

Response from Ticketmaster on booking fees and online captcha codes.

Why do we charge booking fees?

Our ticketing partner Ticketmaster receives a lot of questions from their customers about fees, please see below for why booking fees are charged.

The understandable assumption is that the amount paid should relate only to the actual cost of processing their individual booking and the delivery of the tickets; however this is not the case.

The reality is that the fees paid cover the cost of providing a wide range of services to our clients, whom we sell tickets for. These services include retail distribution (websites, call centre and customer service), payment processing, ticket fulfilment (printing, packing and distributing the tickets) marketing support and technology solutions (including access control at the venue).

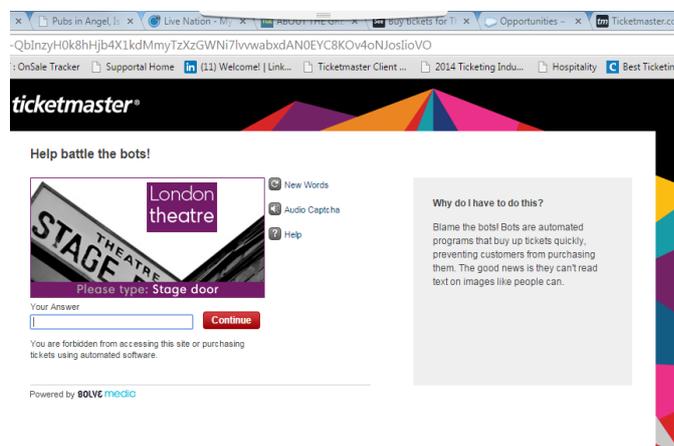
The per ticket service charges and per booking order processing fee are often the only source of revenue to our business for the delivery of these services. All of the fees that we charge are agreed in advance and in consultation with our client.

Our booking fees are normally calculated as a percentage of the face value of the ticket. As the leading ticket agent in the UK, we try to make our fees as competitive as possible and across the business, from arts, theatre, sport and music, the percentage of this fee averages out to be approximately 11%.

Tickets printed at home using our TicketFast option **must be scanned and validated at the venues by our access control technology. Ticketmaster installs this technology at our own cost**, as venues do not pay us to install the necessary equipment. The fees paid by the ticket buyer contribute to the cost of this service.

Going forward, we are looking at how we can incentivise more of our customers to use print-at-home and mobile tickets and we are already in discussion with some of our clients to look at different levels of fees, dependent upon how they receive their tick

Why do we include the below which can become very annoying when purchasing tickets?



This is a security check to make sure that all fans have fair access to tickets. There is software out there (we call them 'bots') that allows people to buy large numbers of tickets in a short space of time, which isn't very fair.

The word verification we use is called reCAPTCHA. This service is used to digitise books, newspapers and old radio shows – words are chosen from the reCAPTCHA database completely at random, so when you type them in, our system knows you're a human, not a machine.

We know it can be annoying, however Ticketmaster are intent on stopping these so called Bots being able to buy large amounts of in demand tickets as soon as they go on sale. We are the only ticket agent to be investing the amount of resource and finance we have in trying to stop them.

Over the years we have worked on making the Captcha codes less annoying such as using pictures and captions rather than hard to read numbers and letters.