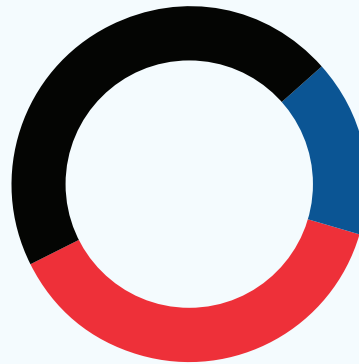


# Ticket Holdbacks are Deceptive: Primary Sellers Secretly Withhold Up to Half of the Tickets

[www.TicketBuyerBillOfRights.org](http://www.TicketBuyerBillOfRights.org)

## Less than Half of Tickets are Reserved for the General Public

Source: Obstructed View: What's Blocking New Yorkers from Getting Tickets; from the Office of the New York State Attorney General Eric T. Schneiderman, 2016



**46%** General Public

**16%** Holdbacks  
for Insiders

**38%** Pre-Sale Events

### THE WALL STREET JOURNAL.

## 6% of Taylor Swift Tickets Reserved for General Public

Estimate of how many Taylor Swift tickets were held back for exclusive pre-sales:

# 94% Held Back

Estimate of Taylor Swift Era's Tour tickets sold, and secretly held back



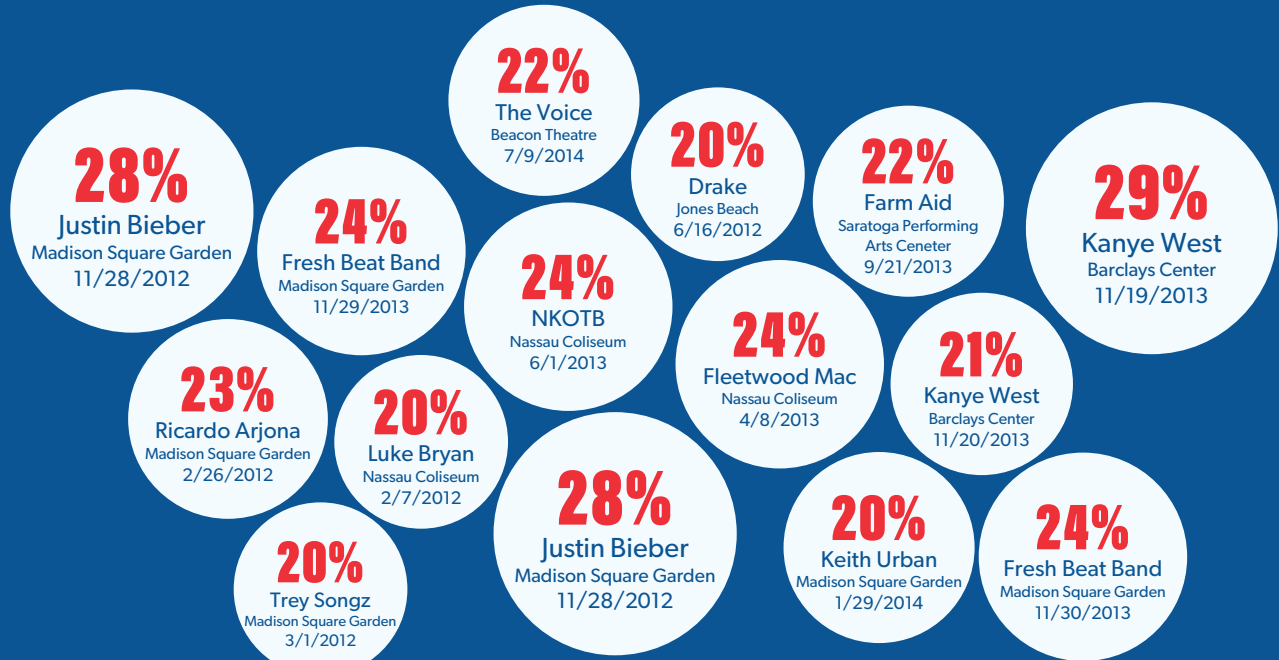
According to a Wall Street Journal estimate, Ticketmaster sold upward of 94% of all tickets for Taylor Swift in November 2022 during pre-sales, which would have left only 6% for the public on-sale (which was cancelled after the site crashed).

## Transparency is needed in the ticket market; Beginning with revealing true inventory of tickets

- According to a report by the NY Attorney General's Office, it is common for half of a popular concert's tickets to secretly be held back. This deceptive industry scheme creates fake scarcity to induce a ticket-buying frenzy so that consumers panic, and in believing there are scarce tickets left, are compelled to buy now. Consumers without special or exclusive access to pre-sales are abused during the public on-sale of tickets, where they may miss work and spend hours in an online waiting room only to be left with intentionally opaque options. When the true inventory of tickets is not presented to fans, they are not capable of making the best possible purchase decision.
- It is critical that those selling tickets in the primary market (venue box offices, and contracted primary ticketing companies like Ticketmaster and AXS) reveal to consumers how many tickets they are secretly "holding back" from fans when tickets go on sale. This way, when informed about how more tickets will be released for sale in the coming days, weeks, and months, they can better choose whether to buy now, wait, or comparison shop elsewhere. An informed consumer is a more empowered consumer.

# Fifteen Popular Shows Held at Least 20% of Tickets for Insiders.

Source: Obstructed View: What's Blocking New Yorkers from Getting Tickets; from the Office of the New York State Attorney General Eric T. Schneiderman, 2016



# Less than Half of Tickets are Reserved for the General Public

Source: Obstructed View: What's Blocking New Yorkers from Getting Tickets; from the Office of the New York State Attorney General Eric T. Schneiderman, 2016

