



**Media release: 2 July, 2010**

### **MOSHTIX LAUNCHES INDUSTRY SURVEY TO INVESTIGATE SCALPING**

Ticketing company moshtix has launched an industry survey to investigate the effects ticket scalping has on the entertainment industry.

The survey, which is being conducted for moshtix by CoreData, can be found here:  
<http://www.coredata.com.au/limesurvey/index.php?sid=66676&newtest=Y>

General manager of moshtix, Adam McArthur said that the survey was a way for industry players unable to make a submission to the Government's review into ticket on-selling to have their say.

"moshtix has always taken a strong stand against ticket scalping so when the Government launched its review into the issue, we've since been active in showing our support for the initiative.

"Our survey is an opportunity for the industry players unable to participate in the review to have their say and let us know how they feel about the issue. It gives us solid facts from those directly affected by scalping. We will then include their responses in our submission to the Government on the issue.

"We will ensure we share the findings with the industry with the hopes of putting pressure on other stakeholders to take action against this activity. It will also help us in implementing fair ticketing processes for our clients that also results in a better customer experience.

"There are many companies in the industry who, like us at moshtix, have implemented appropriate processes to minimise ticket scalping. Splendour In The Grass and Good Vibrations are great examples of this. I do believe though that other major players in the industry, who haven't yet taken enough responsibility to reduce this activity, need to do more."

All survey respondents will be entered into a prize draw to win a travel voucher to the value of \$500 or one of the ten runner up prizes of a \$100 gift card to spend at their choice of either Myer, Bunnings, iTunes, Hoyts or Red Balloon Days.

The Government's issues paper '[Ticket scalping – Ticket onselling and consumers](#)' was launched in May. Submissions from key stakeholders on the paper are due on 23 July, 2010.

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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.