



TICKET RESALE SAVES CALIFORNIA LIVE EVENT FANS NEARLY \$68 MILLION

Data Show Venue Box Offices and Primary Ticket Companies Do Not Always Offer the Best Deals, Fans Save Big When They Shop Around and Consider Resale Marketplaces

INTRODUCTION

Ticket resale in California helps fans by providing them with another place to buy tickets, often at a price lower than the venue box office or its primary ticketing partner, which is most often Ticketmaster. In analyzing data of ticket sales in California from 2021-2024, since live events returned post-pandemic, fans saved nearly \$68 million (\$67,942,626) when they purchased their tickets from the secondary market. While for popular, instant sell-out events the so-called “face value” or original price of tickets can be high, and therefore so can the offered prices on the secondary resale market, for nearly half of live events there are lower cost tickets available on the secondary market compared to the venue box office or its contracted primary ticket seller.

Fans should always shop around because despite what event venues, teams, artists, and primary ticketing companies say, the cost of their tickets continue to go up, while the supply-and-demand driven dynamics in the secondary resale market mean that oftentimes there are ticketholders offering their previously purchased tickets at a better price. Automatiq, a leading data analytics and support services company in the live event ticketing industry, tracked the sales of tickets sold in California from 2021 through 2024 and provided Protect Ticket Rights with the data for this report.

Since the post-pandemic reopening of live events in California, our data shows 2.1+ million Californians benefited from lower cost tickets on the secondary resale market when compared to the box office or its primary ticketer.

HIGHLIGHTS

1. Over **2.1 MILLION** fans saved by comparison shopping and buying from the secondary resale market
2. These fans saved nearly **\$68 MILLION (\$67,942,626)** compared to box office or Ticketmaster (primary ticketer) prices
 - A. **\$35.7 MILLION** in concerts
 - B. **\$24.4 MILLION** in sports
 - C. **\$4.7 MILLION** in theater/arts
3. **\$33 (\$32.71)** - The average per ticket savings

SAVINGS BY EVENT CATEGORY (2021 - 2024)

| Category | Qty Sold Below Cost | \$ Saved |
|--------------|---------------------|--------------|
| Concerts | 961,373 | \$35,731,977 |
| Sports | 990,111 | \$27,464,489 |
| Theatre/Arts | 172,061 | \$4,746,160 |
| Totals | 2,123,545 | \$67,942,627 |

TOP 10 CALIFORNIA CONCERTS WHERE TICKET RESALE SAVED FANS MILLIONS (2021-2024)

| Event Name | Venue | Date | Qty Sold Below Cost | \$ Saved |
|--|---------------------------|------------|---------------------|-----------|
| Keep The Party Going - Jimmy Buffett Tribute (Paul McCartney, The Eagles, Jon Bon Jovi) | Hollywood Bowl | 4/11/2024 | 3,210 | \$512,495 |
| Travis Scott | Oakland Arena | 10/31/2023 | 5,177 | \$487,293 |
| Los Bukis | Oakland Coliseum | 10/1/2021 | 4,565 | \$324,132 |
| Travis Scott (Rescheduled from 11/4) | SoFi Stadium | 11/5/2023 | 5,203 | \$250,275 |
| Daddy Yankee | The Kia Forum | 8/15/2022 | 3,011 | \$240,440 |
| Luke Combs | Levi's Stadium | 5/17/2024 | 5,029 | \$219,359 |
| Bad Bunny | Chase Center | 3/1/2024 | 1,968 | \$208,262 |
| Machine Gun Kelly | The Kia Forum | 7/13/2022 | 2,192 | \$197,215 |
| Daddy Yankee | The Kia Forum | 8/13/2022 | 2,418 | \$196,146 |
| Carin Leon | California Mid-State Fair | 7/22/2024 | 264 | \$191,545 |



THE BOTTOM LINE

Ticket sales no longer work the way they used to. Instead of a general on-sale available to all fans, most tickets are slowly released on a staggered basis with no transparency as to how many tickets are put on sale so consumers can know their chance of getting a ticket. Not every concert fan can wait in long digital queues or has a credit card that grants them early or special access to premium tickets to popular artists. Ticket transferability has always protected fans' ability to comparison shop for deals, and these data points clearly demonstrate that many fans can find substantial savings and therefore the secondary resale market for tickets is a market not only worth protecting, but also fostering and expanding. 2022 polling from Protect Ticket Rights showed that nationally, 81.6% of respondents support transferability and nearly the same amount (79.3%) back rules to protect that right.

We recommend fans only buy tickets from a trusted source that clearly discloses its refund protection and/or comparable ticket guarantee. While some for-profit players in the live events ecosystem (comprised of primary ticketers, venues, promoters, music artists, teams) desire to throttle the free and open secondary market where previously purchased tickets are offered for resale, remember, tickets offered by ticketholders on the secondary market were already purchased from the event organizer. They got paid – whether a fair or inflated price. When tickets are purchased on the secondary market, the consumer is buying tickets at a price that the current ticketholder is willing to accept. While for high demand events that price might be higher than its original, for many events that price is lower than its original price. We believe it is better that a ticket gets resold, and the seat is filled with a fan, versus wasting tickets and letting seats go empty.

Protect Ticket Rights believes fans benefit from a ticketing ecosystem with vibrant competition, where they have more than one source from which to buy tickets, as competition in markets generally benefits consumers by providing more choice. Where there is choice, consumers benefit from increased access to tickets and at lower prices. This is why the resale market for tickets, where previously purchased tickets are offered for sale, is so important.

While companies like Ticketmaster are quick to make the argument that fans are best served when they buy so-called “face value” tickets when they initially go on sale, and while sports teams, music artists, and venues may elect to contract with a single company like Ticketmaster to sell their tickets, fans benefit from being able to buy from more than one company. Indeed, as the data shows, ticket resale provides an important market for consumers in California.

Of course, the ticket market must be fair, transparent, and protected. Fans should know what they are buying, what the refund policies are and how they work, how much or little of overall ticket inventory for the event will be released for sale in the future, and more.

ABOUT PROTECT TICKET RIGHTS

Launched in 2016, Protect Ticket Rights is a fans-focused initiative that helps ticketholders defend their rights and advocates for a market with improved transparency and fairness for consumers and ticket sellers alike. Protect Ticket Rights has been active at the federal and state level when public policies that impact live event tickets are being debated, and we work to educate fans and other stakeholders about the live events ecosystem and ticketing. We engage with thousands of fans and many businesses throughout the industry, in order to be more informed and effective in our advocacy. Our work is possible thanks to the professional ticket selling companies of NATB, which support market reform that improves the fan ticket-buying experience.