



Ticketmaster Crisis: The Eras Tour Debacle

Ticketing failure for Taylor Swift's 2022 tour sparked outrage.

Led to scrutiny of Ticketmaster's business practices and monopoly concerns.

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Company Background

1 Founded 1976

Started by Arizona State University students.

2 Growth

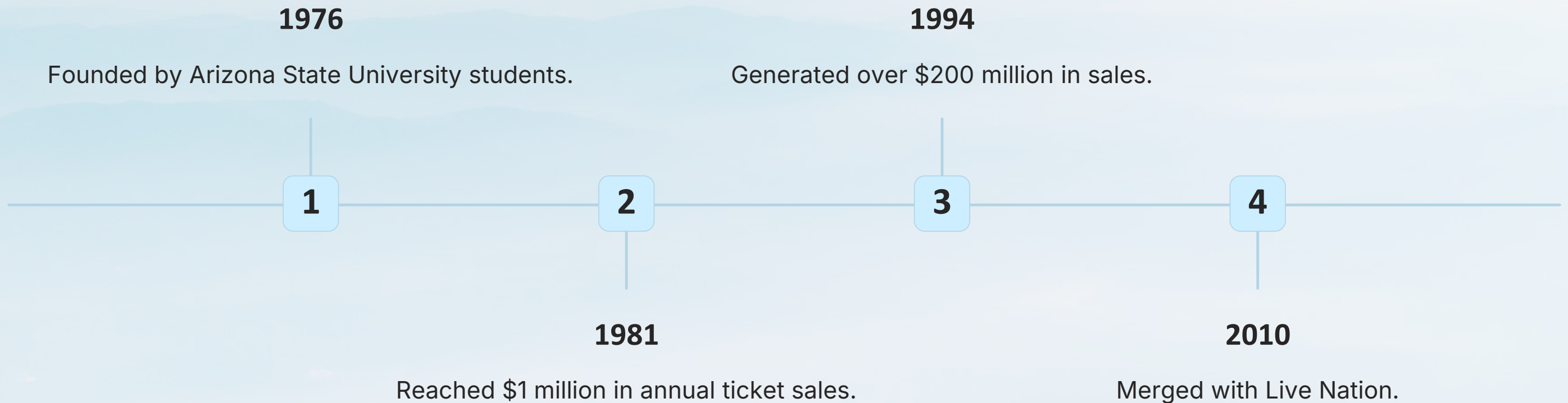
Expanded through acquisitions and partnerships.

3 Technology

Pioneered computer-based ticketing systems.

ticketmaster

Ticketmaster's Growth



Business Model

Dynamic Pricing

Adjusts ticket prices based on demand.

Service Fees

Significant revenue from additional charges.

Vertical Integration

Controls entire event chain post-Live Nation merger.



Monopoly Concerns

2010 Merger

Ticketmaster merged with Live Nation, raising monopoly concerns.

1

Public Outcry

Swift crisis reignited debate over Ticketmaster's market power.

2

Market Dominance

Company controls majority of live event and ticketing market.

3

Market Dominance

Market Share

Controls over 70% of live event ticketing market.

Venue Contracts

Exclusive deals with major venues nationwide.

Artist Relationships

Preferred ticketing partner for many top artists.





Competitive Landscape

Major Competitors

StubHub, SeatGeek, AXS.

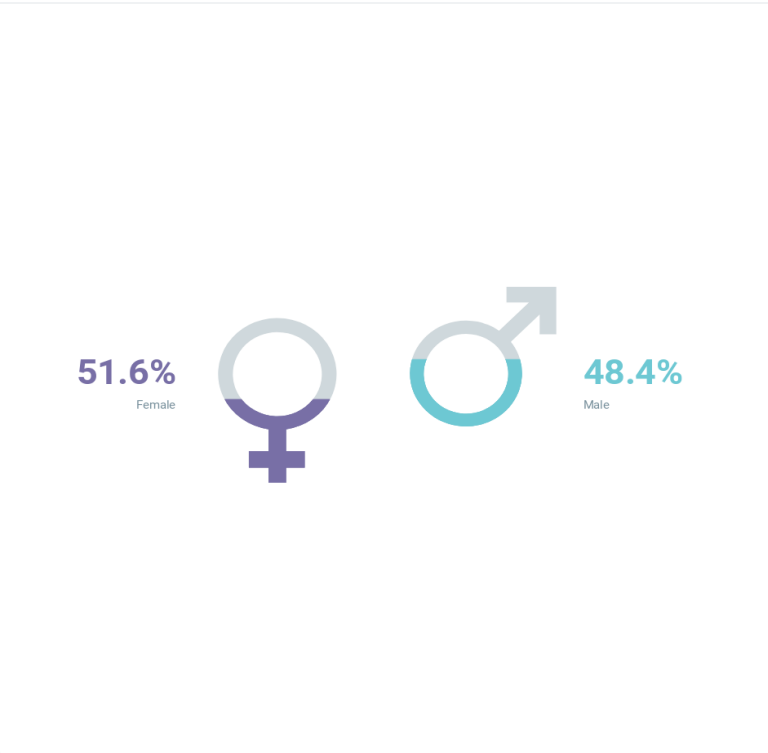
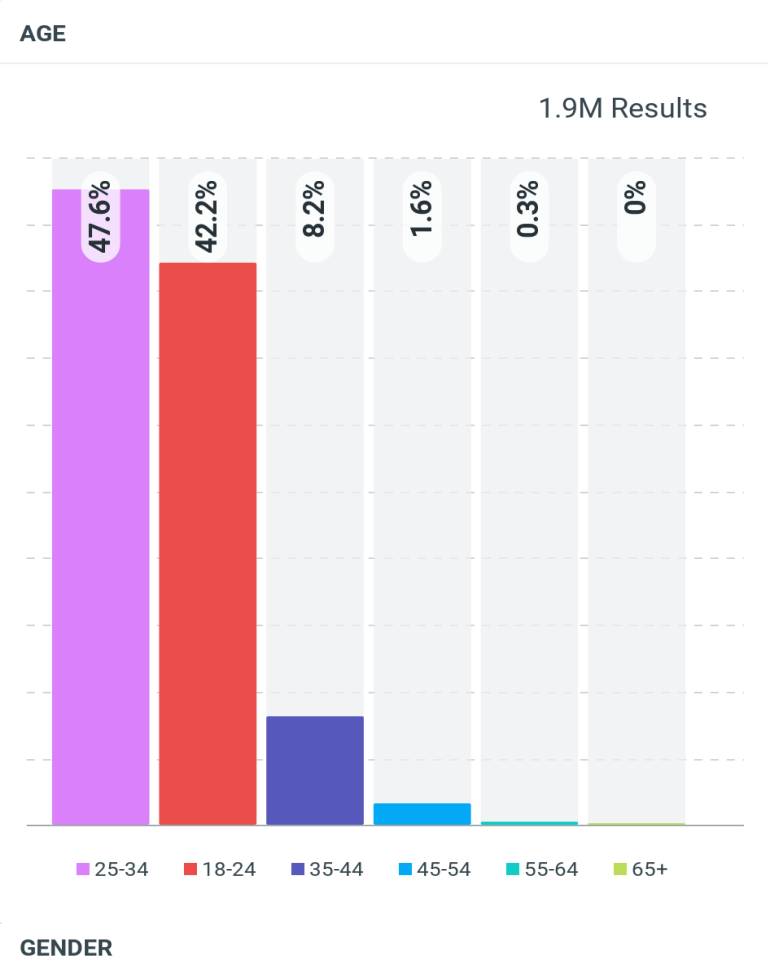
Market Share

Ticketmaster dominates with over 70% share.

Acquisitions

Bought competitor Rival in 2020.





Customer Demographics



Age

Most Ticketmaster users are millennials.



Gender

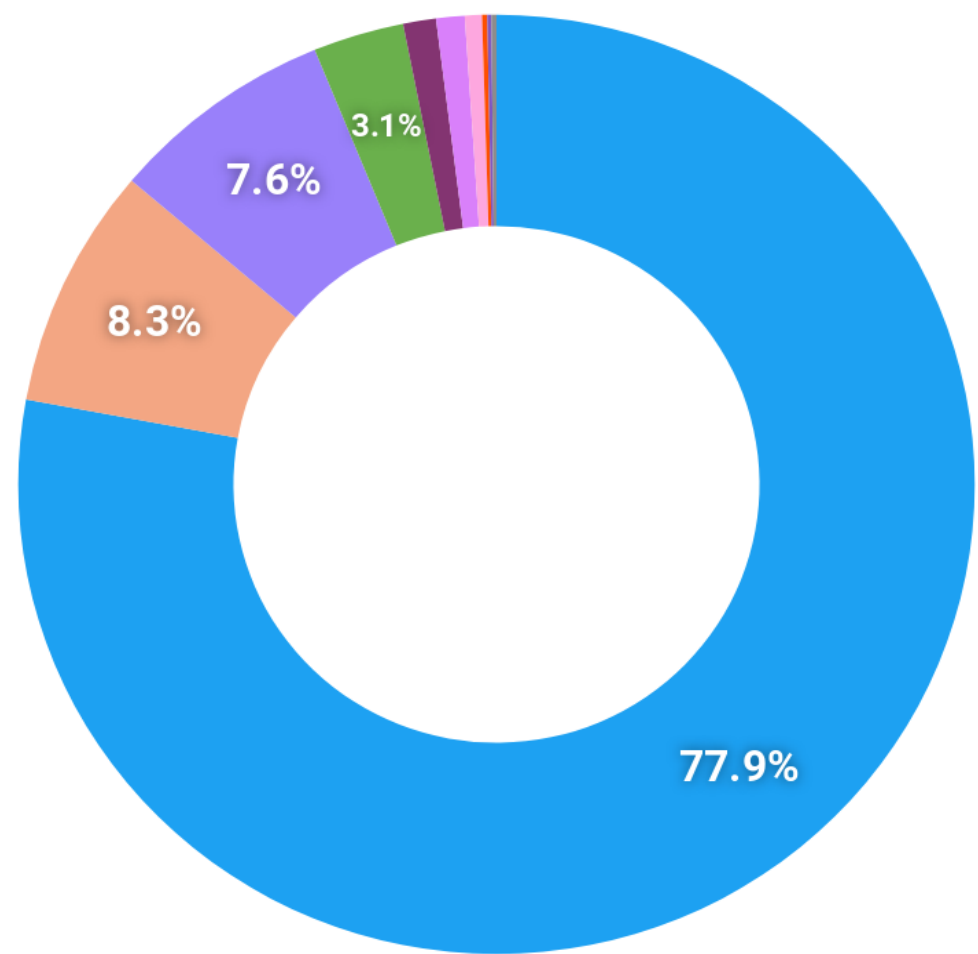
51.6% of users are female.



Family Status

Many users live in nuclear families.

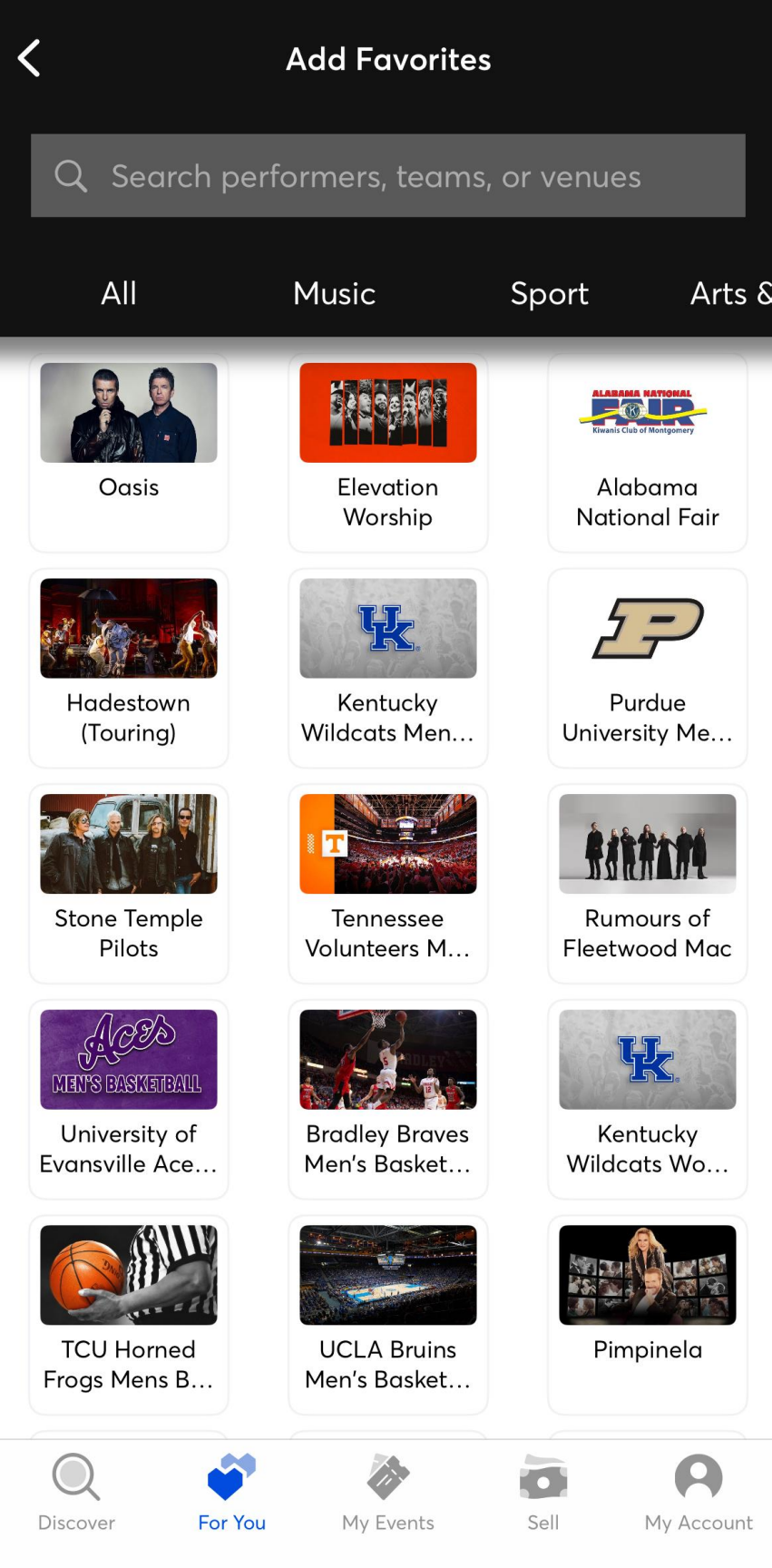
SHARE OF MEDIA TYPES



Twitter Reddit Online News Other Blogs
Newspaper TV/Radio Forums Podcast Magazine
Other

Social Media Presence

Instagram	375K followers, low engagement
Twitter/X	668.9K followers, moderate views
Facebook	2.1M followers, varied engagement
TikTok	11.7K followers, low engagement



Content Strategy

1 Event Promotion

Videos and photos showcasing upcoming events.

2 Artist Interviews

Exclusive content with performers and athletes.

3 User Engagement

Limited responses to comments, focus on positive interactions.

SEC
120

ROW
29

SEAT
14



TICKETMASTER GAT

 **Add to Apple Wallet**

[View Barcode](#)

[Ticket Details](#)

Ticketmaster's Technology

1

Verified Fan Program

Aims to prevent bots from purchasing tickets.

2

Mobile-Only Tickets

Reduces fraud and improves entry experience.

3

Presence Platform

Digital ticketing system for easier access and fan identification.



Dynamic Pricing Model

Demand-Based

Prices adjust based on real-time demand.

Revenue Maximization

Aims to capture maximum value for high-demand events.

Controversy

Critics argue it leads to inflated prices.

The Eras Tour Crisis

1

Presale Launch

Millions of fans locked out or faced long delays.

2

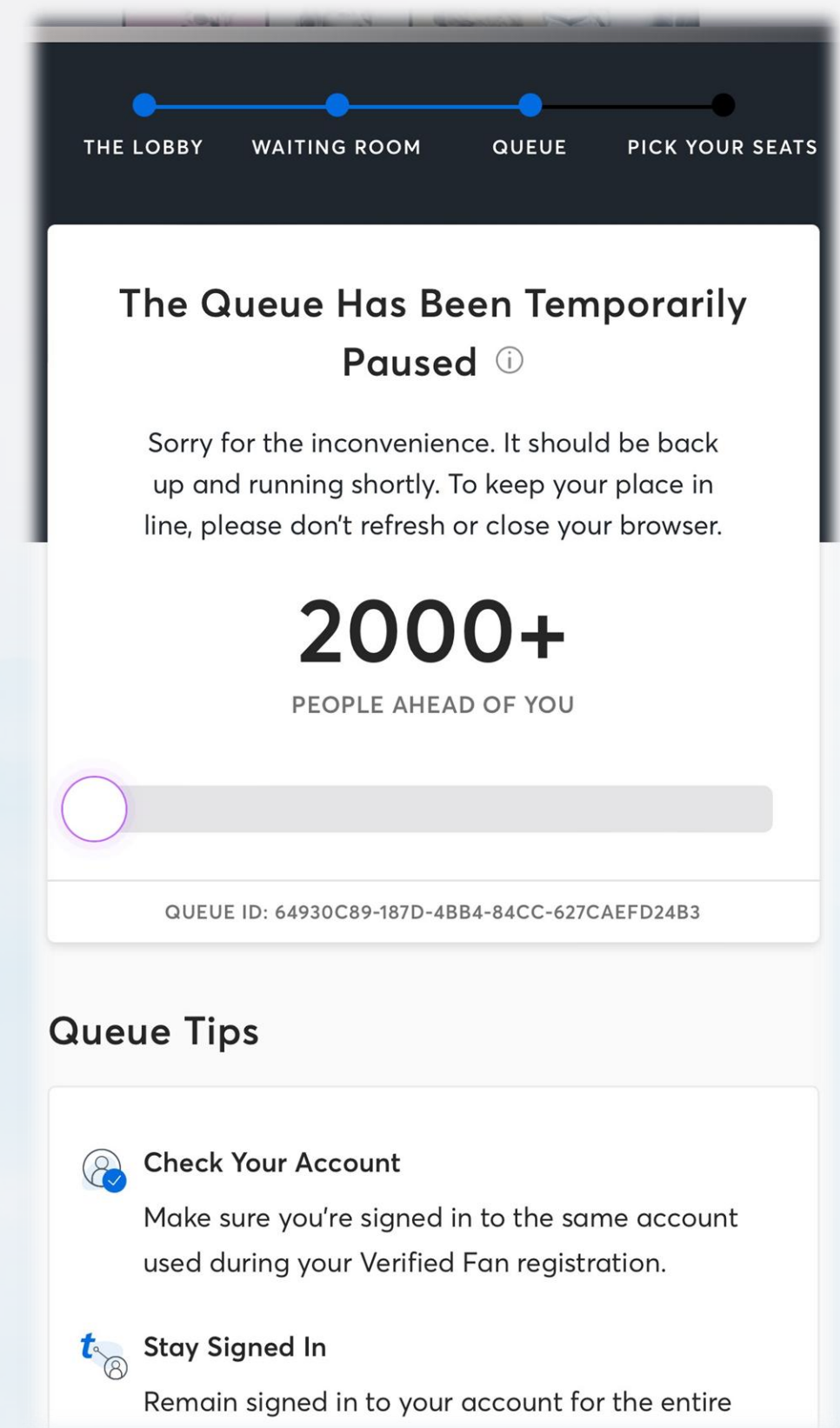
System Overload

14 million users overwhelmed site with 3.5 billion requests.

3

General Sale Cancelled

Ticketmaster cited insufficient inventory for cancellation.





Scalping Issues

Resale Market

Tickets appeared on secondary markets at inflated prices.

Fan Frustration

Genuine buyers unable to purchase at face value.

Ticketmaster's Stance

Claimed less than 5% of tickets resold.

Technical Issues

1 Website Crash

Site crashed within an hour of presale launch.

2 Queue Problems

Users logged out or frozen in virtual queue.

3 Bot Attacks

Large number of bots attempted bulk ticket purchases.





Customer Service Response

1

Initial Communication

Twitter updates on technical issues and delays.

2

Apology

Official apology issued to Taylor Swift and fans.

3

Second Chance Sale

Select fans offered opportunity to purchase tickets later.

Customer Reviews

S

Stefanie
Tuckerton, NJ



Reviewed Nov. 15, 2022

My daughter and I logged on to Ticketmaster at 9:30am for the pre-sale of Taylor Swift's tickets. After waiting an hour in the queue we finally were able to look at the available seats. When we went to purchase our two tickets, we got kicked out of the queue and brought back to the waiting room. After waiting another hour in the queue, all the available tickets were gone! My daughter has been waiting weeks for this concert announcement and was literally crying with excitement when she was selected for the pre-sale! Today ticketmaster robbed my daughter of the opportunity to purchase tickets because of technical issues! Now every ticket being sold has been priced gouged and her hope of seeing Taylor Swift for the first time are completely out of reach! Every venue SHOULD HAVE HAD enough available seats for the people selected for the pre-sale! It's simple math... Number of people selected= number of tickets made available to said people!



Thanks Stefanie (5)

Report

K

Kyra
Hamilton, OH



Reviewed Nov. 15, 2022

I'm incredibly disappointed with Ticketmaster. For the Taylor Swift Eras Tour, they knew there would be very high numbers of people wanting to purchase tickets and did not prepare whatsoever. I got a verified fan code and tried to join the 30 minutes waiting room, the website crashed and everything broke. I tried to join the 10 minute waiting room, same thing happened. Now, I've been stuck in the queue for over 1 hour and 40 minutes, and the bar is no longer moving. How can a website (that is literally just for selling tickets) be so unprepared and disorganized? I understand that the sale would be chaos anyways, but they really should have been more prepared.



Thanks Kyra (8)

Report

E

Ed
Spartanburg, SC



Customer Service

Reviewed Oct. 1, 2024

Someone transferred our tickets without our permission. Called the Fraud Dept, 30 minutes on hold. Rep started an investigation and said someone would call back within 5 days, no one called us back. Called Fraud Dept again after 1 week, on hold again for 20 minutes, nothing has been investigated. They have promised a callback within 48 hours....we will see.



Report

O

Olivia
Chicago, IL



Contract & Terms

Reviewed Nov. 15, 2022

DON'T WASTE YOUR TIME. This was a terrible experience. I waited all day, trying to get tickets, just to lose tickets to something that wasn't my fault, but Ticketmaster's. DON'T GET YOUR HOPES UP WITH TICKETMASTER, IT IS ABSOLUTELY AWFUL. I had been waiting in line since 9am for Taylor Swift tickets and finally, at 2:20, it finally was my turn to select tickets. I kept on selecting tickets and it kept on telling me that I was unable to get them because I wasn't signed in, even though I clearly was -- you could even see my profile in the top corner and the option to sign out. [More](#)



Thanks Olivia (12)

Report

T

Tonya
Paris, KY



Reviewed Nov. 15, 2022

Ticketmaster shame on you. Waited hrs to get presale tickets for Taylor Swift. Pick tickets it would time you out before you could put your info in. No wonder bots are winning thanks for nothing. With luck I will hopefully find tickets elsewhere I doubt it. I won't ever use you again. Only artist I've been wanting to see and you ruined it.



Thanks Tonya (10)

Report

Fan Reaction

Social Media Outrage

Fans expressed anger over ticketing failures.

Accusations

Claims of monopolistic practices and price gouging.

Loss of Trust

Fans felt Ticketmaster prioritized bots over genuine buyers.





Taylor Swift's Response

1

Criticism

Swift criticized Ticketmaster for failing to handle demand.

2

Assurances

Mentioned being assured by Ticketmaster about managing traffic.

3

Fan Support

Expressed frustration on behalf of her fans.



Ticketmaster's Initial Response

1

Acknowledgment

Reported "historically unprecedented demand" on Twitter.

2

Downplaying

Initially claimed issues affected small percentage of users.

3

Explanation

Cited bot attacks and high demand for problems.



Live Nation Chairman's Statement

1 Preparation

Claimed readiness for 1.5 million verified fans.

2 Overwhelming Demand

14 million users, including bots, attempted to buy.

3 System Strain

3.5 billion total system requests, four times previous peak.



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AEG's Rebuttal

Forced Usage

AEG claimed forced to use Ticketmaster due to contracts.

Venue Exclusivity

Ticketmaster's exclusive deals with venues cited as reason.

Disagreement

Contradicted Live Nation chairman's claim of voluntary choice.



Legal Ramifications

1

Antitrust Investigations

Department of Justice launched probe into Ticketmaster practices.

2

Congressional Hearings

Crisis triggered hearings in Congress on ticketing industry.

3

Lawsuits

Fans and consumer groups filed suits alleging price inflation.



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Government Scrutiny

1 Antitrust Concerns

Ongoing investigations into potential monopolistic practices.

2 Congressional Hearings

Ticketmaster executives testified before Congress.

3 Regulatory Pressure

Calls for increased oversight of ticketing industry.

Past Controversies

1994 Pearl Jam Lawsuit

Band filed complaint over Ticketmaster's practices.

1

2

2018 Scalper Collusion Allegations

Accused of working with scalpers to increase profits.

2023 Data Breach

User data stolen from third-party storage.

3



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ticketmaster

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Financial Performance

Q4 2022 Revenue

Strong despite crisis

Ticket Sales

High due to strong demand

Reputational Cost

Severe, long-term impact unclear

Industry Impact

1

Ticketing Practices

Increased scrutiny of industry-wide ticketing methods.

2

Artist Relations

Artists reconsidering ticketing partnerships and strategies.

3

Consumer Expectations

Growing demand for fair, transparent ticketing processes.



Lessons Learned

1 Preparedness

Importance of robust systems for high-demand events.

2 Transparency

Need for clear communication with fans and artists.

3 Adaptability

Flexibility in responding to crises and public concerns.



Crisis Management Plan

Immediate Actions

Address issues, public apology, refund policy.

Long-term Corrections

Technical upgrades, resale controls, fan-first initiatives.

Compliance

Cooperate with investigations, address antitrust concerns.



Future Challenges

Rebuilding Trust

Addressing negative public perception after crises.

Technological Upgrades

Improving systems to handle high-demand events.

Regulatory Compliance

Navigating potential new industry regulations.

