

555 Eleventh Street, N.W., Suite 1000
Washington, D.C. 20004-1304
Tel: +1.202.637.2200 Fax: +1.202.637.2201
www.lw.com

LATHAM & WATKINS LLP

December 23, 2019

The Honorable Frank Pallone, Jr.
Chairman
Committee on Energy and Commerce
2125 Rayburn House Office Building
Washington, DC 20515

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Dear Chairman Pallone:

We write on behalf of our client, Live Nation Entertainment. Thank you for your letter of November 21, 2019 to Live Nation Entertainment requesting information regarding the live event ticketing industry. As we have discussed with the Committee staff, Live Nation Entertainment and Ticketmaster share the Committee's concerns about the proliferation of unfair and deceptive ticketing practices.

We welcome the opportunity to provide this information and to collaborate with Congress to identify ways to improve the ticketing ecosystem. As a leading platform for venues and event organizers, we agree there are a myriad of changes that can be made to benefit consumers. In short, we believe:

- Consumers should be able to see the total cost of their tickets, including all fees, at the beginning of the purchase process, not at the end;
- Consumers should know if the ticket they are buying is a primary ticket being sold by the event organizer or a resale ticket being sold by another party, and if so, what the original face value of that ticket was;
- Consumers should not be deceived into buying "speculative" tickets the seller does not yet have and may not be able to provide;
- Consumers should not be fooled into buying tickets from deceptive web sites or have to guess whether a web site is actually an authorized ticket seller associated with a venue or event organizer;
- Consumers should be fully refunded the entire cost of their purchase, including fees, if an event is canceled or postponed or they do not receive the tickets that were advertised; and
- Event organizers should be able to employ new technologies to ensure consumers can access their tickets at face value, even if those tickets are worth more on the open market.

Over the past several years, we have continued to increase our commitment to, and investment in, new solutions and policies to level the playing field for consumers, including:

- Developing new technologies including our Verified Fan Program and Smart Queue, which are aimed at identifying and rewarding real fans, as opposed to bots and resellers, during the on-sale process;
- Prohibiting speculative ticketing on our marketplace;
- Working with Google and ISPs to remove deceptive white label URLs;
- Blocking more than 30 billion bot ticket purchase attempts in the last two years; and
- Lobbying successfully for the federal 2016 BOTS Act and for state legislation to ban the use of bots, require increased consumer warnings for speculative tickets and ban deceptive white label resale web sites.

Unfortunately, as the Committee's letter reflects, the imbalance between supply and demand for some of the highest profile live events continues to entice some players in the ecosystem to engage in what we believe are deceptive and unethical practices which harm consumers by constraining access to tickets and driving ticket prices higher.

While we remain committed to using technology to give consumers a fair chance at purchasing tickets in high demand, we recognize that innovation alone will not be enough. We strongly believe that consumers, and event organizers, deserve a level playing field that can only come from sensible legislation and a commitment to enforcing the laws banning abusive practices.

In this spirit, enclosed are our responses to the questions posed by the Committee. We respectfully reserve the right to supplement the responses to the extent necessary. In addition, as we have discussed with the Committee staff, some of the information requested by the Committee is highly proprietary and confidential, and subject to contractual obligations of confidentiality. We have been working with the Committee staff on a way forward regarding such requests, and will continue to do so. Further, consistent with our discussions with the staff, we understand that to the extent the Committee may intend to disclose any of the information provided in this response (some of which is proprietary and competitively sensitive), the Committee will provide reasonable advance notice to the Company, in order to allow the Company to discuss the matter with the Committee and to take appropriate steps to protect the Company's business interests.

LATHAM & WATKINS^{LLP}

We hope the Committee finds this information helpful, and we look forward to engaging with the Committee regarding this matter. Thank you for your attention to these important issues.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jonathan Su', with a long horizontal flourish extending to the right.

Jonathan Su
of LATHAM & WATKINS LLP

Before providing responses to the Committee’s questions, we believe it would be helpful to share Ticketmaster’s views on the five serious concerns raised in the Committee’s letter. We invite the Committee to consult with event organizers and venues, who we believe share many of our views.

1. Consumers continue to be confronted by high, hidden fees.

Ticketmaster discloses the full amount to be paid by a consumer—including all fees—before the consumer makes the final purchasing decision. We support moving to an all-in “up-front” fee display, but believe that for up-front pricing to effectively enable consumers to accurately compare prices, all members of the live event ticketing industry must be legally required to list all prices and fees up-front. Such up-front fee display is required in almost every other major market we operate in, including Canada, Australia, New Zealand, the European Union and others, and Ticketmaster complies with those laws.

Mandating consistent fee display would also prevent any marketplace from manipulating the list price of a ticket to make the price appear less expensive upfront. This practice involves reducing the up-front list price of a ticket, only to add the amount of the reduction into the mandatory fees charged later in a transaction. Examples of this price manipulation are attached as Exhibit 1.

According to a recent report by the Government Accountability Office (“GAO”) (hereinafter the “GAO Report”), fees on the secondary market are 10% higher on average than fees on the primary market.¹ As the GAO observed,

[o]n the primary market, up-front fee disclosure helps decision making by informing consumers of the total ticket price early in the process. It also helps consumers decide whether to buy from the ticketer’s web site or at the box office, where there typically are no fees. On the secondary market, up-front fee disclosure aids comparison shopping by helping consumers identify the resale exchange with the best total price. Sellers that do not provide enough or full information on prices through hidden fees could have a competitive advantage because they would be perceived as offering lower prices over their competitors who do provide full information showing the price.

Id. at 42.

Requiring all actors in the live event ticketing industry to list all required fees from the first purchase page would promote transparency and protect consumers.

¹ Government Accountability Office, *Event Ticket Sales*, at 17 (April 2018), available at <https://www.gao.gov/assets/700/691247.pdf>.

2. Consumers appear to be impacted by a lack of transparency related to limited ticket availability.

Some in the industry have attempted to argue that the biggest threat to fair access for consumers is not knowing how many tickets are made available for sale. This argument is entirely without merit and we know of no other industry in which the owners are required to disclose their inventory levels. Even the recent GAO Report noted it was “[u]nclear how useful [inventory disclosure] information is for consumers.” *Id.* at 11, 36.

As a matter of fact, only 2.4% of the events sold on Ticketmaster in 2019 YTD sold out in the first 24 hours following a public on-sale. The vast majority of events have tickets available for consumers throughout the pre-sale and on-sale period and beyond.

Even for the highest demand events, it is highly unlikely that inventory disclosure would aid consumers in securing tickets at face value for two reasons. *First*, for select high demand events, demand far outstrips supply—by a factor of 10 or more. Knowing if there are 5,000 or 10,000 seats for sale will not help a consumer when there are 100,000 requests for those tickets. *Second*, inventory disclosure would not level the playing field for a consumer competing in real-time against automated computer bots, which make tens of thousands of requests to purchase tickets during a high demand on-sale for every single attempt made by an actual consumer.

In reality, this disclosure has the potential to make it even harder for consumers to access tickets as it would make it much easier for unethical brokers and bot users to determine the demand profile of an event, making it easier for them to target supply and manipulate the market.

We do believe, however, that there are real and effective ways to address fairness in ticket availability, including:

- a. Providing transparency on ticket face value and ticket origin

Ticketmaster is the only marketplace that clearly differentiates between primary tickets listed at face value from the initial seller (the venue or event organizer) and tickets listed for resale. We do this both in name and by color-coding primary tickets and resale tickets distinctly. In this way, it is easy and straightforward for consumers to identify the initial face value of tickets and how resale tickets compare in terms of price.

We are not aware of any other marketplace that similarly discloses ticket types in this way or discloses the initial face value of resale tickets. Indeed, the GAO Report indicated that in almost 30% of the cases examined, GAO “observed instances in which tickets were listed on the resale market even when tickets were still available from primary sellers at a lower face-value price.” *Id.* at 14. Requiring all marketplaces to clearly identify the source of a ticket and the initial face value could provide consumers with beneficial and actionable transparency.

b. Enhancing enforcement of the law to punish the use of automated computer programs used to circumvent ticketing systems (e.g., bots)

We believe that increasing enforcement of the law against the use of bots to unfairly purchase tickets is the most effective tool for improving consumers' ability to compete for tickets to the most in-demand events. Despite the 2016 BOTS Act, which made the use of computer automation for purchasing tickets illegal, the bot problem has grown exponentially. According to a report by Distil, a leading bot-mitigation software provider, 40% of activity on ticketing sites is computer automated, and up to 67% of bad bot traffic occurs in the United States. In 2018 alone, Ticketmaster blocked more than 10 billion bot purchase attempts, and this year we are on pace to prevent more than 20 billion attempts.

We believe additional enforcement of existing laws is needed to prevent ticket marketplaces from willfully ignoring secondary ticket listings that have likely been secured using these illegal tools. We will continue to cooperate with State and Federal agencies to identify and pursue action against entities that use bots.

c. Developing new technologies that level the playing field for consumers

As a result of the dramatic proliferation of bot usage despite the 2016 BOTS Act, Ticketmaster has invested significantly in new tools aimed at giving consumers a fair chance at beating the bots. For instance, our "Verified Fan" program allows consumers to register in advance of a high demand ticket on-sale so as not to have to fight bots in real-time. Our "SmartQueue" technology places all prospective buyers in a waiting room where we leverage investments in advanced data science and machine learning to push real consumers to the front of the line, ahead of bots. Further, our new "SafeTix" digital tickets provide event organizers who want to sell tickets at lower prices the option to make tickets non-transferable in order to make it harder to purchase tickets for the sole purpose of reselling them at a profit. We will continue to make these tools available to event organizers to help them protect consumers.

3. Speculative tickets continue to harm unknowing consumers.

We share the Committee's view that speculative tickets made available by secondary marketplaces, without disclosure of their speculative nature, is deceptive and harms consumers. Ticketmaster has a stringent policy against posting tickets the seller does not actually possess and a thorough process by which we police the site and remove suspect listings. We believe speculative tickets should be prohibited.

Almost all other marketplaces allow ticket speculation with no disclosures to consumers. Instead, these marketplaces rely on hidden Terms of Service that state an order may be fulfilled with "comparable" seats. As a result, consumers may receive different tickets than the ones they believed they were buying, or worse, no tickets at all. Without proper disclosures, consumers are often "sold" tickets on a secondary marketplace before tickets have even gone on sale in the primary market.

Another egregious practice in ticket speculation is commonly known as “mirroring.” In this scheme, secondary marketplaces search primary marketplaces using computer automation to determine what tickets are still available. With this information, these bad actors falsely represent all available primary seats as valid resale listings but at prices often well above face value. Only after an unwitting consumer purchases one of the speculative ticket listings does a seller buy the tickets in the primary market to fulfill the order.

We believe this mass speculation and arbitrage scheme is one of the most deceptive practices in the industry and have included some examples in this response at Exhibit 2.

4. “White label” web sites may employ practices that are designed to deceive consumers.

Ticketmaster does not operate any “white label” affiliate web sites as described in the GAO Report. This practice is not only deceptive and unfair to consumers, but it is also a clear violation of the intellectual property rights of venues, event organizers, and other rights holders.

In the past year alone, we have notified Google and various internet service providers of at least 33 of these deceptive web sites on behalf of our clients. We believe deceptive web sites should be prohibited and all sites affiliated with a resale marketplace should require clear and conspicuous disclosures. These disclosures should include the identification of the affiliated marketplace and make it clear there is no official relationship to a venue or event organizer. Further, these sites should be required to disclose the nature of the tickets listed for sale (e.g., that tickets offered are resale tickets that may exceed face value).

We provide examples of deceptive URLs in Exhibit 3.

5. Restrictions on the transferability of tickets limit consumer options.

We believe it is in the sole discretion of the event organizer to set the rules by which tickets are delivered or eligible to be transferred. Although the use of non-transferable tickets is rare (0.2% of the tickets sold via Ticketmaster in 2019), they are a very effective method to ensure that consumers are able to purchase tickets at face value.

The most common use case for non-transferable tickets is an artist who is aware that demand will far exceed supply for their event, but nevertheless wants to set tickets prices well below what the free market would bear. It may seem initially counterintuitive that an artist would price tickets below market value. However, many artists aim to build long-term relationships with their fans, and for some artists (especially those that appeal to young audiences), keeping ticket prices low is a core strategy for building and maintaining that connection. If an artist wants to make tickets more affordable for his/her fans by designating their tickets non-transferable, we see no reason they should not be able to do so.

However, we also recognize that consumers lose some flexibility when purchasing non-transferable tickets, which is why we have instituted a set of guidelines directing their use. These guidelines include: (1) anticipated demand should exceed expected supply, and ticket prices should be below anticipated free-market levels; (2) any tickets which will be non-

transferable should be clearly and conspicuously disclosed on the first page of the transaction process, again before checkout, and yet again in a confirmation email; and (3) third-party resale marketplaces should be notified in advance of the primary on-sale that tickets will be sold as non-transferable.

Attached as Exhibit 4 are Ticketmaster's current policies and the procedures for the sale of non-transferable tickets.

* * *

With that introduction, we turn to providing responses to the Committee's questions.

Question 1: Please provide a list of all primary market ticket platforms and secondary market ticket exchanges owned or operated by your company, and the total number of tickets sold on each platform or exchange in 2018.

In the United States, Live Nation owns and operates the Live Nation, Ticketmaster, FrontGate, TicketWeb and Universe ticketing platforms, all of which use the Ticketmaster marketplace available through ticketmaster.com, the Ticketmaster and Live Nation mobile apps and our call centers. Ticketmaster also operates ticket resale exchanges on behalf of the NFL, NHL and NBA.

The Ticketmaster ticketing marketplace sold approximately 482 million tickets in 2018. We do not break out this information by platform or exchange in our public filings as this information is proprietary and confidential to our clients.

Question 2. What fees does your company charge per ticket sale, and how are those fees calculated? Please provide a copy of any policies related to how your company sets and calculates fees.

Consumers using the Ticketmaster marketplace are charged ancillary fees, which may include facility fees added and wholly retained by a venue, as well as convenience (per ticket), order processing (per order) and delivery fees (per order).²

Our clients generally set and retain the majority of these fees. On our marketplace, fees follow market averages, typically calculated as a percentage of face value usually ranging between [REDACTED] and [REDACTED].³

² These do not include taxes imposed by governments.

³ In the resale market, ticket sellers also pay fees to the secondary ticketing marketplace.

Question 3. How much revenue did your company generate from ticket fees in calendar years 2016, 2017, and 2018?

Below is Live Nation's publicly reported ticket sales and revenue information. The majority of our revenue is derived from the portion of ticketing fees that we retain, while the remainder encompasses other products and services not considered ticketing fees.

	2016	2017	2018
Total tickets sold	454,818,000	473,416,000	482,522,000
Ticketing revenue	\$1,166,029,000	\$1,346,510,000	\$1,529,566,000

Of the portion of fees that we keep, Ticketmaster is responsible for payment costs, fraud and abuse protection, and customer support as well as the technology and services we use to provide a safe and fair marketplace for buying and selling tickets.

- a. Please provide this figure for each of your company's primary and secondary ticket sales platforms for each of the above years.**

Live Nation reports this information on a combined basis for primary and secondary ticket sales.

- b. For each platform for each of the above years, please provide the following:**
- i. The total amount of fee-generated revenue collected for all artists and the total amount for artists affiliated with or in which your company has a financial interest, if any;**
 - ii. The total amount of fee-generated revenue collected for all promoters and the total amount for promoters affiliated with or in which your company has a financial interest, if any;**
 - iii. The total amount of fee-generated revenue collected for venues and the total amount for venues affiliated with or in which your company has a financial interest, if any; and**

iv. The total amount of fee-generated revenue collected for any other reason or party. Please provide the party that receives the revenue.

As we have discussed with the Committee staff, these questions implicate information that is highly proprietary and confidential, and subject to contractual obligations of confidentiality. We have been working with the staff on a way forward and will continue to do so.

Question 4. At what point during the purchase process does your company make the consumer aware of the type and amount of ancillary fees charged?

Consumers see the type and amount of ancillary fees prior to purchase, specifically before being asked to login and enter payment information.

a. Where and how is this information communicated to consumers?

A consumer who chooses the date and location for an event can select an option to “see tickets,” which allows them to see all available tickets and list prices. Upon selecting a specific ticket and clicking “next,” the consumer sees a “total,” which includes the list price and all fees. The consumer can also expand the view to see an itemized list of the components of the total price, including the list price, service fee, order processing fee and any applicable delivery fee.

b. Since January 1, 2016, has any federal, state, or local entity or individual taken legal action against your company regarding the lack of “all-in” pricing? If so, please provide a list of such actions, the claim alleged in each action, and, if applicable, the results of any such action.

No.

Question 5. Regarding ticket refunds, in what instances does your company provide consumers with a refund for the total cost of the ticket, including any ancillary fees?

Refunds are available to consumers if tickets were purchased via Ticketmaster and the event is postponed, rescheduled or canceled. In the event of canceled events, consumers receive an automatic refund. In the event of a postponed or rescheduled event, the consumer can receive a refund upon request. In all cases involving refunds, Ticketmaster refunds the full purchase price of the ticket, including per ticket and per order fees, as well as delivery fees (except UPS).

Two exceptions exist with respect to Major League Baseball (“MLB”) and the US Open as consumers are made aware of the refund policies of those entities. MLB has a “past date” policy, meaning the ticket is good for life and MLB will work directly with the baseball team for tickets to another game the fan wants to attend (subject to availability). The US Open has a specific policy available at https://www.usopen.org/pdf/Inclement_Weather_Policy_2019_060719.pdf.

a. Does your company provide consumers with a refund for the total cost of a speculative ticket?

Ticketmaster does not sell speculative tickets.

b. Is your company’s refund policy disclosed to the consumer during the transaction process? If yes, please explain what information is provided to consumers, how your company discloses this information to consumers, and at what point in the purchasing process this information is disclosed.

Consumers see and accept our Terms of Use (which include our refund policies) at the time of account creation and at each stage of the transaction process, including the event destination page (the page displaying event tickets), the delivery page and the payment page. Consumers can also see our refund policy in our customer service FAQ page, which also includes suggested articles, including https://help.ticketmaster.com/s/article/How-do-I-get-a-refund?language=en_US.

In the purchase path we also disclose “all sales final – no refunds” for all primary tickets and “all-sales final – no refunds or exchanges” on all resale tickets on our web site and mobile web site.

c. Please provide a copy of all policies related to ticket refunds.

See Exhibit 5.

Question 6. Does your company sell ticket insurance, or contract with or otherwise permit a third-party to sell ticket insurance on your platform or web site? If so, please explain the ticket insurance that your company offers, including whether the ticket insurance is a set price or calculated based on the cost of the ticket, and what the ticket insurance covers.

Ticketmaster has a contract with a leading third party insurance provider to sell ticket insurance on our marketplace. This is an optional purchase and consumers are not required to purchase ticket insurance when they purchase tickets. More information on the insurance offered can be found at <https://www.eventticketprotection.com/tm/home>. If a consumer purchases ticket insurance during checkout and cannot attend an event for any covered reason, the consumer will

be reimbursed up to 100% of the ticket price. The cost of the insurance is set by the insurer and is generally a percentage (approximately 10%) of the cost of the underlying ticket(s).

Question 7. How does your company determine the number of tickets that will be sold or distributed for any given event that are 1) presales; 2) holds; 3) general sales; and 4) other categories of sales to the extent not already covered?

Ticketmaster does not make any of these decisions. Decisions as to when and how many tickets are sold (including pre-sales to Verified Fans, credit card members and fan clubs) are made solely by our clients on a case by case basis. It is an industry standard practice for artists, venues and teams to hold a reasonable number of tickets to use for production or customer service issues, friends, family and sponsors. If unused for those purposes, they may, and often do, release unused tickets for sale to the general public at a later time.

Question 8. For each of the 15 highest grossing domestic events in 2016, 2017, and 2018, please provide the percentage of tickets sold or distributed that were 1) presales; 2) holds; 3) general sales; and 4) other categories of sales to the extent not already covered. Please identify event details, including artist and location.

This information is confidential to the artist, venue, promoter or other client. We have been working with the Committee staff on a way forward and will continue to do so.

Question 9. Does your company disclose the total number of tickets available to the general public? If yes, when and how is this information conveyed to consumers?

Ticketmaster does not specifically state the total number of tickets available to the general public. This number changes in real time, based on decisions made by clients that are subject to change. See response to Question 9.a. below.

a. Does your company disclose to the public the number of tickets sold in presale? If yes, when and how is this information conveyed to consumers?

Ticketmaster does not specifically state the total number of tickets available in a presale. By looking at the list of available tickets on our web site or mobile app, or viewing the interactive seat map, a consumer can see all tickets that are currently available at any phase of a presale or on-sale.

b. Does your company disclose to the public the number of tickets held back by an artist, venue, promoter, or other entity? If yes, when and how is this information conveyed to consumers?

No, as this information is confidential to the artist, venue, promoter or other client.

c. Do tickets put on “hold” for an artist, venue, promoter, or other entity ever get released to the general public for purchase? If yes, when and how are consumers informed of the availability of these tickets?

Frequently yes. It is common for tickets that are not being used for their hold purpose to be offered for public sale. The decision of when to release tickets and how to inform consumers varies and is made by the event organizer.

Question 10. Does your company sell tickets with limits on the transferability or resell limitations of tickets, including limits on the mechanisms or platforms by which a ticket may be transferred? If yes, please describe such limitations in detail and the reasons for such limitations.

As stated above, we believe it is in the event organizer’s sole discretion to determine how tickets are distributed and the rules by which they can be transferred. If an artist wants to make tickets more affordable for his/her fans by designating their tickets non-transferable, we see no reason they should not be able to do so. However, we also believe that any limitations should be clearly disclosed prior to purchase so consumers have the information needed to make an informed purchasing decision. Our current policies and procedures for this situation are attached as Exhibit 4.

a. For calendar years 2016, 2017, and 2018, please provide the percentage and number of tickets sold that included limits on transferability or resell limitations, including limits on the mechanism or platforms by which a ticket may be transferred. If transferability is limited for only a portion of tickets or certain kinds of tickets for any given event, please explain.

For calendar years 2016, 2017 and 2018, the percentage of tickets sold via Ticketmaster with transfer limitations was 1.8%, 0.8% and 0.2%, respectively.

b. At what point in the ticket purchasing process are consumers informed that tickets cannot be transferred or resold? Please explain where and how this information is communicated to the consumer.

In the Ticketmaster marketplace, consumers are informed of non-transferable tickets prior to purchase. We have enclosed detailed screen shots showing these disclosures. See Exhibit 6.

c. To the extent that a transfer or resale is done using technology used, owned, or operated by your company, what information about the consumer and the transfer is collected; for what purposes is such information used; is the information shared with third parties and, if so, for what purpose; and how is the consumer informed of such information practices?

Season ticket holder tickets are managed by our clients using software and systems we provide and operate on their behalf. To accept transfer of a season ticket, the recipient must create or login to a sports team account where our systems capture first and last name and an email address. Ticketmaster does not have access to this information unless the consumer has also created an account on Ticketmaster's ticketing marketplace and accepted our privacy policy and terms of use.

To accept transfer of a ticket on our ticketing marketplace for which Ticketmaster was the primary ticketer, a consumer must create or login to their Ticketmaster account. To create a new account, a consumer must provide their first and last name, email address, password, zip code, country and phone number (which is required to assist in verification efforts to prevent fraud and abuse).

We collect transfer events in Google Analytics accompanied with information about the means by which the user entered the site, the device the consumer is on, geography information derived from IP address, date and time of the transfer activity. This data is only used to: (i) troubleshoot errors; (ii) segment buyers in a marketing audience; (iii) personalize content (e.g. shows you may be interested in); and (iv) send transaction/event related emails (transfer acceptance, event reminder email, etc.). This data is received by our clients as part of their transaction feeds and is retained indefinitely.

d. Please provide all policies related to the transferability or resell limitations of tickets.

See our current policies and procedures, attached as Exhibit 4.

Question 11. Does your company permit the sale of speculative tickets on your company's platform?

Ticketmaster completely opposes speculative ticket listings and our Seller Handbook (for brokers who list resale tickets on our platform) prohibits the listing of speculative tickets.

Where we are the primary ticketer, we are able to verify any resale ticket posted for sale on our marketplace, thereby ensuring the tickets are fully legitimate and not speculative. 94% of the resale tickets on our marketplace are verified in this way.

a. What disclosure does your company make to alert consumers of the speculative nature of the ticket and how and when in the purchase process is this disclosure made?

We prohibit speculative ticket listings and continually monitor seller listings to remove tickets that appear to us to be speculative.

b. What actions has your company taken to address speculative tickets sold on your company's platform, including legal or other actions taken to enforce your company's speculative tickets policy?

Where we were not the primary ticketer for resale tickets posted by a seller, our terms of use prohibit a seller from listing speculative tickets. In addition, we actively and rigorously review our listings and remove any that appear to us to be speculative.

c. In the past year, have any speculative tickets been sold on your company's platform(s)?

While we believe that our ban on speculative ticket postings and our rigorous reviews hold the instances of speculation to an absolute minimum, in the rare instance that our customer service team does receive a complaint from a consumer who did not receive their resale tickets, we contact the seller to ensure the consumer receives replacement tickets at equivalent or better location and value or receives a refund.

c. Please provide all policies related to the sale of speculative tickets on your company's platform.

See Exhibit 7.

Question 12. Does your company work with, own, or operate any platform and/or web site that make any representation of affiliation or endorsement to a venue, team, or artist, when in fact no formal affiliation or representation exists (also known as white-label web sites)? If yes, please provide a list of these web sites and explain:

No. Live Nation and Ticketmaster do not use or work with any entities that use deceptive URLs. As discussed above, we consider the practice of other marketplaces that promote and reward deceptive "white label" web sites through affiliate programs to be deceptive and unfair to consumers. This practice also violates the intellectual property rights of event organizers and other rights holders. We regularly file "take down" notices of these deceptive URLs with Google and others, as well as send cease and desist letters to those engaged in such practices.

Questions 13 and 14. What protocols are in place to ensure that tickets resold on your company's platform(s) were not originally purchased using bots or fictitious accounts? What analysis has your company completed to determine the effectiveness of these

protocols? What mechanisms does your company have in place to ensure that consumers are afforded a reasonable opportunity to obtain face-value tickets? What analysis has your company completed to determine the effectiveness of these mechanisms?

We employ extensive protocols and mechanisms to block bots, fictitious accounts and other forms of fraud and abuse. While we continually measure and improve the effectiveness of these efforts, the fact is this is an “arms race” with bad actors who use bots. For every action we take, fraudsters and cheaters take a counter action. Lack of enforcement of the BOTS Act and rampant proliferation of vendors and tools that are marketed to brokers to allow for establishment of fictitious accounts continue to plague the entire industry. However, we believe we have invested more money and effort in trying to combat the fraudsters and cheaters than anyone else in the industry.

Ticketmaster has invested millions of dollars in technologies, analysis, data science efforts and legal enforcement aimed at ensuring consumers have the first opportunity to obtain face-value tickets. As we have discussed with Committee staff, Ticketmaster’s efforts in this area include our own and third-party systems that are highly proprietary and confidential, and subject to contractual obligations of confidentiality. We have been working with Committee staff on a way forward and will continue to do so.

Question 15. According to a recent *Variety* news report, “[r]epresentatives for Live Nation, the world’s largest live-entertainment company and owner of Ticketmaster, confirmed that it bypassed conventional channels and directly placed thousands of concert tickets on the secondary market upon artists’ requests.”

a. In what circumstances does your company bypass the primary market and directly place tickets on the secondary market?

Ticketmaster does not have any program to bypass the primary market, although there are a select number of instances where we allow tickets to be sold on multiple ticket marketplaces. As an example, in professional sports, there is a long history of professional resellers purchasing season tickets and selling individual games on various resale marketplaces. Over time, some of Ticketmaster’s sports clients have asked Ticketmaster to offer an alternative that would enable them to reduce their reliance on resellers without losing the ability to reach fans who buy on the secondary market. Accordingly, in 2018, through integrations with Stubhub and Seatgeek, as part of an arrangement with the NFL, Ticketmaster began enabling NFL clubs to list a select number of tickets for sale directly on those marketplaces. In addition, in 2019, we began offering a Sports Distribution Program allowing sports clients who need broader distribution to establish an official agreement with professional resellers to distribute a portion of their tickets to which we would otherwise have an exclusive distribution right. Participation in the program and the specific strategies utilized are at the sole discretion of the client.

Live Nation does not have a practice of placing tickets on the secondary market. In spite of our routine solicitation by professional resellers and secondary marketplaces themselves, our standard practice is to use Ticketmaster’s Platinum, VIP and other tools to help artists price

tickets closer to true market value. In a limited number of instances, and only at the request of an artist or their representative, Live Nation has used the secondary market as a sales distribution channel in order to allow an artist to capture value that would otherwise go to brokers profiting from the imbalance between supply and demand for high demand tickets. As referenced in the *Variety* article, in 2016 a consultant for the band Metallica opted to use this strategy after the band performed a single show in Minneapolis at which more than 10,000 tickets were transacted on the secondary market without the band's participation. Between 2017 and 2018, Live Nation piloted some tests where, at the request and direction of an artist's representative, artists would be permitted to allocate a small number of tickets to professional resellers who would distribute the tickets on multiple marketplaces. Over that time, approximately [REDACTED] tickets were sold on third party marketplaces, representing [REDACTED] of total tickets distributed by Ticketmaster during the same time period. These tests were discontinued in December 2018.

b. How does your company determine the number of tickets placed directly on the secondary market? For any given event, is there a maximum amount of tickets your company directly places on the secondary market?

As noted above, Live Nation does not have a practice of placing tickets on the secondary market.

c. Does your company have any internal policies, protocols, or procedures that govern the practice of bypassing the primary market to place tickets directly onto secondary market platforms? If yes, please provide a copy of any such policies, protocols, or procedures.

See response to Question 15.a.

d. Do your company's policies, protocols, or procedures designate which secondary market platforms must be used when tickets are directly placed in the secondary market? If not, how does your company determine which secondary market platform to use?

Not applicable for the reasons stated in our response to Question 15 and its subparts.

e. Did the entities or individuals requesting that tickets be placed on the secondary market request a minimum price for the resale of the tickets? Did Live Nation or Ticketmaster receive any revenue from such sales, and if so, what was the total amount annually since January 1, 2016?

With respect to the first question, no they did not. With respect to the second question, Live Nation and Ticketmaster will provide a supplementary response in a subsequent submission.

Exhibit 1
Deceptive Pricing:
Markdowns Paired with High Fees

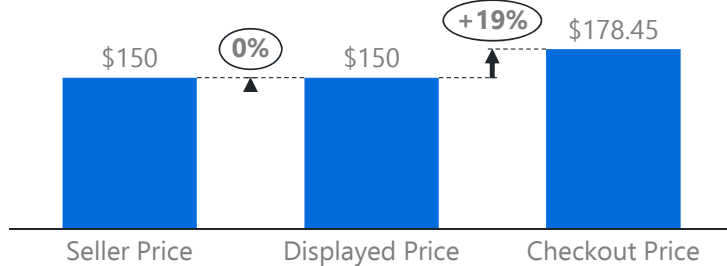
Markdown: StubHub pricing initially appears 7% cheaper than TM but, after 32% buyer fee, is actually 3% more expensive



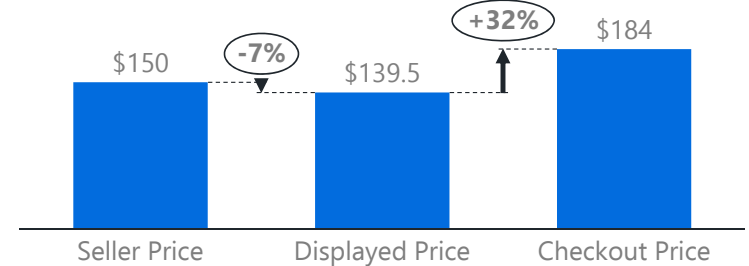
Buffalo Bills vs. New York Jets ⓘ
Sun • Dec 29 • 1:00 PM • New Era Field, Orchard Park, NY

StubHub

No Markdown, 19% Checkout Fees



7% Markdown, 32% Checkout Fees



Listing Page: No markdowns

Service fees of 17%
Order processing fee of \$2.95

SEC 142 ROW 6 SEAT 1-8

Verified Resale Ticket 2

2 Seats \$75.00 ea + Fees

2 Verified Resale Tickets	\$150.00 ($\75.00×2)
Fees	
\$12.75 (Service Fee) x 2	\$25.50
Order Processing Fee	\$2.95
Delivery	No Charge
Total	\$178.45

Listing Page: 7% markdown

Service fees of 32%

Subtotal	
\$139.50	
Ticket price	2 x \$69.75
Prices are set by sellers. Prices may vary from face value. Prices exclude fees.	

Order total	
\$184.00	
Ticket price	2 x \$69.75
Total fees	2 x \$22.25

- Screenshots taken on December 4, 2019 at the same time
- Each marketplace had only one listing of eight tickets in that section and row, so no chance comparison is between different listings

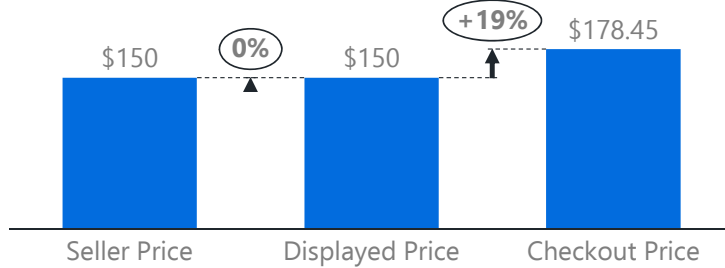
Markdown: SeatGeek pricing initially appears 9% cheaper than TM, but, after 36% buyer fee, is actually 4% more expensive



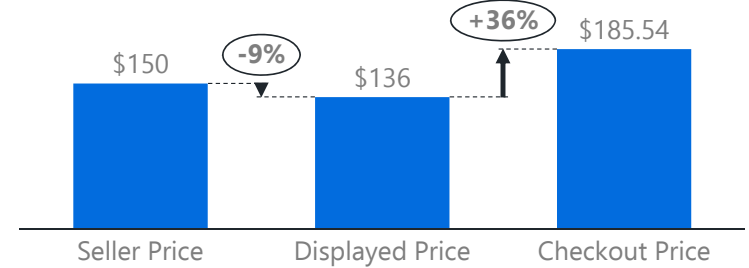
Buffalo Bills vs. New York Jets ⓘ
Sun • Dec 29 • 1:00 PM • New Era Field, Orchard Park, NY



No Markdown, 19% Checkout Fees



9% Markdown, 36% Checkout Fees



Listing Page: No markdowns

Service fees of 17%
Order processing fee of \$2.95

SEC 142 ROW 6 SEAT 1-8

Verified Resale Ticket 2 **+**

2 Seats \$75.00 ea + Fees **Buy Now**

2 Verified Resale Tickets	\$150.00 ($\75.00×2)
Fees	
\$12.75 (Service Fee) x 2	\$25.50
Order Processing Fee	\$2.95
Delivery	No Charge
Total	\$178.45

Listing Page: 9% markdown

Service fees of 36%

Row 6 **Great Deal** 1-8 tickets **\$68/ea**

Order Summary

Price	\$68.00 x 2
Fees	\$24.77 x 2
Total	\$185.54

- Screenshots taken on December 4, 2019 at the same time
- Each marketplace had only one listing of eight tickets in that section and row, so no chance comparison is between different listings

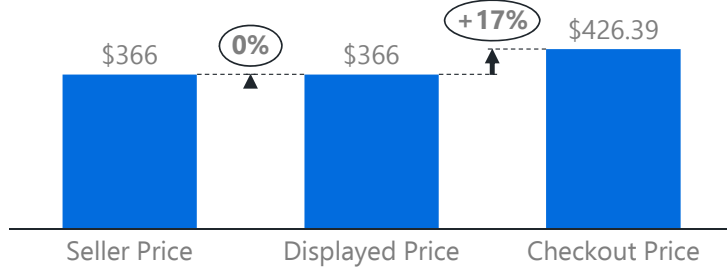
Markdown: Vivid Seats pricing initially appears 10% cheaper than TM, but after 30% buyer fee, is actually more expensive



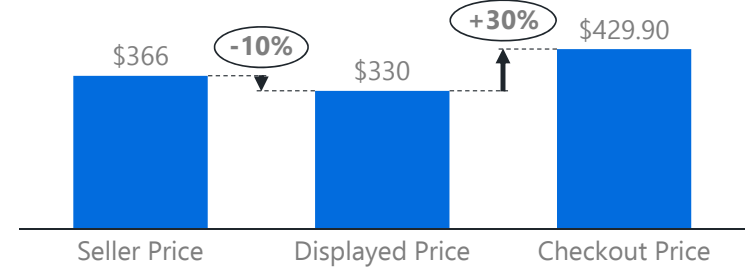
Vegas Golden Knights at San Jose Sharks (Game 7 - Home Game 4)
Conference Quarterfinals (If Necessary)
Tue. Apr 23, 2019 - SAP Center, San Jose, CA



No Markdown, 17% Checkout Fees



10% Markdown, 28% Checkout Fees



Listing page: No markdowns

Service fees of 17%

SEC 211 ROW 9 SEAT 9-11

Verified Resale Ticket 3

3 Seats \$122.00 ea + Fees

Buy Now

3 Verified Resale Tickets \$366.00 (\$122.00 x 3)

Fees \$50.72 (Service Fee) x 3 \$60.84

Delivery No Charge

Total \$426.39

Listing page: 10% markdown

Service fees of 28%
Transfer fee of \$7.50/order

Upper Level 211 Row 9 1 - 3 Tickets \$110 ea

Mobile Tickets

Ticket Total \$110.00 x 3

Service Total \$30.80 x 3

Electronic Transfer \$7.50

Total Charge \$429.90

- Screenshots taken on 4/15/19 at the same time to avoid confusing pricing adjustments by seller with marketplace markdowns
- Each marketplace had only one listing of three tickets in that section and row, so no chance comparison is between different listings

Exhibit 2
Speculative Ticketing

Ticket listings without actual row information are a telltale sign of speculative ticketing. At the time these Vivid Seats listings for a Hamilton performance in Ohio were posted, the tickets had not even gone on sale.

VIVIDSEATS Hamilton
Tue, Jul 17, 2018 8:00 PM - State Theatre-Playhouse Square Center, Cleveland, OH

NOTE: Prices set by sellers, may be over face value. Seats are together, unless noted. **100% BUYER GUARANTEE**

FILTER: Qty Any Price \$979 \$1693 Zone Selector

Sort by: Price: Low to High

BALC RIGHT	Row TBD	9879.00 ea.	BUY
BALC RIGHT CENTER	Row TBD	9920.00 ea.	BUY
MEZZ LEFT	Row TBD	9920.00 ea.	BUY
MEZZ LEFT CENTER	Row TBD	9981.00 ea.	BUY
BALC CENTER	Row TBD	10777.00 ea.	BUY
MEZZ CENTER	Row TBD	10777.00 ea.	BUY
ORCHESTRA RIGHT	Row TBD	10777.00 ea.	BUY
ORCHESTRA LEFT CENTER	Row TBD	11145.00 ea.	BUY
ORCH RIGHT	Row TBD		
DRESS CIRCLE LEFT	Row TBD	1288.00 ea.	BUY
ORCHESTRA CENTER	Row TBD	1288.00 ea.	BUY
ORCHRC	Row CC	1386.00 ea.	BUY
DRESS CIRCLE RIGHT	Row TBD	1391.00 ea.	BUY

Row missing

The map may not be to scale. Report Errors

Speculative ticketing

VIVIDSEATS Little Big Town
Sat Mar 17, 2018 7:30 PM - Ralph Engelstad Arena, Grand Forks, ND

NOTE: Prices set by sellers, may be over face value. Seats are together, unless noted. 100% BUYER GUARANTEE

FILTER Qty Any Price \$39 \$992 Zone Selector

SECTION 115 Row A-14	BUY	\$147.00
SECTION 115 Row A-15	BUY	\$129.00
SECTION 308 Row A-M	BUY	\$62.00
SECTION 311 Row A-M	BUY	\$48.00
SECTION 314 Row A-M	BUY	\$48.00
SECTION 315 Row A-M	BUY	\$62.00
SECTION 110 Row A-Q	BUY	\$147.00
SECTION 111 Row A-Q	BUY	\$147.00
SECTION 113 Row A-Q	BUY	\$131.00
SECTION 114 Row A-Q	BUY	\$147.00

Row missing

Speculative ticketing

VIVIDSEATS National Finals Rodeo
Sat, Dec 2, 2017 6:45 PM - Thomas and Mack Center, Las Vegas, NV

NOTE: Prices set by sellers. This is over face value. Seats are together, unless noted. **100% BUYER GUARANTEE**

FILTER: Qty Any Price \$152 \$152 Zone Selector

Sort By: Price Low to High

TBD - FLEX
Row TBD

Qty 1 Price \$152.00 Buy

Email Delivery

Row missing

Speculative ticketing at 2015 Super Bowl

Chicago-Based Vivid Seats Unable to Fulfill Super Bowl Ticket Orders and Is Refunding Money

“The Chicago-based ticket website **is giving 200% refunds on Super Bowl tickets** to some customers as a **result of apparent short selling**, a technique where ticket sites sell seats before having the actual ticket, with the plan to buy them closer to game time at a lower cost.”

Available at www.americaninno.com/chicago/super-bowl-ticket-refund-vivid-seats-and-other-sites-refund-tickets-after-short-sale/.

Forget 'Ballghazi': Ticket site Vivid Seats deals with its own Super Bowl snafu

“Vivid Seats **is working to make amends** with a number of customers who bought tickets through the secondary ticket marketplace but **were left empty-handed** at the Super Bowl over the weekend.

Available at www.chicagobusiness.com/article/20150203/BLOGS04/150209935/vivid-seats-super-bowl-refunds-making-up-for-unprecedented-market-snafu.

Heartbroken Seahawks fan cries on live TV because he can't get into the Super Bowl after broker sells him tickets 'it never had'

“Chicago-based reseller Vivid Seats **was forced to admit to customers** before this year's game that it **wouldn't be able to fulfill ticket orders**, despite already taking hefty deposits.”

Available at <https://www.dailymail.co.uk/news/article-2936521/At-didn-t-team-lose-Heartbroken-Seahawks-fan-cries-live-TV-t-Super-Bowl-broker-sells-tickets-never-had.html>.

Exhibit 3

Deceptive URLs

Some web sites deliberately use URLs highly similar to the host venue to deceive consumers.

The official web site of the SAP Center (San Jose, California) is <www.sapcenter.com>.

The deceptive URLs shown here include:

<www.sap.centersanjose.com>

<www.sapcentertickets.com>

<www.boxofficecenter.com/sapcenter/sanjoseca>

<sapcenter.sanjose.ticketoffices.com>

<sapcenter.eventticketscenter.com>

The screenshot shows a search engine results page for the query "sap center san jose". The search bar at the top shows the query and a magnifying glass icon. Below the search bar are tabs for "All", "Images", "Videos", "Maps", "News", and "My saves". The search results are for "Near Central Hollywood, Los Angeles, CA - Change" and show 74,200 results. Several search results are highlighted with red boxes:

- Sap Center San Jose - SAP.CenterSanJose.com**: Ad - SAP.CenterSanJose.com - SAP Center Resale Tickets San Jose, CA. Instant Download. Find Deals & Save. Find Deals - eTickets - Secure Checkout - Authentic Tickets. Includes links for Sam Smith Tickets, Jingle Ball Tickets, San Jose Sharks, and Katy Perry Ticket.
- Sap Center San Jose - vividseats.com**: Ad - www.vividseats.com/SAPCenter - Ratings: Ease of Ordering 4.5/5 - Customer Service 4.5/5. Buy SAPCenter Event Tickets - View Seating Chart - Order Today. Amenities: VividSeats® Guarantee, 100% Authentic Tickets, Easy Checkout. Includes links for About Us, Experience Vivid Seats, 100% Buyer Guarantee, and Contact Us.
- SAP Center Tickets at San Jose - sapcentertickets.com**: Ad - www.sapcentertickets.com - Mayday Concert Tickets, Disney on Ice, Rieu, Styles. All Shows Exclusive Resale. Live Concert Performances - Sell Your Extra Seats - Downloadable E-Tickets. Amenities: Seating Charts, Directions, Interactive Maps, eTickets, Presale Tickets. Includes links for Theatre Tickets On Sale, Money Back Guaranteed, Terms & Policies, and Concert Tickets On Sale.
- SAP Center San Jose San Jose CA - BoxOfficeCenter.com**: Ad - www.BoxOfficeCenter.com/SAPCenter/SanJoseCA - SAP Center San Jose CA Tickets Resale SAP Center SAP Center SAP Center. boxofficecenter.com has been visited by 10K+ users in the past month. Includes links for Interactive Seating Maps, Order Tickets Online 24/7, Schedules & Seating Info, and SAP Center.

Below the search results is the "SAP Center - Official Site" link, which leads to www.sapcenter.com. The page also features a carousel of event images including "Disney On Ice presents Dream Big", "2018 Prudential U.S. Figure Skating ...", "The Harlem Globetrotters", and "Cirque du Soleil Crystal".

The screenshot shows the official website for the SAP Center. At the top is a map of the arena's location in San Jose, California. Below the map is the title "SAP Center" and a "Share" button. The main content area features a large image of the arena and a description: "SAP Center at San Jose is an indoor arena located in San Jose, California. Its primary tenant is the San Jose Sharks of the National Hockey League, for which the arena has earned the nickname 'The Shark Tank'. It is also the home to the San Jose Barracuda." Below this are social media icons for Wikipedia, Instagram, and Facebook. The contact information is listed: Address: 525 W Santa Clara St, San Jose, CA 95113; Phone: (408) 287-7070; Opened: Sep 07, 1993; Capacity: 17,496; Teams: San Jose Sharks. A "People also search for" section shows images of other venues like Scottrade Center, Staples Center, Honda Center, Oracle Arena, and TD Garden. At the bottom, there are links for "Data from: Wikipedia · Ticketmaster · Freebase" and a "Suggest an edit" button.

This screenshot shows a search result for "SAP Center Tickets". The title is "SAP Center Tickets" and the ad is from "SAPCenterSanJose.ticketoffices.com". The text reads: "(On Sale) 525 W Santa Clara St CA SAP Center Resale Tickets. Amenities: Instant Ticket Downloads, 2016 Event Schedules, Last Minute Tickets".

This screenshot shows a search result for "SAP Center Tickets - San Jose CA - Tickets On Sale". The ad is from "SAPCenter.EventTicketsCenter.com" and includes the text: "Buy Tickets For SAP Center Games And Events In San Jose CA - Safe &".

Some web sites deliberately use URLs highly similar to the host venue to deceive consumers.

The official web site of Madison Square Garden (New York, New York) is <www.msg.com/Madison-square-garden>.

The deceptive URLs shown here include:

<www.boxofficecenter.com/madisonsquare/garden>

<www.madison-square-garden.boxofficeticket.center>

<www.madisonsquaregarden.eventticketcenter.com>

<madisonsquare.garden-ny.com>

Madison Square Garden Tix

Ad www.vividseats.com/MadisonSquare
Buy Event Tickets Online! View Seating Charts - Lower Prices
Easy checkout - 100% buyer guarantee - Unmatched service

Contact Us

Phone, Live Chat and location info available on our website.

About Us

We were created out of a love of attending live events... Learn More

Experience Vivid Seats

Great selection, great prices and reliability is what you'll get.

100% Buyer Guarantee

All of our tickets are guaranteed to be safe, secure & 100% authentic

Madison Square Garden New York - BoxOfficeCenter.com

Ad www.BoxOfficeCenter.com/MadisonSquareGarden

Madison Square Garden Tickets Resale Madison Square Garden New York
boxofficecenter.com has been visited by 10K+ users in the past month
Large Network Of Tickets - Authentic Tickets - CONCERTS At The Garden NY
Amenities: Downloadable Tickets, Order By Phone, Priority Shipping, Last Minute

Schedules & Seating Info

Order Tickets Online 24/7

Madison Square Garden NY

Interactive Seating Maps

Madison Square Garden

100% Customer Guarantee

Madison Square Garden Tickets - (Order Online) Ticket Office

Ad www.madison-square-garden.boxofficeticket.center

Order Madison Square Garden Tickets - Secure MSG New York Online Ticket Resale
Outstanding Service - Friendly Support Staff - Verified Secure Checkout

Madison Square Garden

Schedule & Seating Chart

The Garden Ticket Office

Order By Phone Toll Free

Madison Square Garden Tickets - New York City Events On Sale

Ad www.MadisonSquareGarden.EventTicketCenter.com

Buy Tickets For Madison Square Garden Events In New York NY. Safe & Secure!
Trusted Exchange - New events daily - Last minute deals - Secure checkout
Amenities: Downloadable Tickets, Order by Phone, Priority Shipping, Interactive M...

Madison Square Garden | Official Site | New York City

<https://www.msg.com/madison-square-garden>

Madison Square Garden is "The World's Most Famous Arena." Experience the unforgettable at The Garden, where history happens.

Madison Square Garden - New York | Tickets, Schedule ...

www.ticketmaster.com/Madison-Square-Garden-tickets-New-York/venue

Buy Madison Square Garden tickets at Ticketmaster.com. Find Madison Square Garden venue concert and event schedules, venue information, directions, and seating charts.

Madison Square Garden tickets at Cheap Tickets ...

<https://www.cheaptickets.com/venues/madison-square-garden-tickets>

Here is a list of all events happening at Madison Square Garden. Search events at nearby venues at Cheaptickets.com

Madison Square Garden Tickets | TicketOffices.com



Madison Square Garden

Madison Square Garden, often called "MSG" or simply "The Garden", is a multi-purpose indoor arena in the New York City borough of Manhattan. Located in Midtown Manhattan between 7th and 8th Avenues from 31st to 33rd Streets, it is situated atop Pe...

Wikipedia Instagram Facebook YouTube

Directions Website

Address: 4 Penn Plz, New York, NY 10121

Phone: (212) 465-6741

Opened: Feb 11, 1968

Capacity: 19,812

Architect: Charles Luckman

Teams: New York Knicks · New York Rangers · St. John's Red Storm men's basketball · New York Golden Blades

People also search for

See all (20-)



Data from: Wikipedia · Freebase

Suggest an edit

Tickets Madison Square Garden - On Sale Now Buy Tickets Online

Ad www.MadisonSquareGarden-Ny.com

Madison Square Garden Resale Tickets New York City, NY. Instant Download & Save.

Madison Square Garden - ticketmaster.com

Ad www.ticketmaster.com/Madison-Square-Garden

Buy Authentic Tickets to Events at Madison Square Garden.

Some web sites deliberately use URLs highly similar to the host venue to deceive consumers.

The official web site of the Barclays Center (New York, New York) is <www.barclayscenter.com>.

The deceptive URLs shown here include:

<www.barclays.centerbrooklyn.com>

<www.brooklyncenter.eventticketscenter.com/barclayscenter>

Google search results for "barclays center tickets".

Search results include:

- Barclays Center Tickets - 2017 Tickets On Sale Today.**
barclays.centerbrooklyn.com/ (highlighted with a red box)
Barclays Center Resale Tickets Brooklyn, NY. Instant Download. Find Deals.
Last Minute Tickets - Great Service & Selection - 100% Guarantee - Authentic Tickets - Secure Checkout
Highlights: Specializing In Concerts, Offer Tickets To Events Around The World...
Disney On Ice, Janet Jackson, Tim McGraw & Faith Hill, Brooklyn Nets
- Brooklyn Nets Tickets - at the Barclays Center**
www.stubhub.com/NBA/Nets (highlighted with a red box)
At StubHub, every Nets basketball ticket is 100% guaranteed by FanProtect™.
Largest ticket selection - Virtual views from seats - Best value on tickets - 24/7 Customer support
A+ Rating - Better Business Bureau
- Barclays Center Tickets - Brooklyn NY - Tickets On Sale**
brooklyncenter.eventticketscenter.com/BarclaysCenter (highlighted with a red box)
4.1 ★★★★★ rating for eventticketscenter.com
Buy Tickets For Barclays Center Games And Events In Brooklyn NY. Safe & Secure!
VIP packages - 100% guarantee - Trusted Exchange - Last minute deals
Robust And Seamless For The Users - Microsoft
Barclays Center Tickets - Read Our Customer Reviews - Our 100% Guarantee - Nets Home Games
- Events & Tickets - Barclays Center**
www.barclayscenter.com/events
- Box Office | Barclays Center**
www.barclayscenter.com/connect-with-us/box-office
- Barclays Center**
www.barclayscenter.com/

Some web sites deliberately use URLs highly similar to the host venue to deceive consumers.

The official web site of the Oracle Arena (Oakland, California) is <www.oraclearena.com>.

The deceptive URLs shown here include:

<www.oracle.arenaoakland.com>

<www.oraclearenaoaklandtickets.com>

Google oracle arena tickets

All News Maps Images Shopping More Settings Tools

About 759,000 results (0.52 seconds)

ORACLE Arena Tickets 2017 - Event Tickets Available Now
[www.vividseats.com/ORACLEArena](#)
4.1 ★★★★★ rating for vividseats.com
Buy **ORACLE Arena Tickets** - Choose Your Seats - Order Online
Great customer service · Huge selection · Secure checkout
Good selection of tickets at reasonable prices – TopTenReviews.com

Oracle Arena Tickets - Oracle Arena Seating Chart - StubHub.com
[www.stubhub.com/](#)
4.2 ★★★★★ rating for stubhub.com
Where Do You Want to Sit?
Largest ticket selection · 100% FanProtect Guarantee · Easy-to-use mobile app · Best value on tickets
Ratings: Ease finding tickets 10/10 - Website 10/10 - Ease getting tickets 10/10 - Service 9.5/10
Book Concert Tickets · Purchase Theatre Tickets · Sports Ticket · Concert Tickets · Theater Tickets

Oracle Arena Tickets - On Sale Now Buy Tickets Online
[oracle.arenaoakland.com/](#)
Oracle Arena Resale Tickets Oakland, CA. Instant Download. Find Deals & Save.
100% Guarantee · eTickets · Last Minute Tickets · A+ Rated · Secure Checkout · Save 20% Today

Oracle Arena Tickets Oakland - GS Warriors, Pink, The Killers
[www.oraclearenaoaklandtickets.com/](#)
Xscape Concert Tickets, GnR, Enrique Iglesias, Bruno. All Shows Exclusive Resale

Tickets - Oracle Arena
[www.oraclearena.com/tickets/box-office](#)
Tickets to **Oracle Arena** and Oakland Alameda County Coliseum events can be purchased at the venue's main box office located on the main plaza level ...

Some web sites deliberately use URLs highly similar to the host venue to deceive consumers.

The official web site of The Forum (Inglewood, California) is <www.fabulousforum.com>.

The deceptive URLs shown here include:

<www.theforumtickets.com>

<www.theforum.arenainglewood.com>

The screenshot shows a Google search for "the forum". The search results are displayed on the left, with two results highlighted in red boxes. The first result is "The Forum Tickets Los Angeles - KROQ Xmas Tickets, Bruno Mars." with the URL "www.theforumtickets.com/". The second result is "The Forum - On Sale Now Buy Tickets Online - arenainglewood.com" with the URL "theforum.arenainglewood.com/". Below these are other search results for "The Forum Tickets - StubHub.com", "The Forum - Inglewood | Tickets, Schedule, Seating Chart ...", and "The Forum - The Madison Square Garden Company". On the right side of the search results, there is a map of The Forum and a snippet of the venue's information, including its address (3900 W Manchester Blvd, Inglewood, CA 90305), capacity (17,505), and hours (Open today 11AM-7PM).

Some web sites deliberately use URLs highly similar to the host venue to deceive consumers.

The official web site of the United Center (Chicago, Illinois) is <www.unitedcenter.com>.

The deceptive URLs shown here include:

<www.unitedcenter.eventticketscenter.com>

<www.united-center.boxofficeticket.center>

The screenshot shows a search engine results page for the query "united center tickets". At the top, there is a search bar with the query and a magnifying glass icon. Below the search bar are navigation tabs for "All", "Images", "Videos", "Maps", "News", and "My saves". The location is set to "Near Central Hollywood, Los Angeles, CA".

The main content area is titled "Events in United Center" and displays a grid of event cards. Each card features a small image and text including the event name and date. The events listed include:

- Katy Perry with Noah Cyrus (Oct 25, 2017)
- Atlanta Hawks at Chicago Bulls (Oct 26, 2017)
- Nashville Predators at Chicago Blackhaws (Oct 27, 2017)
- Oklahoma City Thunder at Chicago Bulls (Oct 28, 2017)
- Arcade Fire with The Breeders (Oct 30, 2017)
- Philadelphia Flyers at Chicago Blackhaws (Nov 1, 2017)
- The Weeknd with Gucci Mane and NAV (Nov 2, 2017)
- New Orleans Pelicans at Chicago Bulls (Nov 4, 2017)
- Montreal Canadiens at Chicago Blackhaws (Nov 5, 2017)
- Guns N' Roses (Nov 6, 2017)
- India at Chicago Bulls (Nov 5, 2017)

Below the event grid, there are several advertisements for ticket resale sites, each enclosed in a red box:

- United Center Tickets - Chicago Event Tickets On Sale** (Ad - [UnitedCenter.EventTicketsCenter.com](#))
- United Center Tickets** (Ad - [vividseats.com/UnitedCenter](#))
- United Center Tickets - UnitedCenter Chicago Tickets** (Ad - [united-center.boxofficeticket.center](#))

On the right side of the page, there is a map of the United Center arena in Chicago, Illinois, with a red circle highlighting the location. Below the map, there is a section titled "United Center" with a "Share" button and social media links for Wikipedia, Instagram, Facebook, and YouTube. The text describes the arena as an indoor sports arena located in the Near West Side neighborhood of Chicago, Illinois, and provides the address (1901 W Madison St, Chicago, IL 60612) and phone number ((312) 455-4500).

Some web sites deliberately use URLs highly similar to the host venue to deceive consumers.

The official web site of the United Center (Chicago, Illinois) is <www.unitedcenter.com>.

The deceptive URL shown here is:

<united.center-chicago.com>

A screenshot of a search engine results page for the query "united center". The search bar at the top shows "united center" with a magnifying glass icon. Below the search bar, there are tabs for "All", "Images", "Videos", "Maps", "News", and "My saves". The search results show "438,000,000 Results" and "Near Central Hollywood, Los Angeles, CA · Change". The first result is highlighted with a red box and is an advertisement for "United Center - United.Center-Chicago.com". The ad text includes "Ad - United.Center-Chicago.com" and "United Center Resale Tickets Chicago, IL. Instant Download. Find Deals & Save." Below the ad, the search engine shows the "United Center - Official Site" with the URL "www.unitedcenter.com". A description follows: "Official web site of the United Center: Home of the Chicago Bulls and Blackhawks. Also rock concert venue for big acts. Online ticket purchase available." There are several category links: "Directions & Parking", "Job Opportunities", "Events & Tickets", "Dining", and "Seating Charts". Below these are "EVENTS" with thumbnails for "Chicago Blackhawks", "Chicago Bulls vs. Toronto Raptors", "Chicago Blackhawks", "Imagine Dragons", and "Chicago Blackhawks". At the bottom, there is a location pin for "1901 W Madison St, Chicago, IL 60612" with a rating of "10 Yelp reviews".

A screenshot of a Google Maps page for "United Center". The top part shows a grid of images of the arena. Below that is a map view with a red circle around the arena's location. The map includes street names like "Madison St" and "S. State St". Below the map is a "Larger map" button. The main content area is titled "United Center" and includes a "Share" button. A description follows: "United Center is an indoor sports arena located in the Near West Side neighborhood of Chicago, Illinois. The United Center is home to both the Chicago Bulls of the National Basketball Association and the Chicago Blackhawks of the National Hockey League. The arena is named after its city-based corporate sponsor, United Airlines." Below the description are social media icons for Wikipedia, Instagram, Facebook, and YouTube. There are buttons for "Directions" and "Website". The address is listed as "Address: 1901 W Madison St, Chicago, IL 60612". Other details include "Phone: (312) 455-4500", "Opened: Aug 18, 1994", "Capacity: 23,500", and "Reviews: 509 Yelp reviews". At the bottom, there are "Nearby" suggestions for "Gas Stations", "Coffee Shops", "Hotels", and "Parking".

Some web sites deliberately use URLs highly similar to the host venue to deceive consumers.

The official web site of the Staples Center (Los Angeles, California) is <www.staplescenter.com>.

The deceptive URLs shown here include:

<www.staplestickets.com>

<www.staples.centerlosangeles.center>

A screenshot of a search engine results page for the query "staples center". The search bar at the top shows the query and a magnifying glass icon. Below the search bar are tabs for "All", "Images", "Videos", "Maps", "News", and "My saves". The results section shows "220,000 Results". Two search results are highlighted with red boxes. The first result is an advertisement for "Staples Center Tickets LA - Sam Smith Tickets, Pink, Lorde" from "www.staplestickets.com". The second result is an advertisement for "Staples Center - Staples.CenterLosAngeles.com" from "Staples.CenterLosAngeles.com". Below these are organic search results for "Staples Center - Official Site" with a URL of "https://www.staplescenter.com". The page also features sections for "Events", "Premium Seating Services", "La Kings vs Toronto Maple L...", "About Staples Center", "Concerts", and "Parking Lot Map". At the bottom, there is a search bar for "Search results from staplescenter.com" and a "Search" button.

A screenshot of a map and information page for Staples Center. The top part shows a grid of six images of the arena at night. Below the images is a map of downtown Los Angeles with a red circle highlighting the location of Staples Center. The map shows streets like W 10th St, W 11th St, W 12th St, W 13th St, W 14th St, W 15th St, W 16th St, W 17th St, W 18th St, W 19th St, W 20th St, W 21st St, W 22nd St, W 23rd St, W 24th St, W 25th St, W 26th St, W 27th St, W 28th St, W 29th St, W 30th St, W 31st St, W 32nd St, W 33rd St, W 34th St, W 35th St, W 36th St, W 37th St, W 38th St, W 39th St, W 40th St, W 41st St, W 42nd St, W 43rd St, W 44th St, W 45th St, W 46th St, W 47th St, W 48th St, W 49th St, W 50th St, W 51st St, W 52nd St, W 53rd St, W 54th St, W 55th St, W 56th St, W 57th St, W 58th St, W 59th St, W 60th St, W 61st St, W 62nd St, W 63rd St, W 64th St, W 65th St, W 66th St, W 67th St, W 68th St, W 69th St, W 70th St, W 71st St, W 72nd St, W 73rd St, W 74th St, W 75th St, W 76th St, W 77th St, W 78th St, W 79th St, W 80th St, W 81st St, W 82nd St, W 83rd St, W 84th St, W 85th St, W 86th St, W 87th St, W 88th St, W 89th St, W 90th St, W 91st St, W 92nd St, W 93rd St, W 94th St, W 95th St, W 96th St, W 97th St, W 98th St, W 99th St, W 100th St. Below the map is a section titled "Staples Center" with a "Share" button. The text describes the arena as a multi-purpose sports arena in Downtown Los Angeles. It includes social media links for Wikipedia and Facebook, and buttons for "Directions" and "Website". The address is listed as "1111 S Figueroa St, Los Angeles, CA 90015". Other details include the phone number "(213) 742-7100", the opening date "Oct 17, 1999", the capacity "18,118", and the architect "Dan Meis". At the bottom, it lists the teams: "Los Angeles Lakers", "Los Angeles Clippers", "Los Angeles Kings", "Los Angeles Sparks", and "Los Angeles D-Fenders".

Some web sites deliberately use URLs highly similar to the host venue to deceive consumers.

The official web site of the Richard Rodgers Theatre (New York, New York) is www.richardrodgerstheatre.com.

The deceptive URL shown here is:

www.richardrodgerstheatre.box-officetickets.com/rodgers/newyork

The screenshot shows a Google search for "richard rodgers theater hamilton". The search results include:

- Hamilton Tickets On Sale Now - Richard Rodgers Theatre, NY**
An advertisement for tickets, with the URL richardrodgerstheatre.box-officetickets.com/Rodgers/NewYork highlighted in a red box. The ad includes the phone number (800) 840-9227 and mentions "Instant Download - Secure Site - 100% Buyer Guarantee".
- Richard Rodgers Theatre - The Official Website - Ticketmaster is the ...**
The official website link: richardrodgerstheatre.com/. The snippet mentions "Hamilton playing at the Richard Rodgers Theatre ... The Richard Rodgers Theatre opened in 1924 and, originally called the 46th Street Theatre, it was renamed ...".
- Patron Services - Richard Rodgers Theatre - The Official Website ...**
The official website link: richardrodgerstheatre.com/patron_services.php. The snippet notes: "Please note: The Richard Rodgers Theatre box office will be closed on July 4, 2017, Cash ... is the only official source for purchasing tickets for Hamilton online."
- Hamilton - Official Site**
The official website link: www.hamiltonbroadway.com/. The snippet states: "Broadway's hit new musical, Hamilton, is now playing at the Richard Rodgers Theatre. Book. Music and ...".

On the right side of the search results, there is a map showing the location of the Richard Rodgers Theatre at 226 West 46th Street, between Broadway and 8th Avenue, in New York City. The map includes labels for W 45th St, 8th Ave, Crowne Plaza Times Square Manhattan, and Times Square. Below the map are two photo thumbnails: "See photos" and "See outside".

Below the map, the search results for "Richard Rodgers Theatre" are displayed, including a 4.5-star rating from 595 Google reviews, a "Website" button, and a "Directions" button. The address is listed as "226 W 46th St, New York, NY 10036".

Some web sites deliberately use URLs highly similar to the host venue to deceive consumers.

The official web site of the Richard Rodgers Theatre (New York, New York) is <www.richardrodgerstheatre.com>.

The deceptive URLs shown here include:

<www.richardrodgerstheatre.box-officetickets.com/NewYork>

<richardrodgerstheatre.boxofficeticketsales.com>

<richardrodgers.ticketoffices.com>

<richardrodgerstheatre.tickets.expert>

The image shows a search engine results page for "richard rodgers theater" and a corresponding Yelp listing. The search results page features several ads and organic results, with four ads highlighted by red boxes. The ads are:

- Hamilton Tickets On Sale Now - Richard Rodgers Theatre, NY**: Ad for richardrodgerstheatre.box-officetickets.com/NewYork. Text: Richard Rodgers Theatre, Broadway resale. All Dates On Sale Now. Buy With Confidence - Instantly Download - Happy Customers - Privately Owned. Richard Rodgers Theatre New York Tickets and Seating chart. box-officetickets.com is rated ★★★★★ (61,040 reviews).
- Richard Rodgers Theatre Events - 2017 Tickets On Sale Now**: Ad for richardrodgerstheatre.boxofficeticketsales.com. Text: Richard Rodgers Theatre Tickets. New York Marketplace. Order by Phone or Online. Click to Call. Filter These Results: Date Event; Our Guarantee ... boxofficeticketsales.com has been visited by 10K+ users in the past month.
- Richard Rodgers Theatre**: Ad for richardrodgers.ticketoffices.com. Text: (Hamilton Tickets On Sale). Lowest Prices, Buy Resale Tickets. ticketoffices.com has been visited by 100K+ users in the past month. Richard Rodgers Theatre New York Tickets | TicketOffices.com. Links: Hamilton Tickets, Discount Tickets, Richard Rodgers Theatre Address.
- Richard Rodgers Theatre - richardrodgerstheatre.tickets.expert**: Ad for richardrodgerstheatre.tickets.expert. Text: Richard Rodgers Theatre Resale Tickets - Get Tickets to Richard Rodgers Theatre. Buy tickets to all Richard Rodgers Theatre events. ...

The organic results include the official site: **Richard Rodgers Theatre - Official Site** (richardrodgerstheatre.com) and links to "The Official Website", "Patron Services", "Seating Chart", and "Contact Nederlander".

The Yelp listing on the right shows the location as "Richard Rodgers Theatre" at "1501 Broadway Fl 14, New York, NY 10036". It includes a map, a "Location Closed" status, and several reviews. The first review is from Oct 21, 2017, with a 5-star rating, and another from Oct 08, 2017, also with a 5-star rating. There are 96 total reviews.

Some web sites deliberately use URLs highly similar to the host venue to deceive consumers.

The official web site of the Eugene O'Neill Theatre (New York, New York) is <www.theoneill.org>.

The deceptive URL shown here is:

<eugeneoneilltheatre.boxoffice-tickets.com>

Google eugene oneill theater

All Maps Shopping Images News More Settings Tools

About 1,410,000 results (0.92 seconds)

Eugene O'Neill Theatre - Box Office Tickets. Order Now
(Ad) eugeneoneilltheatre.boxoffice-tickets.com/ ▼
New York, NY Marketplace. Buy Eugene O'Neill Theatre Tickets.
Superior customer service · Call for best selection · 100% on time guarantee · Secure Encryption

Purchase Theatre Tickets Book Concert Tickets
Buy Sports Tickets City Guides

Eugene O'Neill Theater Center
www.theoneill.org/ ▼
The Eugene O'Neill Theater Center, Americas Theater Campus.
Directions to the Theater Center · O'Neill 2017 Summer Season · Tickets · About Us

The O'Neill (@ONeill_Center) · Twitter
https://twitter.com/ONeill_Center

We're here to help writers through each step of NMTC's submission process! This week's #TipsfromLit comes from Lit Associate @MaeganWritesOn

Musical theater writers: tune in tonight at 7pm EST on our Facebook page for a Q&A with NMTC dramaturg Carrie Chapter!#newmusicals

Join us in #RewardingRisk by being part of NTI's first crowdfunding campaign. Donate and share on social media -> gvcmp.us/nf7231 pic.twitter.com/DtFBqbb...

Eugene O'Neill Theatre
4.5 ★★★★★ 614 Google reviews
Theatre in New York City, New York
Website Directions

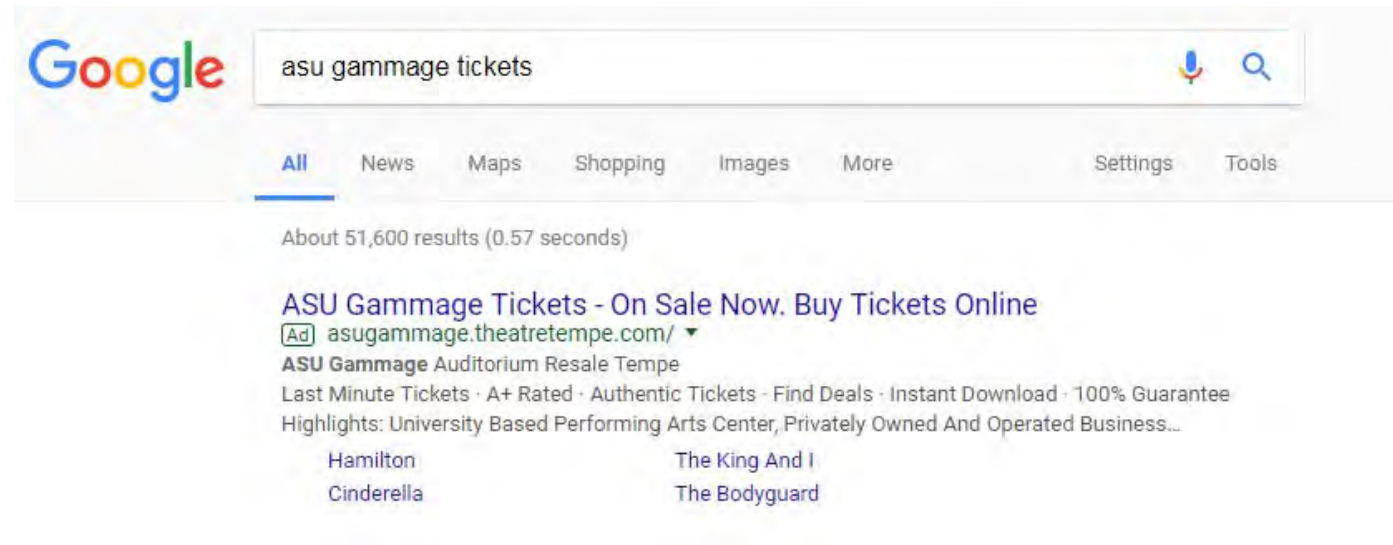
The Eugene O'Neill Theatre is a Broadway theatre located at 230 West 49th Street in Midtown Manhattan. Wikipedia

Address: 230 W 49th St, New York, NY 10019
Capacity: 1,102
Phone: (877) 250-2929
Suggest an edit

Some web sites deliberately use URLs highly similar to the host venue to deceive consumers.

The official web site of the ASU Gammage (Tempe, Arizona) is <www.asugammage.com>.

The deceptive URL shown here is:
<asugammage.theatretempe.com>



Some web sites deliberately use URLs highly similar to the host venue to deceive consumers.

The official web site of the Orpheum Theatre (San Francisco, California) is <www.orphelumtheatersanfrancisco.org>.

The deceptive URL shown here is:

<www.boxofficecenter.com/orphelumtheatre/sanfrancisco>

The screenshot shows a search engine results page for the query "orphelum theater san francisco". The search bar at the top contains the text "orphelum theater san francisco" and a magnifying glass icon. Below the search bar are tabs for "All", "Images", "Videos", "Maps", "News", and "My saves". The search results are displayed below, with a red box highlighting the first result: "Orpheum Theatre San Francisco - BoxOfficeCenter.com". This result is an advertisement with the URL "www.BoxOfficeCenter.com/OrpheumTheatre/SanFrancisco" and a description: "Orpheum Theatre San Francisco On Sale Now Buy Tickets Online Resale Orpheum. boxofficecenter.com has been visited by 10K+ users in the past month". Below this are other search results, including "Vivid Seats Tickets - All Events Available - Orpheum Theatre" and "Orpheum Theater :: San Francisco :: The Ultimate Guide". To the right of the search results is a map of San Francisco showing the location of the Orpheum Theatre at 1182 Market St. The map includes street names like Geary Blvd, Turk St, and Market St, and a red circle indicating the theatre's location. Below the map is a section for "Orpheum Theatre" with buttons for "Directions" and "Website", and contact information: "Address: 1182 Market St, San Francisco, CA 94102" and "Phone: (415) 551-2000". There is also a "Reviews" section with a star rating and the text "Yelp (812)".

Some web sites deliberately use URLs highly similar to the host venue to deceive consumers.

The official web site of the Orpheum Theatre (Los Angeles, California) is <www.laorpheim.com>.

The deceptive URL shown here is:
<orpheimtheatreLA.ticketoffices.com>

A screenshot of a search engine results page for the query "orpheim theater". The search bar at the top shows the query and a magnifying glass icon. Below the search bar are tabs for "All", "Images", "Videos", "Maps", "News", and "My saves". The search results show 2,590,000 results, filtered by "Any time" and "Near Central Hollywood, Los Angeles, CA". A red box highlights a search result for "Orpheum Theatre LA - (On Sale) - 842 S. Broadway". The result is an advertisement for "OrpheumTheatreLA.ticketoffices.com" with a description: "(On Sale) - 842 S. Broadway. Orpheum Theatre LA Resale Tickets. Orpheum Theatre is a mid-sized theater located in the downtown of the sprawling city ... 100% Money Back Guarantee · Instant Download · Certified Authenticity". Below the advertisement are sections for "Upcoming Events" (2017 Upcoming Events At Orpheum Theatre LA Los Angeles), "Discount Tickets" (Buy Tickets Online And Save Up To 25%!), "Orpheum Theatre LA" (About Orpheum Theatre LA Venue, Events, and Concerts), and "Address" (842 S. Broadway Los Angeles CA 90014). At the bottom, there are links for "LA Orpheum" (laorpheim.com), "Events Calendar" (Events Calendar | LA Orpheum), "Local Info" (Local Info | LA Orpheum. The), and a "Calendar" button.

A screenshot of a Yelp listing for "The Orpheum Theatre". The listing includes a photo of the theater's interior, a map showing the location at 842 S Broadway, and the following information: "The Orpheum Theatre", "Directions", "Website", "Address: 842 S Broadway, Los Angeles, CA 90014", "Phone: (877) 677-4386", "Suggest an edit", "Reviews" (5 stars, Yelp (246)), and the Yelp logo.

Some web sites deliberately use URLs highly similar to the host venue to deceive consumers.

The official web site of the Pantages Theatre (Los Angeles, California) is <www.hollywoodpantages.com>.

The deceptive URLs shown here include:

<pantages theatre.box-officetickets.com/Hamilton>

<pantages.theatrelosangeles.com>

<pantages-theatre.tickets-center.com>

A screenshot of a Google search for "pantages theater". The search results show several entries, some of which are highlighted with red boxes to indicate deceptive URLs:

- Pantages Theatre LA Tickets - Hamilton Tickets - Los Angeles**
Ad - pantages theatre.box-officetickets.com/Hamilton
Hamilton Tickets Now On Sale! All Dates Available. Pantages Theatre LA resale Best selection of Pantages Theatre - CA Tickets at Box-officetickets.com Pantages... Buy With Confidence - Instantly Download - Happy Customers - Privately Owned

Hamilton All Dates Thru 12/30/17 Pantages Theatre CA	Aladdin All Dates Thru 3/31/18 Pantages Theatre CA
Love Never Dies All Dates Thru 4/22/18 Pantages Theatre CA	The Color Purple All Dates Thru 6/17/18 Pantages Theatre CA

- Pantages Theater - 2017 Tickets On Sale Today.**
Ad - Pantages.TheatreLosAngeles.com
Pantages Theater Resale Tickets Los Angeles, CA. Instant Download. Find Deals. OnlineCityTickets.com is your source for Pantages Theater tickets as well as all Los... Last Minute Tickets - Great Service & Selection - A+ Rated - Instant Download theatrelosangeles.com is rated ★★★★★ (1,654 reviews)

Hamilton Play	Hamilton
Aladdin	Contact Us
Pantages Theater	Find The Best Deals Today

- Pantages Theatre Events - vividseats.com**
Ad - www.vividseats.com/PantagesTheatre
Buy Pantages Theatre Tickets. Choose Your Seats & Order Online. Buy Pantages Theatre tickets at Vivid Seats. Browse the Hollywood Pantages theatre... 100% buyer guarantee - Easy checkout - Unmatched service
Contact Us - Experience Vivid Seats - About Us - 100% Buyer Guarantee
- Pantages Theatre 2017 - Los Angeles Schedule & Tickets**
Ad - pantages-theatre.tickets-center.com
Independent Resale Marketplace Tickets. View Pantages Theatre Schedule. tickets-center.com has been visited by 100K+ users in the past month
- Broadway Center for the Performing Arts - Official Site**
www.broadwaycenter.org
Schedule of events and technical information for The Pantages and Rialto Theatres, and The Theater on the Square.

A screenshot of the official Pantages Theatre website. The page features a collage of images showing the theatre's interior and exterior. Below the images is a map of the theatre's location in Hollywood, Los Angeles. The main content area includes the theatre's name, address (6233 Hollywood Blvd, Los Angeles, CA 90028), phone number (323) 468-1770, and opening date (June 4, 1930). It also lists the capacity (2,703) and architect (B. Marcus Pritica). The website includes social media links for Wikipedia and Facebook, and a "Directions" button. The hours of operation are listed as Mon - Fri, 9:30 AM - 5:30 PM.

Exhibit 5

Refund Language from Ticketmaster Purchase Policy

If we issue you a refund for a ticket due to a canceled or postponed event, we will issue a refund of the ticket's face value paid (or, for a discounted ticket, then instead the discounted ticket price paid) and all service fees. If a ticket was purchased through Fan-to-Fan, the event was canceled and/or a refund is issued, we will issue a refund of the ticket price you paid through Fan-to-Fan and the service fee (if any) you paid. No service fees refunded for certain Major League Baseball purchases. In no event will UPS charges or any other amounts be refunded. For ticket insurance refunds, please contact the insurance provider. If a refund is issued, it will be issued using the same method of payment that was used to purchase the tickets. We will not be liable for travel or any other expenses that you or anyone else incurs in connection with a canceled or postponed event.

Refund Related FAQs

https://help.ticketmaster.com/s/article/What-happens-if-my-event-is-postponed-or-rescheduled?language=en_US

https://help.ticketmaster.com/s/article/What-happens-if-my-event-is-canceled?language=en_US

https://help.ticketmaster.com/s/article/Purchase-Policy?language=en_US

Sample Customer Refund Email – Rescheduled Event

Hi live event fan,

Your event is still on, but it's been rescheduled.

Penn & Teller
Global Event Center at WinStar World Casino and Resort
Friday, December 6th 2019 at 9PM
New Date: Friday, April 24th 2020 at 9PM with Doors at 7:30PM

Your tickets are still good — see you there!

If you're selling tickets to this event, the listing with the old date will come down — then just list the new tickets with the new date from [My Account](#).

Can I get a refund? Yes unless you have transferred tickets. For transferred tickets the refund goes to the fan who originally bought them, but you have to transfer the tickets back to them first!

For all other tickets, just click the Refund link on your order in [My Account](#) **on your computer or your mobile device** (you won't see the link in your app). If you purchased resale tickets, an upsell (i.e. parking), or paid a delivery fee for your tickets, please reply to this email and we will refund your entire order, including fees (except UPS if applicable) — it should post to your account in 7–10 business days.

Questions? Please reply to this email, or [get answers right now](#).

Thanks for being a fan!

Ticketmaster Fan Support

Sample Customer Refund Email – Cancelled Event

Hi live event fan,

We regret to confirm that, due to doctors orders, Madonna’s Madame X concert has been cancelled.

The good news is we already refunded your money including fees (except UPS if applicable). It should post to your account within 7-10 business days.

A note from Madonna: "Please forgive this unexpected turn of events. Doing my show every night brings me so much joy and to cancel is a kind of punishment for me but the pain I'm in right now is overwhelming and I must rest and follow doctor's orders so I can come back stronger and better and continue the Madame :x: journey with all of you."

Cancelled:

Madonna - Madame X Tour

Boch Center Wang Theatre

Saturday, November 30th at 10:30PM

NOTE: Ignore the stuff about the refund if the tickets were transferred to you - the refund goes to the fan who originally bought the tickets from Ticketmaster.

Questions? Please reply to this email, or [get answers right now](#).

Thanks for being a fan!
Ticketmaster Fan Support

Exhibit 6

Non-Transferable Ticket Notification:

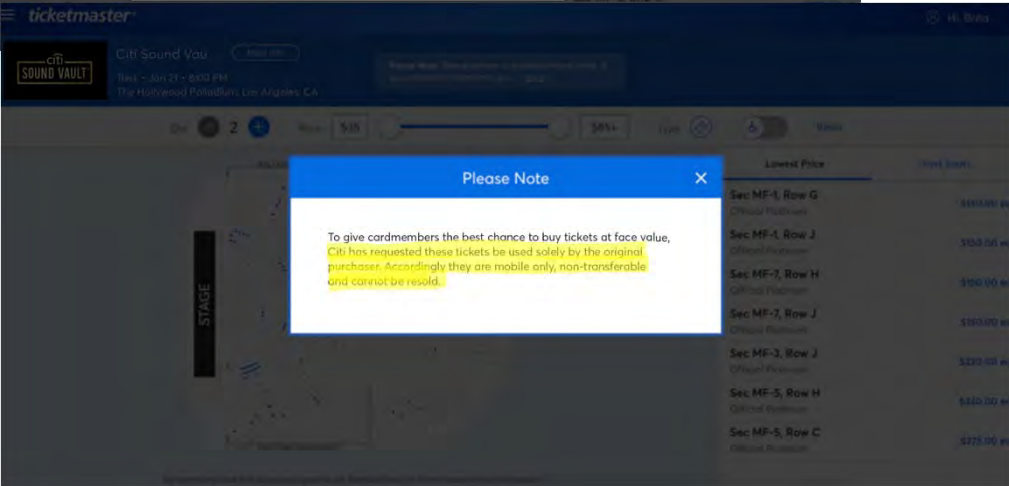
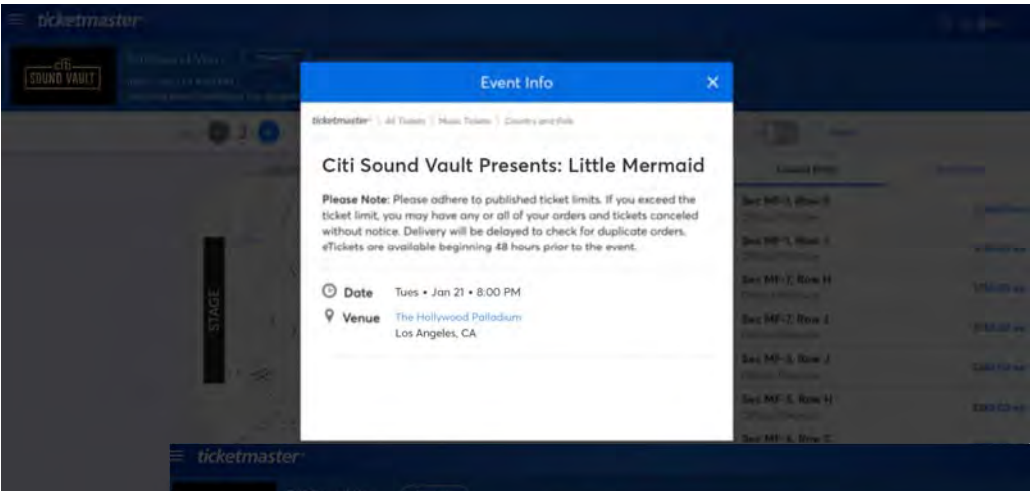
Artist Promotion + Social Posts

Example of non-transferability notice on social media (highlights herein added for emphasis).



Non-Transferable Ticket Notification: Event Page

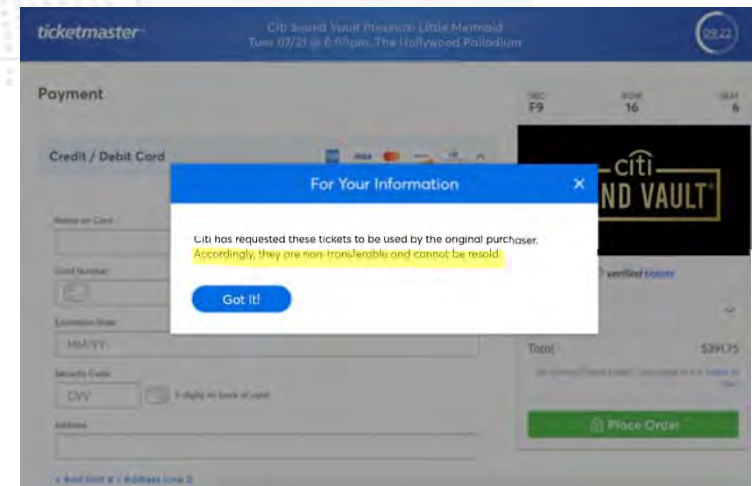
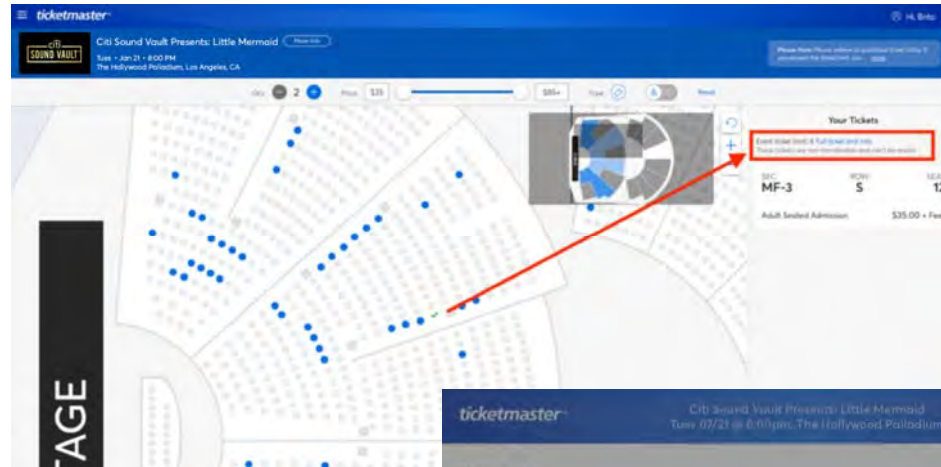
Example of non-transferability notice on event page.



Non-Transferable Ticket Notification: Checkout

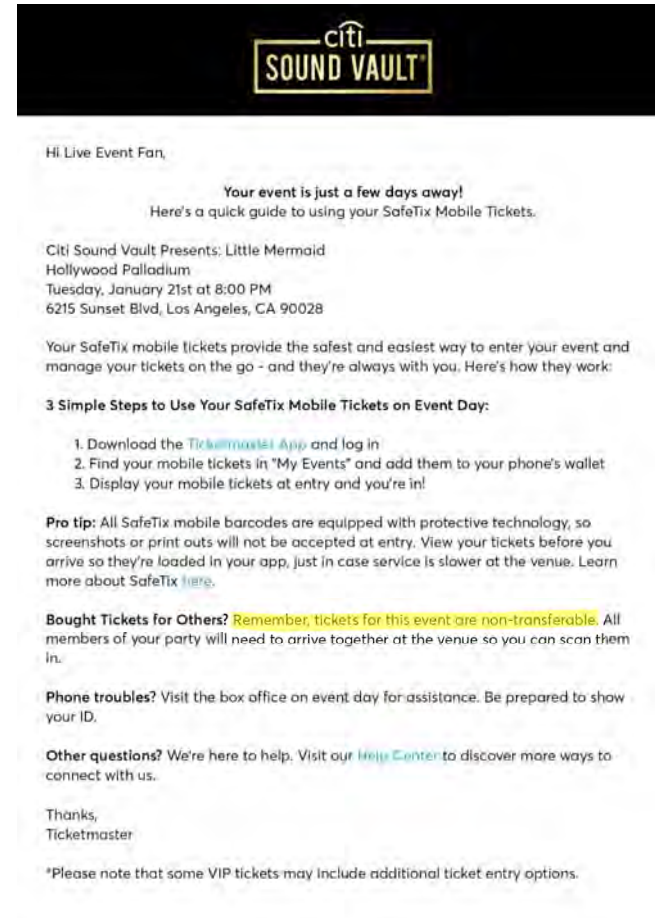
When a fan selects a ticket, they are notified that their tickets are non-transferable.

Before completing their purchase, fans are also required to acknowledge and accept the non-transferability of tickets via a pop-up box before they can complete the purchase.



Non-Transferable Ticket Notification: Email Confirmation

Prior to their event, fans are sent an email with explicit mobile entry instructions for their show, again highlighting that tickets are non-transferable.



Non-Transferable Ticket Notification:

Event Reminder Email Notification

The day before their event, Ticketmaster sends fans a final email notification with instructions about arrival and entry for their show. This notification again contains a reminder about the non-transferability of the ticket.



Hi Live Event Fan,

Your event is tomorrow night! We can't wait to see you there.

Citi Sound Vault Presents: Little Mermaid
Hollywood Palladium
Tuesday, January 21st at 8:00 PM
6215 Sunset Blvd, Los Angeles, CA 90028

Remember, all tickets for this event are non-transferable and will be delivered as Ticketmaster SafeTix mobile tickets. Learn more about SafeTix [here](#). Please be sure to arrive at the venue with all members of your party.

How to Display SafeTix Mobile Tickets on Your Phone:

1. Download the [Ticketmaster App](#) and log in
2. Find your mobile tickets in "My Events" and add them to your phone's wallet
3. Display your mobile tickets at entry and you're in!

Phone troubles? Visit the box office on event day for assistance. Be prepared to show your ID.

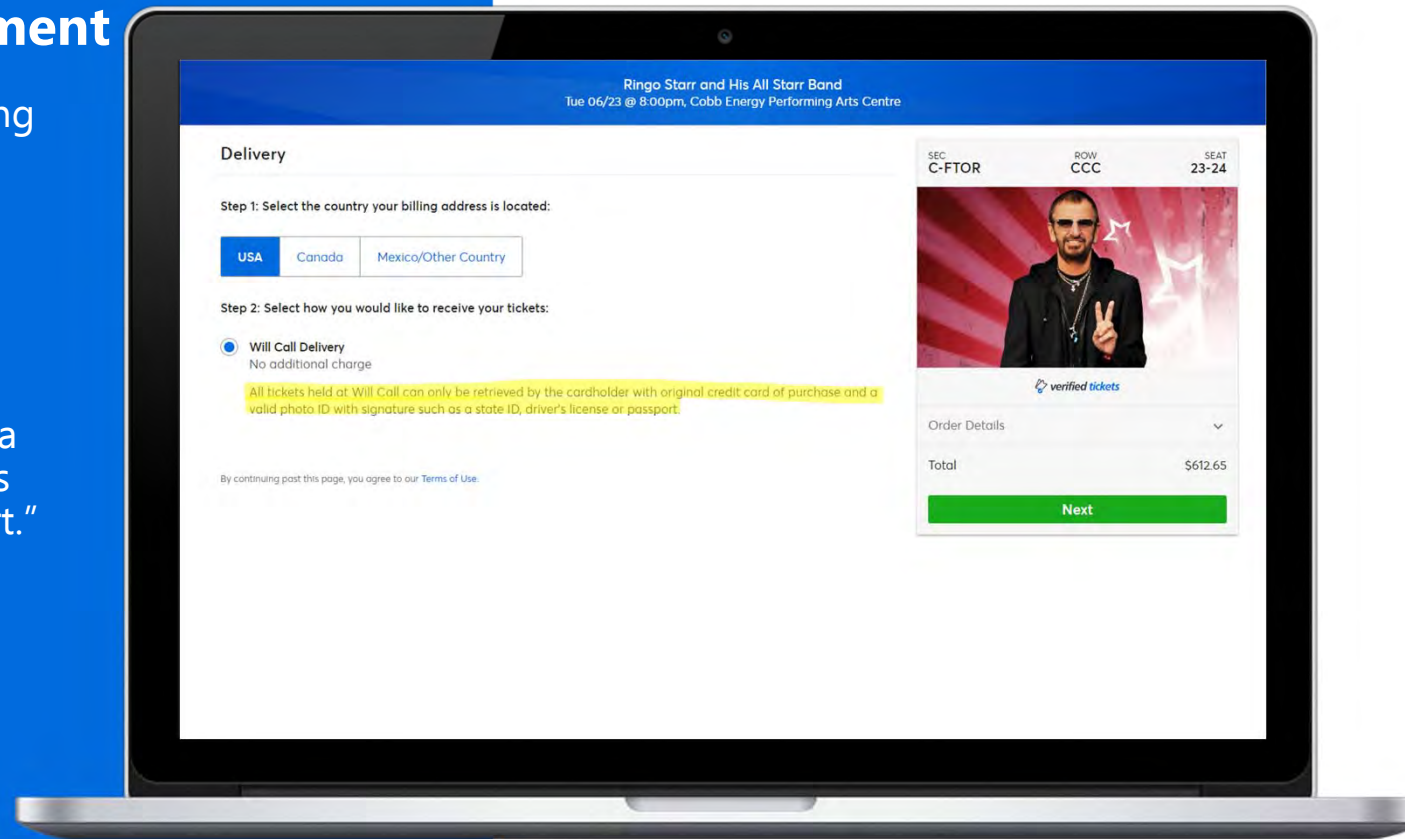
*Please note that some VIP tickets may include additional ticket entry options.

Non-Transferable Ticket Notification: Will Call Delivery Requirement

- Presented on the delivery page during the checkout flow

- **Language:**

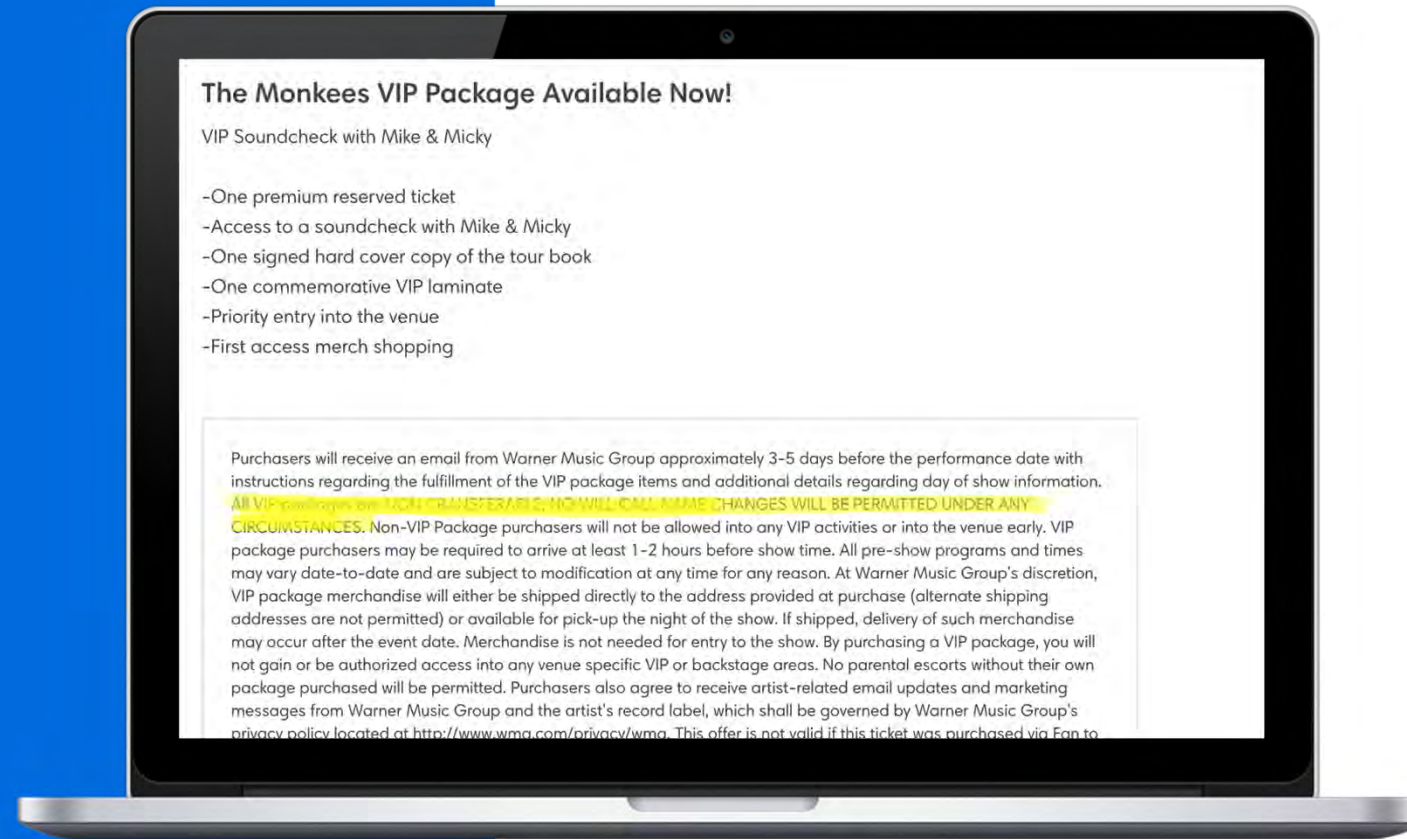
“All tickets held at Will Call can only be retrieved by the cardholder with original credit card of purchase and a valid photo ID with signature such as a state ID, driver's license or passport.”



Non-Transferable Ticket Notification: VIP tickets promo page

- **Language:**

“All VIP packages are NON-TRANSFERABLE; NO WILL CALL NAME CHANGES WILL BE PERMITTED UNDER ANY CIRCUMSTANCES. ”

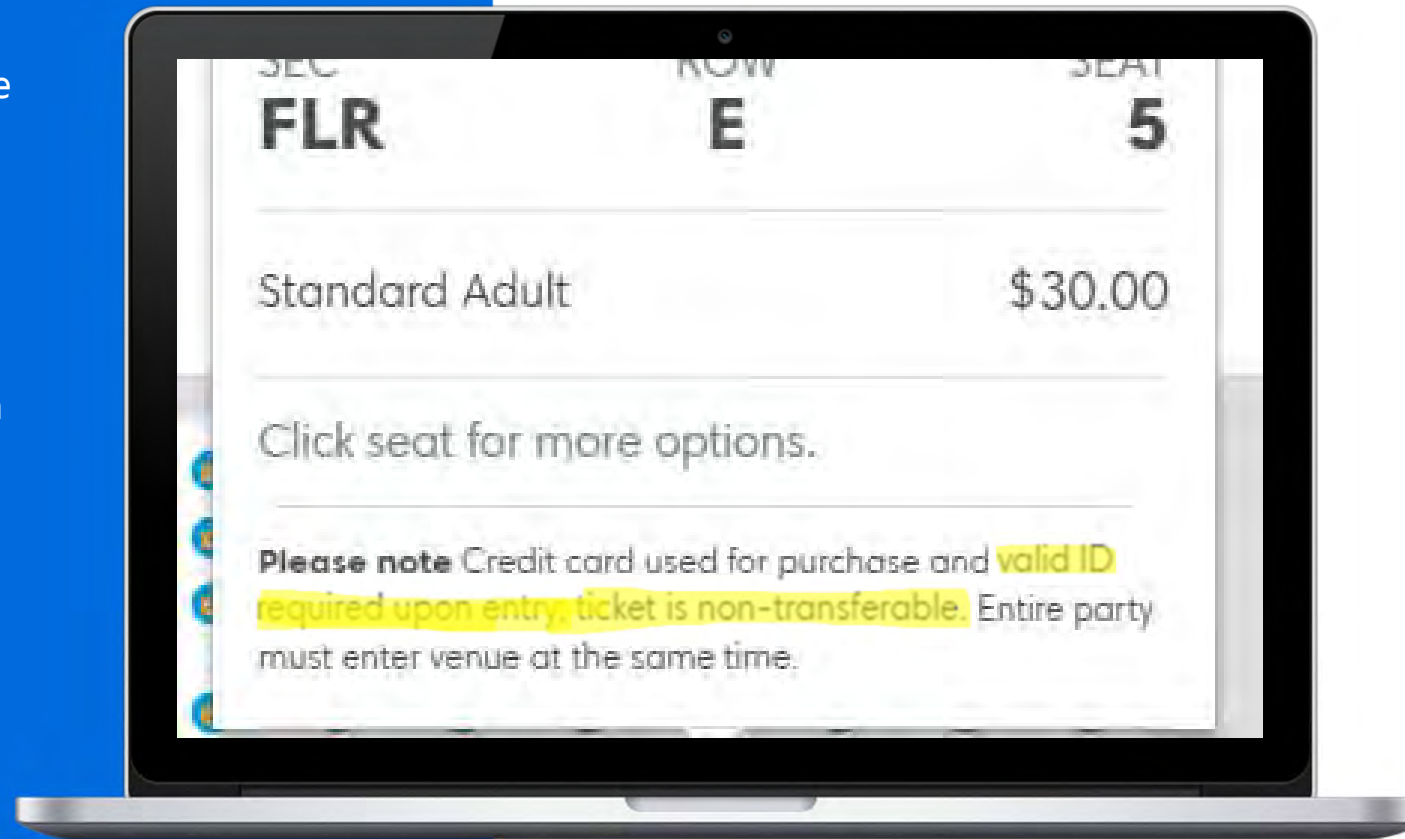


Non-Transferable Ticket Notification: Paperless tickets (Credit Card Entry)

- Information presented to fans on the event detail page when selecting a paperless ticket

- Language:**

“Please note: Credit Card used for purchase and valid ID required upon entry; ticket is non-transferable. Entire party must enter venue at the same time”.

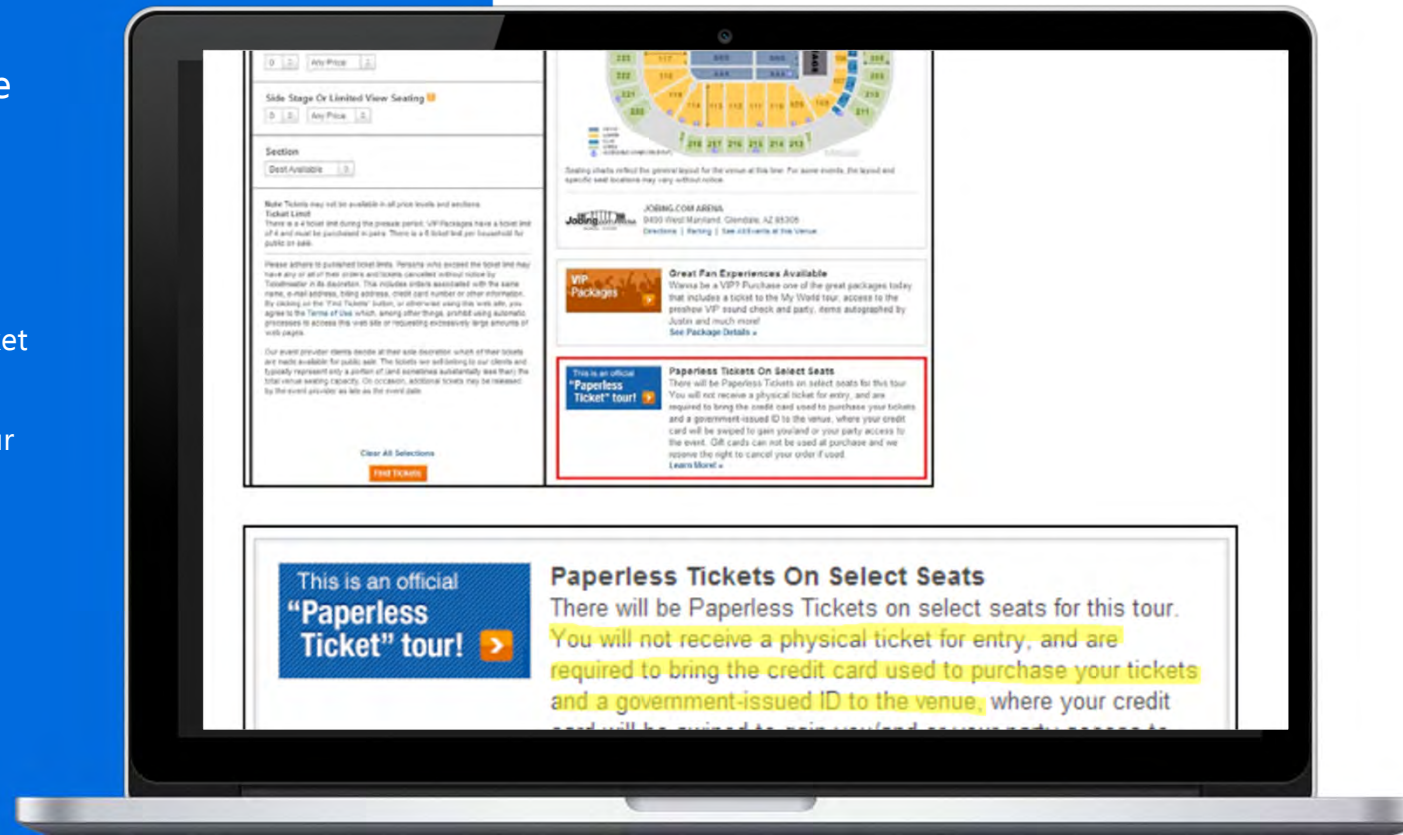


Non-Transferable Ticket Notification: Paperless tickets (Credit Card Entry)

- Information presented to fans on the artist detail page

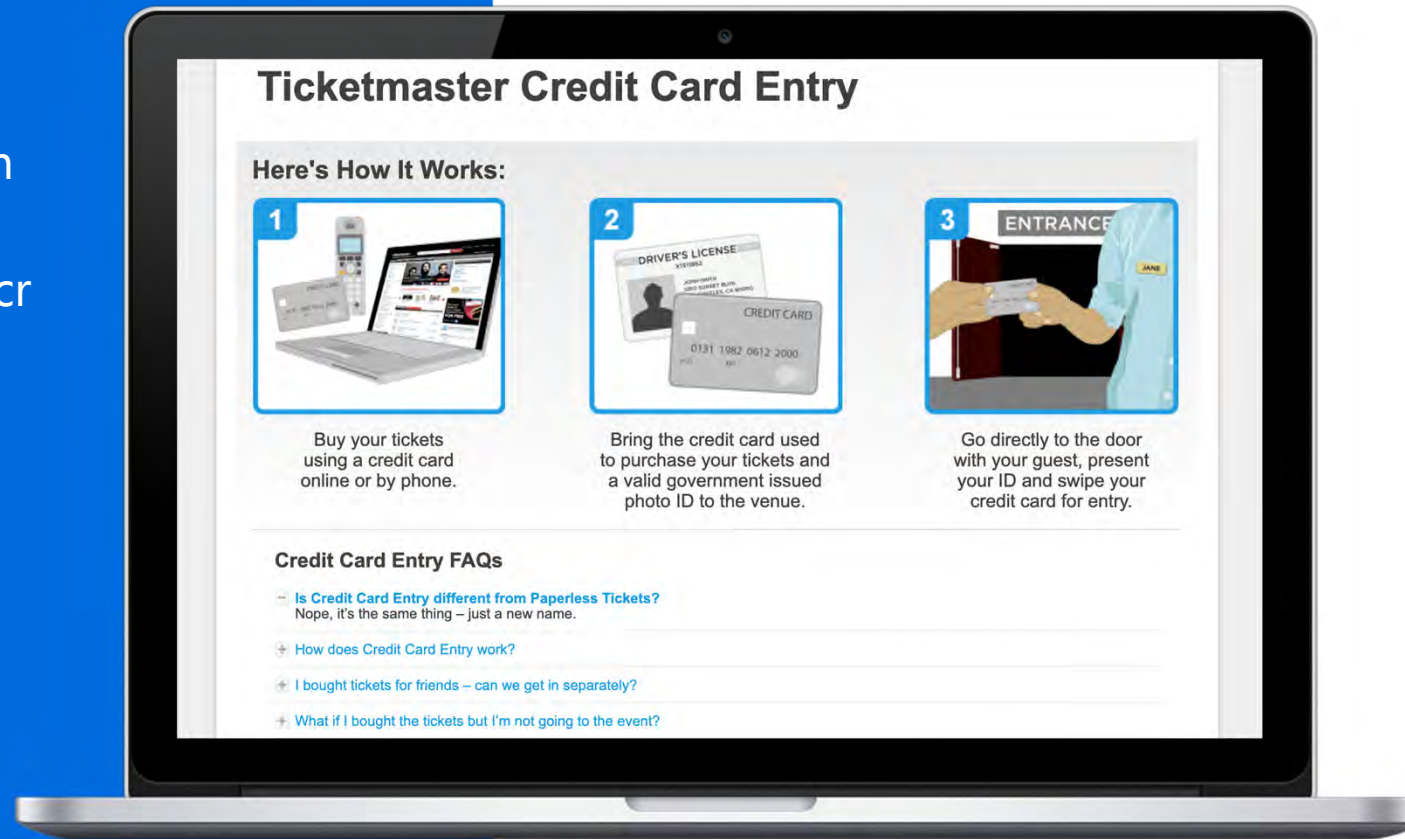
- Language:**

“There will be Paperless Tickets on select seats for this tour. You will not receive a physical ticket for entry, and are required to bring the credit card used to purchase your tickets and a government-issued ID to the venue, where your credit card will be swiped to gain you/and or your party access to the event”.



Non-Transferable Ticket Notification: Paperless tickets (Credit Card Entry) FAQ page

- Presented to fans on a custom FAQ page at <https://www.ticketmaster.com/creditcardentry>

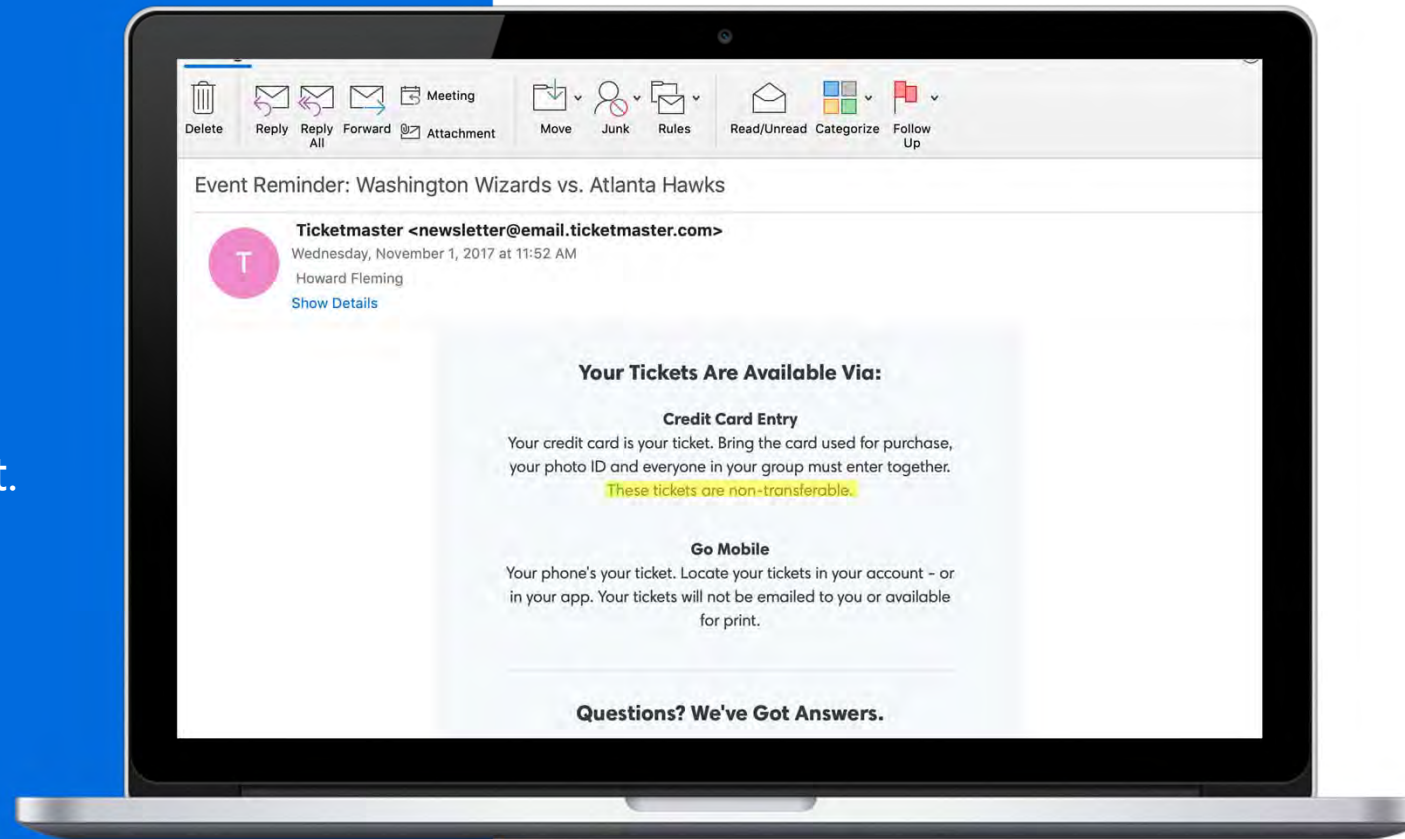


Non-Transferable Ticket Notification: Paperless tickets (Credit Card Entry) Confirmation Email

- Presented to fans via email post purchase

- Language:

"Your credit card is your ticket. Bring the card used for purchase, your photo ID and everyone in your group must enter together. These tickets are non-transferable."



Non-Transferable Ticket Notification: Paperless tickets (Credit Card Entry) TM My Account

- Presented to fans in their Ticketmaster Account

- Language:

“Your credit card is your ticket. Bring the card used for purchase, your photo ID and everyone in your group must enter together. These tickets are non-transferable.”

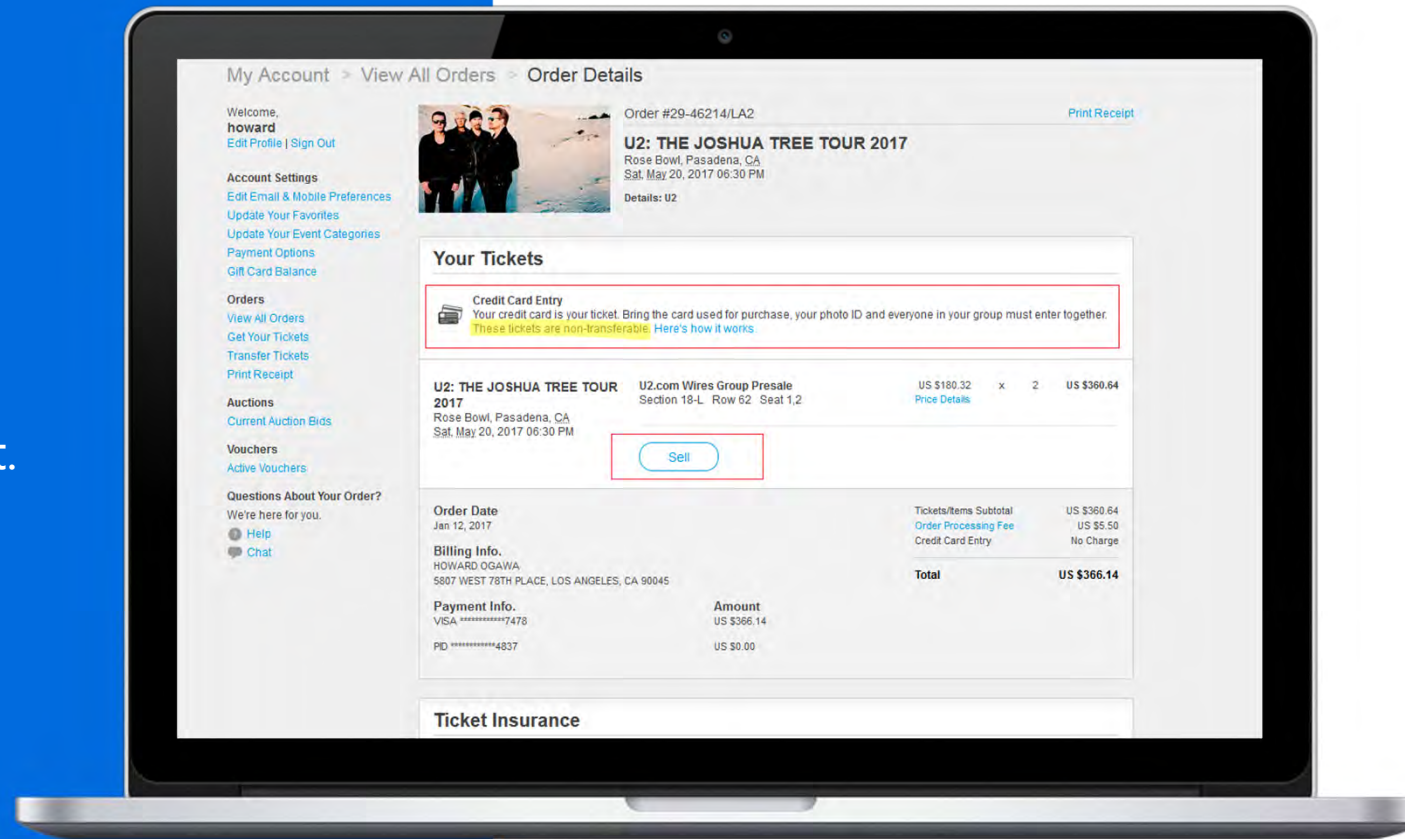


Exhibit 7
Speculative Listing Policy and Process

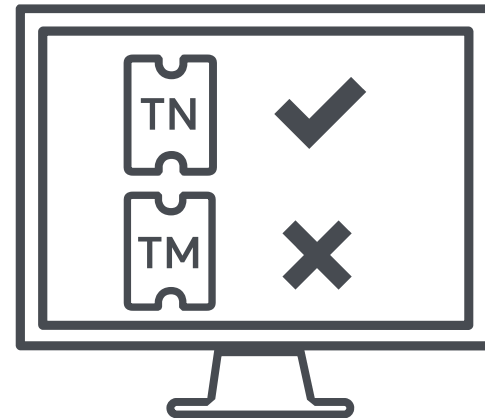
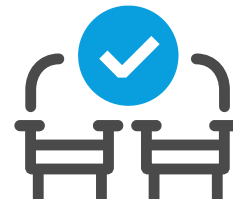
3rd Party Event Listings Today

DETAIL REQUIREMENTS AT TIME OF LISTING

- Section / Row required for listing
- Seat Number not required for listing

RETAIL VISIBILITY

- **TicketsNow.com** – seat number displayed, if available
- **Ticketmaster.com** – seat number not displayed
- Functionality to display seat number not built



REDACTED

REDACTED