

Press Release

Six Measures to Combat Scalpers

The Performing Industry Association (“The Association”) and other industry representatives are holding a press conference today (24 May) to support the Government in combating ticket scalpers by proposing six measures to crack down scalpers and uphold the rights of consumers and the industry.

The six proposals are:

- 1. Strengthen enforcement and increase penalties** - The current fine for reselling tickets at \$2,000 is too low. Increasing the fine will be greater deterrents. Also, the authorities should strengthen enforcement, giving the market a clear message that ticket scalping is illegal.
- 2. Enact legislation to regulate online resale platforms** - Most scalped tickets are illegally traded on online resale platforms, enabling scalpers to control the market and distort the demand-supply ratio by spreading false rumours. Legislative measures should be introduced to monitor the operation of resale platforms in order to take action against scalpers and protect consumer rights.
- 3. Improve ticketing systems** - Ticket sales companies should be supported in upgrading the security and capacity of their ticketing systems, so that the public can buy tickets more easily without the disruption of scalpers using automatic purchasing computer programs. The Hong Kong Government should consider following the UK’s practice of defining using automatic purchasing computer programs as illegal. Setting a purchasing quota and establishing strict supervision would help to curb the problems of queue jumping and market manipulation.

4. **Amend the law** - The Hong Kong Coliseum and Queen Elizabeth Stadium, currently exempt from the Places of Public Entertainment Ordinance, should be brought under regulation by an amendment to the law.
5. **Enhance the transparency of concert information provided by the organisers** - We will enhance the transparency of concert information and promote the culture of not buying tickets from online resale platforms. For example, organisers can publish information via the official channels about ticketing, promotional campaigns by sponsors and singers' latest updates. These enable consumers to have a good grasp of comprehensive and accurate information, without being misled by rumours on resale platforms.
6. **Increase the number of performance venues** - There is a lack of major performance venues in Hong Kong. Increasing large venues can provide more tickets. With an increase in supply, reselling can be combatted. This can also attract more local and foreign performers and encourage Hong Kong's economic development.

“Scalpers not only harm consumer interests, but also damage the performing industry, impacting the whole industry chain. We support the Government in taking action to combat ticket scalpers, especially through strengthening enforcement and focusing on online resale platforms to intercept online ticket scalping,” said Florence Chan, Chairlady of the Association.

The Performing Industry Association will discuss further possible measures with other stakeholders in the industry, such as cooperating with ticketing companies to upgrade their ticketing systems. The Association hopes consumer rights can be better protected and that in future they will be able to buy tickets for their favourite shows easily.

It also calls upon the public to help curb scalping by not buying tickets from resale platforms.

The representatives attending and supporting the press conference are Fun Entertainment Limited, East Asia Entertainment Ltd., Emperor Entertainment Group, Hong Kong Impact Entertainment (International) Limited, Warner Music Hong Kong Limited, Shineever Entertainment Company Limited, Live Nation Entertainment, Media Asia Group Holdings Limited, Big Honor Entertainment, Mountain Entertainment Limited, Sun Entertainment Concert, Wellfit Multimedia Group Limited, Star Entertainment (Universe) Limited, Mei Ah Entertainment Group Ltd., Unusual Productions (China) Limited, Ideal Sunbeam E & M Company Limited, Commercial Radio Productions Limited, Tomson International Entertainment Co. Ltd., CL Showbiz Limited, Ovation Entertainment Limited, JV Entertainment Productions LTD, PCCW Media Limited (Music Nation), WOW Music Limited, Forward Music Hong Kong, Best Shine Entertainment Limited, Yiu Wing Live Co. Ltd., 168 Production and Engineering Services Limited、G Music (HK) Ltd、Lam & Lamb Entertainment Limited and Sunny Idea, which are in charge of over 98% of the mega pop concerts held in Hong Kong.

Performing Industry Association
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