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NATB SAYS ERIC CHURCH IS RIGHT AND WRONG ABOUT HELPING “REAL FANS”

Paperless Ticketing Does NOT Help Ticket-Buyers

WASHINGTON, DC - The National Association of Ticket Brokers applauds Eric Church’s desire to ensure “real fans” get to see his 35-date tour, but says his attempt to do so through paperless ticketing does consumers no favors as it hinders their rights to use the tickets they’ve purchased as they wish. Furthermore it effectively “chokes” ticket availability, driving prices up on the legitimate secondary market for consumers who are unsuccessful buying from the original issuer.

The NATB also agrees with Mr. Church that ticket bots are an unwelcome intrusion into the legitimate ticket-selling industry. The **NATB Code of Ethics forbids the use of bots** and offers other consumer protections, as has been noted by the National Consumers League.

[http://www.nclnet.org/live\\_event\\_ticketing\\_guide](http://www.nclnet.org/live_event_ticketing_guide)

NATB Executive Director Gary Adler says Eric Church’s heart may be in the right place but his efforts are misguided. “It’s a fact of life that everybody who wants a ticket will not be able to acquire it on the primary market, especially for much-desired events such as this tour. A secondary market will always appear. Creating artificial restrictions only hurts the real fans, who end up having to pay steeper prices. In an open, competitive marketplace, consumers win, and should be given the option of either paperless or traditional ticketing at no extra cost. In fact brokers often sell tickets at below face value, something the box office will never do.”

Dr. Stephen Happel, Professor Emeritus of Economics at Arizona State University’s W.P. Carey School of Business, asks, “Why is it that some performers think that reducing choice makes fans better off? Mr. Church (who has a degree in marketing from Appalachian State University): please remember a good heart does not necessarily equate to good economics.”

**The National Association of Ticket Brokers (NATB) is a non-profit trade association that advocates for the rights of ticket buyers and its membership, which is composed of ticket sellers in the secondary market.**

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