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## **MOSHTIX WELCOMES REVIEW INTO TICKET ON-SELLING**

The general manager of moshtix, Adam McArthur today welcomed The Commonwealth Consumer Affairs Advisory Council (CCAAC) review into ticket on-selling and its impact on consumers.

The review, which was launched on 31 May, will investigate whether there should be changes to the way tickets are generally distributed.

Mr. McArthur said: "moshtix prides itself on its anti-scalping policies which we've had in place for the past three years.

"We are the only major ticketing company who implements a strict policy to ensure tickets are sold to genuine buyers at a fair, marketed price."

Of the review, Mr. McArthur continued: "It's great that the Government is stepping in and acknowledging the severe impact scalping has on the multi-million dollar entertainment and sports industries.

"Too many punters are continually being ripped off by ticket scalpers who re-sell tickets on auction sites for inflated prices. In some cases, tickets purchased from scalpers aren't even delivered to the buyer.

"Unfortunately, because of the unscrupulous practices of these scalpers genuine fans are missing out on tickets to their favourite act or festival event.

"Ticketing companies need to start taking more responsibility of the issue by implementing and adapting technology tools to support anti-scalping.

"I am surprised customers and promoters do not ask more from their ticketing provider to offer a more secure ticketing experience.

"moshtix continually works toward providing a fair ticket purchasing experience where a legitimate customer can buy tickets, and where a promoter can effectively manage the market they create for their tickets."

Through the moshtix ticketing system, promoters and event organisers can implement a number of anti-scalping methods as required.

These include:

1. limiting paper ticket delivery (particularly postage)
2. collecting name and date of birth of attendee at time of purchase and printing these on the tickets, then verifying at point of entry with scanning equipment
3. limiting the number of tickets able to be purchased in each transaction
4. using the moshtix resale facility to manage an orderly resale of tickets. This allows customers, if they cannot go to the event, to securely sell their ticket.

The seller gets their money back and the buyer gets a ticket guaranteed to be valid at the event

5. checking the booking database regularly for suspicious purchase behaviour that is commonly practiced by scalpers
6. cancelling tickets on discovery of a re-sale attempt not in accordance to a moshtix supported process

“We understand that some of our anti-scalping methods may not be suitable for particular events, however, we are committed to working closely with promoters and venue managers to determine various processes that minimise scalping activities as much as possible.

“We will be participating in the review and are looking forward to seeing the results of this review and encourage all relevant parties to provide their comments on the white paper.”

For more information on the white paper, click here:

[http://www.treasury.gov.au/documents/1821/PDF/CCAAC\\_Issues\\_Paper\\_Ticket\\_scalping\\_ticket\\_onselling\\_and\\_consumers.pdf](http://www.treasury.gov.au/documents/1821/PDF/CCAAC_Issues_Paper_Ticket_scalping_ticket_onselling_and_consumers.pdf)

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**About moshtix:**

Purchased by News Digital Media in January 2007, moshtix is a web-based paperless ticketing company which sells tickets through its website, via mobile phones and select stores. Founded in 2003, the electronic ticketing system is built around convenience for the consumer, empowering moshtix partygoers to purchase tickets instantly and at a cheaper price with no mail-out fees. The business primarily focuses on reaching a youth audience through live music events, dance parties, festivals and outdoor cinema, and is currently expanding into additional events and locations around Australia. moshtix adds to the core businesses News Digital Media has in the entertainment area.