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Concert Venues

2. What are some challenges presented by secondary market ticket sales? Why might some artists and promoters encourage these?

Secondary market ticket sellers were first known as scalpers; they were somehow a source of frustration for the music industry and the fans because they always had access to popular tickets and sold them at a higher price than indicated by the organizers of the event. But now, they are important for ticket sales because they gain more than the ones directly associated with the event. The secondary market encounters some challenges with their business, although they are recognized in the market. Those challenges include the implication of the Legislation to bring them down because they “use automated bots – robotic computer software that can mimic human behavior – to pose as ordinary ticket buyers” (Baskerville and Baskerville 320) which means that they are involved in the illegal business; another challenge will be that those sellers can lose their title if they do not share their profits with the concerts’ owners. Some artists and promoters help them with ticket scalping because the scalpers can locate workarounds which is great for the artists and promoters.

3. Why are the concert promoter and artist disadvantaged in collecting audience personal information from in-venue wireless communication with the audience? What can they do about it?

The promoter and artist play a fundamental role in connecting with the audience through in-venue wireless communication. They are disadvantaged in collecting the audience's personal information from in-venue wireless communication with the audience because they are closer to the audience, so both parties should collect them and have a better insight into the people they have sold tickets to and performed for at the concert venue. They need to follow the rules because it is like an assignment where the promoter and artist need to find the perfect audience. So the promoter and artist come up with different ways to deal with these unfavorable tasks. According to the textbook, they “can build engagement, push commerce, and harvest personal data” (Baskerville and Baskerville 321) to gather all the information needed to sell the tickets for concerts.

Work Cited

Baskerville, David and Timothy Baskerville. *Music Business Handbok and Career Guide*. 11th. 2019.