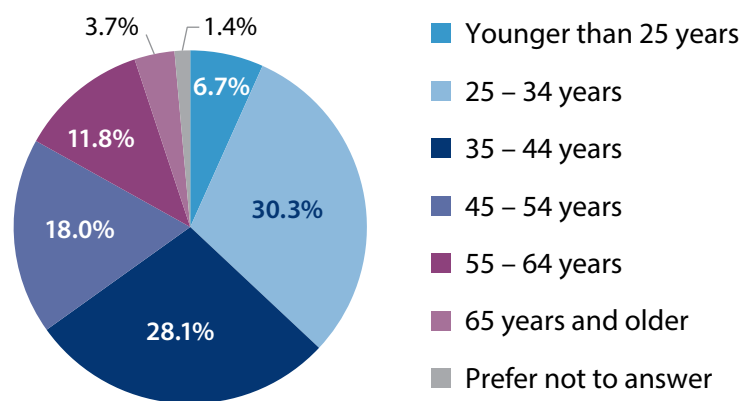
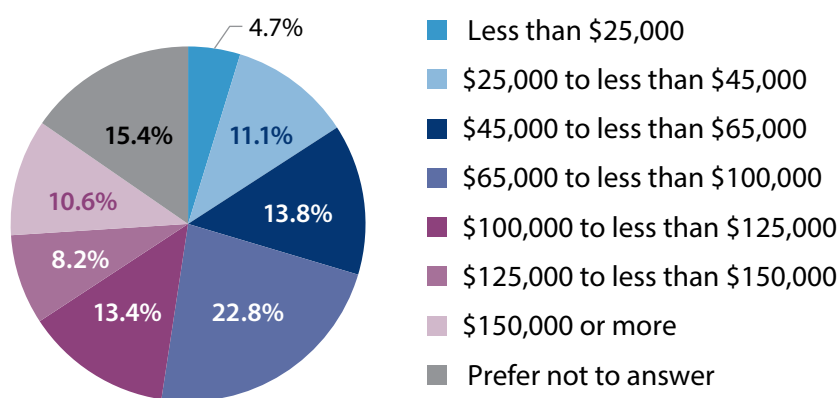


Exhibit 13: Participant Income



Appendix A: Ticket Buying Questionnaire

Ticket Buying and Selling Experiences

How often do you usually buy tickets for live events?

Please choose **only one** of the following:

- Never
- Less than once a year
- 1 – 2 times a year
- 3 – 5 times a year
- 6 – 10 times a year
- More than 10 times a year

How many live events do you typically attend?

Please choose **only one** of the following:

- Never
- Less than once a year
- 1 – 2 times a year
- 3 – 5 times a year
- 6 – 10 times a year
- More than 10 times a year

How do you purchase tickets for a live event?

Check all that apply

- In-person (venue box office)
- Online
- Other: [text box]

Have you ever had difficulty buying tickets from a primary seller?

Choose one of the following:

- Yes
- No

***Primary Sellers** are those businesses authorized by the event or venue to sell tickets for a live event. This might include event venue owners, event promoters, and organizations such as Ticketmaster or Select Your Tickets.

What was the problem?

Choose **all** that apply

- Tickets sold out quickly
- Tickets appeared for sale by a secondary seller before they were available to the general public through a primary seller
- Information regarding full ticket price was unclear or incorrect
- Information regarding seat location was unclear or incorrect
- Other: [text box]

Have you ever looked to buy a ticket from a secondary seller*, believing it was a primary seller?

Choose **only one** of the following

- Yes
- No

***Secondary sellers** are those engaged in the business of reselling tickets that were previously bought from a primary seller. This might include resellers such as StubHub, TicketsNow, or Vivid Seats.

Have you ever bought tickets from a secondary seller?

Choose **only one** of the following

- Yes
- No

How many tickets do you typically purchase from a secondary seller?

Please choose **only one** of the following:

- Less than once a year
- One a year
- 2 – 4 times a year
- 5 – 9 times a year
- More than 10 times a year

Why do you choose to buy your tickets from a secondary seller?

Please choose **all** that apply:

- There are no tickets available from the primary seller when they go on sales to the public
- I cannot get the seats I want from a primary ticket seller
- I wait until closer to the event to buy tickets
- Other: [text box]

What concerns do you have buying tickets from a secondary seller?

Please choose **all** that apply:

- The tickets are too expensive
- The ticket price is unfair in comparison to face value I wait until closer to the event to buy tickets
- Information regarding total price, taxes/fees, seat location is unclear or missing
- My ticket might not grant me entry to the event
- I might not receive a ticket that I pay for
- None
- Other: [text box]

Have you ever bought a ticket from a secondary seller and could not get into the event?

Choose **only one** of the following

- Yes
- No

Did you seek a refund for the ticket?

Choose **only one** of the following

- Yes
- No

Did you receive a refund for the ticket?

Choose **only one** of the following

- Yes
- No

Have you ever resold live event tickets?

Choose **only one** of the following

- Yes
- No

Why did you resell the tickets to the live event?

Please choose **all** that apply:

- I was unable to attend the event
- I bought extra tickets and planned to resell them Information regarding total price, taxes/fees, seat location is unclear or missing
- I only bought tickets so I could resell them I might not receive a ticket that I pay for
- I have season tickets and sell them when I am unable to attend an event
- Other: [text box]

How often have you resold tickets for a live event?

Please choose **only one** of the following:

- Never
- Less than once a year
- 1 – 2 times a year
- 3 – 5 times a year
- 6 – 10 times a year
- More than 10 times a year

Options for Changes to Ticket Buying

Governments in different jurisdictions are attempting to improve fairness and transparency in ticket buying. There are different options available to do that, each with their own potential strengths and challenges. Below are some of those options.

Should the use of automated software (“bots”) to buy tickets be banned?

Please choose **only one** of the following:

- Yes
- No
- Don't know/not sure

What should happen to tickets purchased using software bots?

Please choose **only one** of the following:

- Nothing
- Tickets should be cancelled without a refund to the consumer
- Tickets should be cancelled, with a refund to the consumer (if bought from a secondary seller)
- Don't know/not sure

What should happen to individuals or organizations using software bots to purchase tickets?

Please choose **only one** of the following:

- Nothing
- Tickets purchased with bots should be cancelled
- Individuals or organizations using bots to buy tickets should be prosecuted in all circumstances
- Don't know/not sure

When a secondary seller sells a ticket, should there be a limit above the face value that it can be sold for?

Please choose **only one** of the following:

- Yes
- No
- Don't know/not sure

When a secondary seller sells a ticket, should there be a limit above the face value that it can be sold for?

Please choose **only one** of the following:

- 25% higher than the original price of the ticket
- 50% higher than the original price of the ticket
- 75% higher than the original price of the ticket
- 100% higher than the original price of the ticket
- 200% higher than the original price of the ticket
- More than 200% higher than the original price of the ticket
- Other: [text box]

Should secondary sellers be allowed to sell tickets before the tickets are made available for sale to the general public by a primary seller?

Please choose **only one** of the following:

- Yes
- No
- Don't know/not sure

When tickets for an event sell out very quickly, what do you think the cause is?

Please choose **all** that apply:

- Software is being used to jump the queue and buy many tickets at once (“bots 50% higher than the original price of the ticket)
- Some tickets are being held back and not offered to the general public
- The demand for the event is greater than the supply of tickets
- Don’t know/not sure
- Other: [text box]

Should the ticket seller be required to provide any of the following information to consumers?

Please choose **all** that apply:

- How tickets will be offered for sale to the general public
- Full ticket price (including taxes and fees)
- Seat location or standing area for the ticket
- Other: [text box]

What should happen if a ticket is purchased from a secondary seller and

- ▶ the event is cancelled,
- ▶ the ticket does not grant entry to the event, or
- ▶ the information regarding seat location is incorrect?

Please choose **only one** of the following:

- Nothing as the consumer took a risk by purchasing the ticket from a secondary seller
- The consumer should be refunded the amount paid for the ticket, in all of these circumstances
- The consumer should be refunded the amount paid for the ticket, in some circumstances.
- Other: [text box]

In what circumstances, should the consumer be refunded the amount paid for the ticket?

Please write your answer here: [text box]

Is there anything else you’d like to share regarding ticket buying or selling?

Please choose **only one** of the following:

- Yes
- No

Please enter your comments in the space provided below

Please write your answer here: [text box]

About You

What is your age?

Please choose **only one** of the following:

- Younger than 25 years
- 25 – 34 years
- 35 – 44 years
- 45 – 54 years
- 55 – 65 years
- 65 years and older
- Prefer not to answer

What is your total annual household income before taxes?

Please choose **only one** of the following:

- Less than \$25,000
- \$25,000 to less than \$45,000
- \$45,000 to less than \$65,000
- \$65,000 to less than \$100,000
- \$100,000 to less than \$125,000
- \$125,000 to less than \$150,000
- \$150,000 or more
- Prefer not to answer

Appendix B: Level of Support Expressed for Each Potential Option

The following table shows each potential option to improve fairness in how tickets are bought and sold in British Columbia, along with the level of support expressed for each.

Option	Level of Support
Ban the use of bots	Very High (97%)
Prohibit secondary sellers from selling tickets before they have been made available to the general public by a primary seller	Very High (93%)
Require ticket sellers to provide information to consumers regarding the following: <ul style="list-style-type: none"> ▶ full ticket price (including taxes and fees) ▶ how tickets will be offered for sale to the general public ▶ the seat location or standing area to which the ticket grants access 	Very High (96%, 89%, and 86%, respectively)
Cancel tickets purchased using bots	Very High (86%)
Set a limit above face value for which tickets can be resold	High (83%)
Require secondary sellers to provide the consumer with a refund if the event is cancelled, the ticket does not grant entry to the event, or the information regarding seat location is incorrect	High (76%)
Prosecute those who use bots to purchase tickets	Moderate (51%)

Appendix C: Examples of Responses to the Open-Ended Question

The following table provides examples of comments provided in response to the open-ended question. The examples are organized around the four major themes emerging in the comments.

Note: all examples below are direct quotes from the survey taker unless within square ([]) brackets, which were added for context.

Theme	Examples of Responses
Elimination of Bots	<p>“Bots should be banned.”</p> <p>“The use of bots needs to be stopped right away. It is an unethical practice that forces the general public to pay significant extra money for an event that they want to attend.”</p> <p>“Very simple, do not allow bots to purchase tickets.”</p> <p>“Using technology to corner the market on a limited supply commodity such as tickets to an event and then holding the public hostage to paying exorbitant prices in order to be able to attend is unethical and paramount to extortion.”</p>
Prohibition of Secondary Ticket Sales	<p>“Individuals or organizations who are in the business of buying and selling tickets for profit should be prosecuted and then banned from purchasing any tickets ever.”</p> <p>“Secondary ticket selling should be outlawed.”</p> <p>“Ticket reselling should be considered fraud because none of the excess profits are being provided to either the venue or the entertainer effectively using their image and performance for profit against their will.”</p> <p>“I attend more than 20 concerts/events/shows a year with my spouse. I think tickets should only be allowed to be sold from primary sellers. Secondary sellers should be illegal.”</p>
Restrictions on Ticket Resale Prices	<p>“There needs to be a cap or a limit on resellers’ prices, but there also needs to be a strong reassessment on what ‘service fees’ are allowed [by primary sellers], etc.”</p> <p>“[S]econdary sellers should only be able to charge face value.”</p> <p>“If you really want to solve scalping, take away the profit.”</p> <p>“Ban all resale for profit.”</p>

Theme	Examples of Responses
Dissatisfaction with Tickets Selling Out Quickly and Being Subsequently Posted on Resale Websites, Generally for Higher Prices	<p>“The last few years of buying concert tickets have been incredibly frustrating. Tickets sell out for concerts within a minute and are instantly re-posted [for] at least double the price. It’s awful because if you really want to see your favourite artist, you don’t have a choice and end up paying \$250 for an awful seat at a concert. Something must be done.”</p> <p>“It is really frustrating trying to buy tickets for events when they sell out in minutes and within minutes the tickets are being resold for many times their original price.”</p> <p>“I’m all for people charging market price on a secondary market for tickets but where I have a problem is when tickets are clearly being bought en masse by bots and then immediately being re-listed for unbelievable prices. Concerts should be for fans of the performer and should not be a way for a group of people to rip off another strictly in order to profit.”</p> <p>“[It is] frustrating when tickets sell out in seconds and are then resold on [a secondary site] for way more money. Unfair to people who actually want to pay the price offered on the primary site.”</p> <p>“Concert is sold out instantly. I have then seen hundreds of resellers...selling at 3 or 4 times face value a minute later. This is so wrong and unfair. Bands aren’t getting this money. Fans should have a fair chance at getting tickets at a reasonable cost.”</p>

Appendix D: Smaller Themes in Responses to the Open-Ended Question

In the responses to the open-ended question, four major themes emerged, as well as twenty-two themes that were less represented. Approximately 14% of responses had no emergent theme.

The four major themes are outlined in Appendix C.

The twenty-two less represented themes are as follows:

- ▶ limit the number of tickets one person can purchase (9%)
- ▶ comments regarding participants no longer attending live events due to high ticket prices (9%)
- ▶ prohibit companies from acting as both primary and secondary sellers (8%)
- ▶ require consumers to show a credit card (or other identification) at venue entry (8%)
- ▶ general statements regarding ticket fees (7%)
- ▶ negative comments regarding online ticket sales (about specific sellers or general experience) (7%)
- ▶ limit or eliminate ticket fees (7%)
- ▶ give consumers the option to cancel, transfer or return their tickets (6%)
- ▶ regulate secondary sellers and/or limit the number of tickets they can sell (6%)
- ▶ comments regarding participants no longer attending live events due to a lack of available tickets (5%)
- ▶ increase transparency regarding tickets (e.g., how many are available to the public, seating location) (5%)
- ▶ require a minimum percentage of tickets to be sold in-person at the venue (5%)
- ▶ make ticket “scalping” a criminal offence (5%)
- ▶ include all fees in advertised ticket prices (3%)
- ▶ enforce a prohibition on bots by enforcement means such as prosecution or fines (3%)
- ▶ eliminate commercial resale of tickets (3%)
- ▶ negative comments regarding tickets purchased from secondary sellers (e.g., priced too high) (3%)
- ▶ increase regulation of ticket sales (3%)
- ▶ increase transparency of ticket presales (2%)
- ▶ no issues or concerns with existing ticket buying processes (2%)
- ▶ do not regulate ticket buying or selling (1%)
- ▶ work with primary sellers to discourage the use of bots (0.4%)



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