

Promoters' association forces ticket removal from resale site

GERMANY Promoters and agents' association BDV has scored a victory after secondary ticketing site Seatwave complied with its demand to remove tickets for six upcoming Robbie Williams concerts from its website.

Promoted by MCT, a staunch opponent of ticket abuse, the May shows are set to take place at the ISS Dome (cap. 13,400) in Düsseldorf, O2 World Hamburg (16,000) and O2 World Berlin (17,000), with two nights in each and tickets from €39.50 to €105.50 (\$54-143).

The BDV took action after the personalised tickets appeared for resale on several resale sites.

"We are also pursuing other cases," the BDV's legal advisor Dr Johannes Ulbricht tells *Audience*. "But it was easier in this case because the tickets were personalised, with the name of the buyer printed on."

His office has already obtained mandatory injunctions against other secondary ticket market

exchanges, including Viagogo, which continue to allow the tickets to be offered for resale.

"We will continue to act in the interests of event visitors by taking action against all unauthorised ticket trading," says Ulbricht.

BDV president Jens Michow adds, "We are moving closer, step by step, to our goal of returning control of ticket prices to promoters



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and artistes. For the public, this means protection against inflated prices. For promoters and artistes, it means that those who create the value embodied in the ticket price can be protected from shady freeloaders."

Seatwave would not comment as *Audience*

went to press.

MCT has taken action in the past. In 2011, its CEO Scumeck Sabottka made all tickets to Take That's three German shows personalised, so that fans had to produce photo ID, matching the name on the ticket, to gain entry (see *Audience* issue 132), though some tickets were still listed for resale.

Any resale of tickets had to be made via Smart Ticket, where prices were capped at 15 per cent above face value. MCT looked at taking legal action against Viagogo at the time, but then the website closed its Munich office.

Several years ago the country's leading promoter, Marek Lieberberg Konzertagentur (MLK) obtained an injunction against ticketing site Ventic, on which large quantities of Depeche Mode tickets were being resold at inflated prices (see issue 113).

In another case, MLK instructed lawyers to issue a "cease and desist" order to Seatwave, to prevent it from offering tickets to the sell-out 85,000-capacity Rock am Ring festival (see issue 100).