
TAYLOR SWIFT'S FANS SPOTLIGHT TICKETMASTER'S MONOPOLY ON LIVE ENTERTAINMENT

They say they're never, ever getting back together with the ticketing giant.

By Alyssa Packard

When a corporation puts the word "master" in its name, should anyone be surprised it's going to control the most crucial aspect of its industry?

Launched in 1995, the online ticketing platform Ticketmaster has climbed to the top of the hierarchy of virtual ticket sales. When someone purchases a ticket from the Ticketmaster website, they are barraged with a slew of fees added to the ticket's face value, the base price determined by the artist.

In addition to mandatory taxes, Ticketmaster adds service fees, order processing fees, facility charges, and sometimes even delivery fees onto the value of the ticket. This typically dramatically increases the cost of seeing your favorite musician, comedian, Broadway show, or other entertainment act.



Anti-Hero

What do all those fees go toward? It depends on how they're classified.

Service fees, also known as a convenience charge, vary in dollar amount by event and client. This money is split between Ticketmaster and the client as complete and total profit.

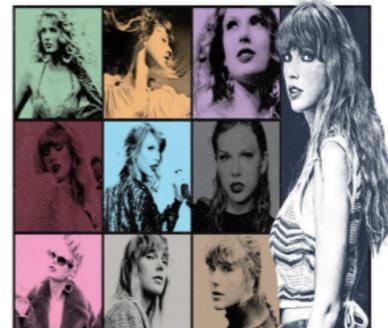
Order processing and delivery fees are applied to any ticket that is not electronically sent to the buyer to cover shipping and handling costs.

Facility charges are applied at the client's discretion and assist in covering operational expenses and investing back in the venue for which the ticket is designated. This is the only charge, excluding tax, that Ticketmaster does not profit from.

Though Ticketmaster's website is transparent as to where the money is going, customers are still unhappy with the hefty price increase they are expected to pay if they want access to their desired event.

I Knew You Were Trouble

After a five-year hiatus from touring, multi-Grammy award-winning singer Taylor Swift announced that she will be performing a world tour throughout 2023. Tickets to her shows would be available solely through Ticketmaster, and they would be released on a rolling basis starting with verified fans getting early access to purchase them.



This tier of fans was held in online queues for multiple hours on the early-access day, which bogged down Ticketmaster's servers and caused the website to crash, kicking some people out of their place in the queue and eliminating the chance for others to buy tickets at all. The frenzy made national headlines and circulated across social media platforms for weeks.

You Belong With Me

Ticketmaster resides in the ticketing industry alongside competitors like StubHub, which holds 15% of market share versus Ticketmaster's 66% but has fewer hidden fees, making it a worthy option to purchase tickets.

If StubHub has access to the tickets, that is.

Ticketmaster, owned by LiveNation, has exclusivity deals with most large performance venues including Acrisure and Met Life Stadiums. The profit made from some of the fees Ticketmaster charges goes toward maintaining these deals, prohibiting competitors like StubHub from offering tickets to these events.

Ticketmaster allows anyone to see almost any artist. But because some artists' tickets are only available through Ticketmaster, consumers are forced to use the site.