



Stop Touting

A Guide to Personalised Tickets in Europe



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FEAT

Welcome

Navigating the rules and customs of Europe can be a minefield, especially when it comes to secondary ticketing. But if you scratch the surface, you'll find that it takes just a few steps and some teamwork to make sure that your tickets end up in the hands of real fans and not touts.

That's where this guide comes in.

"Stop Touting: A Guide to Personalised Tickets in Europe" outlines some easy steps that you can take to minimise scalping and build a fair and reliable resale system for your shows.

Surveying the ticketing landscape across Europe, it outlines the countries in which secondary ticketing is a problem through a simple traffic light system, and identifies any rules or nuanced practices that you should watch out for, offering tips for overcoming them.

But why should you offer personalised tickets?

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If you think secondary ticketing isn't a problem, you'd be wrong. The market was valued at €1.66bn in 2020 for Europe despite Covid, and is predicted to grow to €2.29bn by 2023 (Intellectual Research Partners).

This is money drained from the live business, negatively impacting future ticket sales, bar revenues and the sale of merchandise. It also affects your reputation and the trust that fans put in you, and ultimately the artist they've tried desperately to see.

By following the easy steps outlined in this guide, we hope to make it easier to understand the landscape across Europe and how to protect your inventory, and fans, from touts.

This guide is intended as purely a summary to show that personalisation can be done successfully, without putting your neck on the line or needing a degree in ticket resale.

FEAT are creating further resources for members that encompass targeted and practical solutions when planning tours or festivals with personalised tickets. Find out more about joining FEAT at the end of this guide.

Foreword by MCT Agentur's Scumeck Sabottka

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Personalised tickets are important to me because they protect the fan, the artist and the promoter, so that the ticket tout vampires can't suck the lifeblood out of the show.

At MCT, we first sold personalised tickets at stadium level for Take That in 2011 in Germany. All 130,000 tickets sold for the stadium shows had a name per ticket holder printed on each ticket. We checked every ticket against ID and showed that it was possible to do this at stadium level, making it clear to

touts that we were serious. Since then we've done personalised tickets for Red Hot Chili Peppers, Robbie Williams, Nick Cave, Kraftwerk, Rammstein, Pearl Jam, Eddie Vedder, Radiohead, Thom Yorke, Björk, Massive Attack, Paul Kalkbrenner, Savages, Die Antwoord, Nicolas Jaar, Jack Garratt and more.

Though artists are somewhat removed from the process of putting tickets on sale, it's vital that they are the ones asking that their tours use personalised tickets. They can help us avoid touts, leaving fans feeling genuinely grateful. During the recent Rammstein stadium tour, we asked all European promoters to personalise and increase the visibility of personalised ticketing to incredible impact and effect.

I hope this guide shows you that you can achieve personalisation for ticketing and encourages you to start thinking about how we can sell tickets in a way that protects artists and promoters and most importantly, fans.

Scumeck Sabottka is a promoter and agent, a founding partner of FEAT and founder of MCT Agentur, DE.

Step by Step

To ensure personalised tickets are effective, it's important to remember it's a team effort, requiring vigilance at every part of the process. It's not always achievable to do everything on this list, but by incorporating some of these points into your practice you can help reduce touting and secure tickets for real fans.

Key points:

- Find a ticket seller who's able to personalise tickets (per ticket not per buyer)
- Provide ticket exchange / face-value resale options
- Enable fans to change the name on the ticket at any time

Set up:

- Check with your ticket service if they can offer per ticket personalisation
- Use ticket agents that offer personalisation per ticket not per buyer
- Have an option for legal, face-value resale
- Use this guide to identify countries that particularly have an issue with touting

Implementation:

- Search for and take down tickets that are being resold above their face-value
- Make it very clear that people need to bring ID and it needs to match the name on the ticket
- Have wording on the ticket and in the terms and conditions of sale that includes the phrase "This ticket must not be resold above face-value"
- Communicate with fans about personalised tickets as much as possible (presale, press release, social media etc)
- Make it clear this is for the protection of fans, work with them to re-personalise and resell at face-value

At show:

- Make sure you are checking that the name on each ticket matches the ticketholder's ID. This is the most important thing you can do (there's no point thinking you can have named tickets and not check - the touts will soon work this out!)
- Check the legislation in each country where you are putting on an event to ensure that you're acting within the law. For example, the law in Belgium only allows police officers to check ID. This cannot be done by security
- Hire trained staff for onsite troubleshooting. This could include dealing with last minute re-personalisation requests and other ways to ensure fans gain access to the show where possible

It's important to remember that it is a team effort, everyone has to be involved to make it effective.







Country by Country Guide

Country	Is ticket touting an issue?	Regulations and other things to note	Primary ticket agents that offer personalised tickets	Primary ticket agents that offer face-value ticket resale (own inventory only)	
Austria	Generally, it is not an issue, but for large or high demand events it can be	If you are selling event tickets, you must allow fans to exchange their tickets on site in accordance with consumer protection law. This is known as re-personalisation.	Öticket (Eventim) Ticketmaster Wienticket	Öticket (Eventim) Wienticket	●
Belgium	Yes, it is an issue	<p>Ticket outlets must be authorised by the event organiser to sell tickets to their event. The price advertised by the ticketing outlet must match the price shown on the ticket. Due to Belgian privacy law, only the police are allowed to check ID, not security staff.</p> <p>Last minute resale is allowed if done only occasionally and not for profit. It is illegal for anyone to resell their concert or sporting event tickets above face-value.</p> <p>Although ISPs have been ordered to block access to three secondary ticket outlets (Topticketshop, Rang1Tickets.nl and Tickets België), touting is still an issue as many of the key secondary platforms operate through websites registered outside of Belgium.</p>			●
Czech Rep.	No, it is not a big issue as demand is generally not high	<p>There are no laws specifically relating to secondary ticketing.</p> <p>Generally primary ticketing sites will only do personalised tickets at the request of an artist or promoter. Officially only the police are able to check ID, not security.</p> <p>Ticket buyers often use Facebook to resell tickets.</p>	GoOut Ticketmaster		●
Denmark	No, it is not a big issue due to regulation in this area	It is illegal for anyone to resell their event tickets above face-value.	Billetlungen (Eventim) Ticketmaster	Ticketmaster FanSALE (Eventim)	●
Finland	No, it is not a big issue as demand is generally not high	There are no laws specifically relating to secondary ticketing.	Eventim		●
France	Yes, it is an issue	<p>Only the promoter, or ticket platforms that have been authorised by the promoter, are allowed to sell or resell event tickets. Unauthorised resale can attract a €15,000 fine, which rises to €30,000 if the offence is repeated.</p> <p>However, touting is still an issue as many of the key secondary ticketing platforms operate through websites registered outside of France.</p>	Dice Eventim Fnac/France Billet See Tickets Ticketmaster	Dice Fnac/France Billet See Tickets Ticketmaster	●



Country	Is ticket touting an issue?	Regulations and other things to note	Primary ticket agents that offer personalised tickets	Primary ticket agents that offer face-value ticket resale (own inventory only)	
Germany	Yes, it is an issue	<p>If you include a clause in the ticket's terms and conditions (known in Germany as AGBs) prohibiting resale above 25% of its face-value, resellers must not offer the ticket above this price. This will help prevent scalping.</p> <p>Personalised tickets are considered non-transferable and so cannot be resold at all providing there is a way for the ticket holder to get their money back if they cannot attend a show. For this purpose, personalised tickets are defined as those with a box on the ticket for the buyer's name.</p>	Eventim tickets.de	FanSALE (Eventim)	●
Hungary	No, it is not a big issue	There are no laws specifically relating to secondary ticketing. However, if your event capacity exceeds 10,000, or you are a festival and you expect over 10,000 fans at any point throughout the day, you have to collect ticketholders' names and other personal data such as a photo and date of birth by law.	Eventim		●
Ireland	Yes, it is an issue	<p>The government has backed a bill banning for-profit ticket resale, which is expected to be rolled out early 2021. This law will apply to all events with a capacity over 1,000 at 'designated venues.' Venues can apply to the government for designation and the government can directly designate venues it considers to be in the public interest.</p> <p>Those guilty of reselling tickets above their original value will face a fine of up to €100,000, or up to two years' imprisonment.</p>	Ticketmaster	Ticketmaster Tickets.ie	●
Italy	Generally, it is not an issue, but for large or high demand events it can be	It is illegal to resell tickets above face-value for commercial purposes. Tickets can only be sold through platforms that are SIAE/Agenzia delle Entrate certified, and buyers must have the option to resell or re-personalise their tickets. For events with capacity over 5,000, tickets must be personalised and checked against ID on entry to the venue.	Dice Eventim Ticketmaster Vivaticket	Dice FanSALE (Eventim) Ticketmaster Viva-for-fan (Vivaticket)	●
Luxembourg	No, it is not a big issue	There are no laws specifically relating to secondary ticketing. Clear terms and conditions can prevent ticket touting.	Atelier.lu Rockhal.lu	Rockhal.lu	●
Netherlands	Yes, it is an issue	There are no laws specifically relating to secondary ticketing. Shows sell out quickly and touts are highly active.	Eventim GUTS	FanSALE (Eventim) GUTS Ticketmaster are soon to launch platform	●
Norway	Generally, it is not an issue, but for large or high demand events it can be	The resale of tickets above face-value is illegal. Buyers are entitled to claim back money on tickets that are sold above face-value. However, due to the lack of penalties it's difficult to enforce these laws. Most secondary ticketing takes place on social media.	Eventim Ticketmaster	FanSALE (Eventim) Ticketmaster are soon to launch platform	●
Poland	Yes, it is an issue	The resale of tickets above face-value is illegal. It is a criminal offence punishable by up to two years imprisonment. However, this law is not enforced and no cases have ever been pursued.	Biletomat Ebilet Eventim Going GoOut Ticketmaster		●



Country	Is ticket touting an issue?	Regulations and other things to note	Primary ticket agents that offer personalised tickets		Primary ticket agents that offer face-value ticket resale (own inventory only)	
Portugal	Yes, it is an issue	The resale of tickets above face-value is illegal. Most secondary ticketing takes place on social media. Secondary ticketing sites such as Viagogo and StubHub are illegal but still active.	Dice El Corte Inglés Festicket Fnac/France Masqueticket See Tickets	Ticketline Ticketmaster Ticketweb	Fan-to-Fan (See Tickets)	
Russia	Generally, it is not an issue, but the situation is worsening	Relatively new legislation exists requiring event organisers to offer refunds between 0-100% of the price paid depending on how many days there are left before the show. This law only applies if the tickets have been purchased for personal use.	Eventim Parter.ru (CTS Eventim Russia)	Cloud in the Ticketwallet app	Crypto.tickets by Tickets Cloud	
Spain	Yes, it is a big issue, particularly with large or high demand events	Ticket touting in person — for example, last minute selling outside a venue — is illegal. However, there is no legislation specifically targeted at online resale and the issue persists.	Dice Eventim See Tickets Ticketmaster		Dice Fan-to-Fan (See Tickets)	
Sweden	Generally, it is not a big issue, but it can be with large or high demand events	By law, ticket buyers are entitled to sell tickets that they have purchased themselves. It follows that event organisers must also allow ticket buyers to re-personalise their ticket. Promoters and musicians need to highlight the fact that tickets are only secure when sold by authorised sellers, otherwise there is a risk that the ticket will be invalid.	AXS Eventim Ticketmaster		TICKSTER	
Switzerland	No, it is not a big issue	There are no laws specifically relating to secondary ticketing. However, if you are implementing personalised tickets, you must allow ticket buyers to re-personalise their ticket.	Starticket Ticketcorner Ticketmaster		FanSALE (Eventim) Starticket Ticketcorner Ticketmaster	
UK	Yes, it can be an issue, but recent consumer law and targeted enforcement has improved the situation	It is legal to resell tickets for a profit. However, consumer law requires secondary marketplaces to provide certain essential information about the ticket, including the seat number and original price paid, and also to state whether the seller is a business. Used in conjunction with ticket terms and conditions that ban resale through unauthorised platforms, this enables promoters to delist tickets being sold by business sellers. Promoters are also able to request that secondary platforms change listings that do not comply with the legislation.	AXS Dice Eventim Ticketmaster		AXS Official Resale Dice FanSALE (Eventim) Ticketmaster	

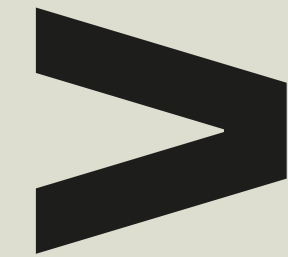
Resources

The logo for FEAT, featuring the letters 'FEAT' in a bold, black, sans-serif font. The letters are filled with a white-to-black gradient and are set against a white background that has a slight drop shadow.

FanFair Alliance: How To Stop Touts With Terms and Conditions

FanFair Alliance is a UK based association uniting members of the music and creative community who wish to take a stand against industrial-scale online ticket touting. This guidance is to help artists and managers tackle exploitative secondary ticketing through terms and conditions of sale, giving best practice guidelines on what to write, how to display it and what to look out for. Although this is UK based guidance, it can serve as a starting point for other territories.

[Read Here](#)



About FEAT

The FEAT logo consists of the letters 'FEAT' in a bold, black, sans-serif font. Each letter is filled with a white, cross-hatched pattern. The logo is set against a white rectangular background with rounded corners.

FEAT is the non-profit organisation launched in 2019 to promote face-value resale and better resale practices in Europe. Our membership comprises leading live event professionals spanning 11 European countries — and growing. They include promoters for Adele, Ed Sheeran, Elton John, Björk, Iron Maiden, Florence + the Machine, Rolling Stones, Radiohead and Rammstein.

FEAT is further supported by international organisations such as Pearle* — Live Performance Europe, the European Music Managers Alliance (EMMA), FanFair Alliance and campaign group Victim of Viagogo.

In Autumn 2020, FEAT published its position paper outlining recommendations for the EU's Digital Services Act, gaining widespread backing from industry, parliamentarians and academics. FEAT is now gearing up to lobby for tougher platform regulations as part of the EU's Digital Services Act package.

For more information, visit FEAT's website <http://www.feat-alliance.org/>

JOIN US

We need a coordinated effort and action across the business to stop ticket touting. Your support enables us to target regulators and drive industry action across Europe.

Find out more about joining FEAT:
feat-alliance.org/membership

Twitter: @feat_org
Instagram: @feat_org
LinkedIn: bit.ly/feat-org

Thanks

FEAT would like to thank all of those who helped compile this guide, including Managing Director and Co-Owner of tickets.de Nicole Jacobsen, the team at MCT Agentur, and Pearle* — Live Performance Europe

The logo for FEAT, featuring the word "FEAT" in a bold, stylized, blocky font. The letters are white with a black outline and are set against a white background that resembles a ticket stub with perforated edges on the left and right sides.