



TICKET RESALE SAVES MASSACHUSETTS LIVE EVENT FANS NEARLY \$14 MILLION

Data Show Fans Save Big When the Shop Around and Consider Resale Marketplaces

November 2024

Ticket resale in Massachusetts helps fans by providing them with another place to buy tickets, often at a price lower than the box office or Ticketmaster. **In analyzing data of 191,272 tickets sold in Massachusetts in 2023, fans saved \$13.87 million when they purchased their tickets from the secondary market.** Indeed, for roughly 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. Ticketmaster, the dominant primary ticketer for Massachusetts' event venues, reported in 2023 that higher ticket prices and pent-up demand for live shows helped boost the company's revenue up 32%. Automatiq, a leading data analytics and support services company in the live event ticketing industry, tracks the sales of event tickets and provided Protect Ticket Rights with the data for this report.

2023 TICKET RESALE SAVINGS IN MASSACHUSETTS

- **\$13.87 Million:** The amount saved by Massachusetts fans in 2023 when they purchased tickets from the resale market and not from the box office or the primary ticketer.
- **191,272:** The number of Massachusetts fans in this 2023 data who saved.

Fans should always shop around because despite what 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 means that is not always the case. Oftentimes, there are ticketholders offering their previously purchased tickets at a better price.

According to a recent *Boston Globe* [story](#) titled "A \$2 concert ticket? Bargains can be found on the resale market when the shows don't sell out":

- A study earlier this year by the [American Consumer Institute](#), a pro-free market think tank, found that in a sampling of 80,000 events 55 percent had tickets under face value available on the resale market. Although some Ticketmaster events allow for verified resale, the site often prohibits sellers from offering substantial markdowns.
- "I'd gotten my ticket a few weeks before the show for all of \$11 plus fees on the secondary market. My friend, who had the exact same standing-room floor ticket, had paid \$70 plus fees on Ticketmaster."

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 absolutely no transparency as to how many tickets are actually put on sale so consumers can know their actual chance of getting a ticket. Not every concert fan can wait in long, unreliable 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 clearly demonstrate that many fans can find substantial savings.

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.

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, tickets offered by ticketholders on the secondary market were already purchased from the event organizer. The venue, artist, team, and ticketer (Ticketmaster) was paid its full price and was made whole. 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 leaving 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 show, ticket resale provides an important market for consumers in Massachusetts.

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. We recommend fans only buy tickets from a trusted source that clearly discloses its refund protection and/or comparable ticket guarantee.

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.



RECENT LOWER COST TICKETS AVAILABLE IN BOSTON ON TICKET RESALE MARKETPLACES

Boston Celtics vs. Atlanta Hawks: November 12, 2024

Vivid Seats – \$48

vividseats Search by artist, team, or venue

Trending Sports Concerts Theater & Comedy USD

NBA In Season Tournament - Atlanta Hawks at Boston Celtics
 TD Garden in Boston, MA
 Tue, Nov 12 at 7:00pm

Filter by Zone:
 Balcony Level - B...
 Loge Level - Base...
 Balcony Level - Si...
 Loge Level - Sidel...
 Club Level
 Courtside
 Suites

25 Listings Lowest Price \$

Balcony Level 321 Row 14 1-3 tickets	\$48
Balcony Level 321 Row 8 2-4 tickets	\$52
Balcony Level 321 Row 12 2 tickets	\$53
Balcony Level 321 Row 13 1-8 tickets	\$53

©2024 Vivid Seats LLC. All Rights Reserved.

Meanwhile on Ticketmaster - \$75.45

ticketmaster Sell Tickets Sign In

Home / Sports Tickets / Basketball / NBA / Boston Celtics

Boston Celtics vs. Atlanta Hawks More Info
 Tue • Nov 12, 2024 • 7:00 PM
 TD Garden, Boston, MA

Important Event Info: Please adhere to the published ticket limits. Guests attending TD Garden events are advised that laptops, tablets, bags, backpacks, luggage, coolers, ... [more](#)

Home Games
 Mon • 7:30pm
 Nov 6 vs. ...
 Nov 8 vs. ...
 Nov 12 vs. ...
 Nov 16 vs. ...
 Nov 19 vs. ...

2 Tickets \$61 - \$1,006+

Price includes fees (before taxes if applicable). An order processing fee of up to \$5.95 may be added to each order.

LOWEST PRICE BEST SEATS

Sec BAL321 - Row 12 Standard Ticket	\$75.45
Sec BAL312 - Row 5 Standard Ticket	\$86.70
Sec LOGE6 - Row 23	\$100.00

By continuing past this page, you agree to our [Terms of Use](#) | [Manage my cookies and ad choices](#) | © Ticketmaster 2024.



Boston Bruins vs. Washington Capitals: December 23, 2024 – all in pricing

Vivid Seats - \$142

Washington Capitals at Boston Bruins
TD Garden in Boston, MA
Mon, Dec 23 at 7:00pm

Search by artist, team, or venue

Filter by Zone:
Balcony Level - G...
Balcony Level - C...
Loge Level - Center
Loge Level - Goal
Club Level
Suites
AT&T Sportsdeck

Listing	Price
Balcony Level 309 Row 10 2 tickets	\$142.00
Balcony Level 309 Row 13 2 tickets	\$148.00
Balcony Level 309 Row 11 1-3 tickets	\$152.00
Balcony Level 309 Row 12 2 tickets	\$154.00
Balcony Level 309 Row 10 1-3 tickets	\$158.00

from \$119

LEGENDS CLUB PASS

©2024 Vivid Seats LLC. All Rights Reserved.

Meanwhile on Ticketmaster - \$223.90

ticketmaster

Home / Sports Tickets / Hockey / NHL / Boston Bruins

Boston Bruins vs. Washington Capitals More Info
Mon - Dec 23, 2024 - 7:00 PM
TD Garden, Boston, MA

Important Event Info: Guests attending TD Garden events are advised that laptops, bags, backpacks, luggage, coolers, parcels, briefcases and like articles will be strictly ... more

Home Games

Game	Time
Dec 3 vs. [Team]	Tue - 7:00pm
Dec 7 vs. [Team]	Sat - 1:00pm
Dec 21 vs. [Team]	Sat - 7:00pm
Dec 23 vs. [Team]	Mon - 7:00pm
Dec 28 vs. [Team]	Sat - 7:00pm

Price includes fees (before taxes if applicable). An order processing fee of up to \$4.25 may be added to each order.

Section	Row	Price
Sec BAL309	Row 11	\$223.90
Sec BAL326	Row 7	\$223.90
Sec BAL314	Row 8	\$223.90

By continuing past this page, you agree to our [Terms of Use](#) | [Manage my cookies and ad choices](#) | © Ticketmaster 2024.



Giolì & Assia: Resurrection World Tour: October 17, 2024 – all-in pricing

TickPick: \$14

Home > **Giolì & Assia**
Paradise Rock Club: Boston, MA - Thu, Oct 17 2024 9:00 PM

No service fees. 100% BuyerTrust Guarantee.

Any Quantity Price Filters + Price Tracking

- General Admission • Row GA2 \$14 ALL-IN
- General Admission • Row GA3 \$15 ALL-IN
- General Admission • Row GA2 \$16 ALL-IN
- General Admission • Row GA3 \$16 ALL-IN

All Tickets
VIP & Add-Ons
Parking / Shuttle Passes

Meanwhile on Live Nation/Ticketmaster: \$42.50

LIVE NATION Sign In

Giolì & Assia: Resurrection World Tour (18+) More Info
Thu - Oct 17 - 9:00 PM
Paradise Rock Club presented by Citizens, Boston, MA

Important Event Info: This event is ages 18 and over with valid ID. [more](#)

STAGE FLOOR

Tickets are not reserved yet. To secure your tickets, click, "Next."

Day of Show Ticket 1 +
\$42.50
Event ticket limit: 6 / [Full ticket limit info](#)
Price includes fees (before taxes if applicable).

Buy Now, Pay Later at Checkout ⓘ

SUBTOTAL \$42.50
1 Ticket

Next

By continuing past this page, you agree to our [Terms of Use](#) | © LiveNation 2024



Drive-By Truckers: October 18, 2024 – all-in pricing

TickPick: \$6

GA Floor • Row GA6	Qty	All-in Price
Lowest Price	2	\$6
A+ Deal	11	\$7
A Deal	1	\$8
A Deal	8	\$8
A Deal	8	\$8
A Deal	7	\$8

Meanwhile on Live Nation/Ticketmaster: \$56.95

STAGE **FLOOR** **MIX** **MEZZANINE** **BALCONY 2** **BALCONY 1** **BOX 6** **BOX 5** **BOX 3** **BOX 2** **BOX 1** **BOX 4** **ADN** **UPPER MEZZANINE** **STADIUM** **UPPER MEZZANINE**

Standard Ticket 1 **\$54.00**

SUBTOTAL **\$56.95**

Next



Marvelous 3: November 10, 2024 – all-in pricing

StubHub: \$15

Marvelous 3
Nov 10 • Sun • 7:00PM • 2024
Big Night Live, Boston, MA, USA

Section Floor Accessible
Seat 16
Zone Floor
See all tickets in this section

Ticket price
\$15 each
Quantity 1 ticket

Lowest price! Only 2 tickets left at this price.

Mobile transfer
Clear view
Standing room only (SRO)
Can relist if plans change

You can pay with
PayPal, Apple Pay, Miara, others

Pay as low as \$0 today with PayPal or Miara.

Select

4 listings
Sort by price

Listing	Price	Rating
Floor Accessible Seat 16 1 ticket Clear view Standing room only (SRO)	\$15 each	9.8 Best
Floor General Admission 1 ticket Clear view Standing room only (SRO)	\$33 each	7.4 Great
Floor General Admission 1 ticket Clear view	\$34 each	7.3 Great
Floor Accessible 1 ticket Clear view	\$89 each	6.1 Good

Meanwhile on Ticketmaster: \$65.25

ticketmaster

Home / Concert Tickets / Rock / Marvelous 3

Marvelous 3
Sun - Nov 10, 2024 - 7:00 PM
Big Night Live, Boston, MA

Important Event Info: All Ages Doors 7:00pm / Show 8:00pm All items brought onto the property are subject to inspection. Lighters, Cigarettes & Vapes are proh... more

2 Tickets
Price range: \$65 - \$66
Price includes fees (before taxes if applicable). An order processing fee of up to \$1.25 may be added to each order.

Ticket Options

PayPal Buy Now, Pay Later More Info

General Admission/Standing Room Only Standard Ticket \$65.25

By continuing past this page, you agree to our Terms of Use | Manage my cookies and ad choices | © Ticketmaster 2024