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## LPA welcomes Google AdWords crackdown on ticket resellers

23 November 2017

Dear Member,

### Today LPA released the following statement:

*Live Performance Australia has welcomed news that Google will tighten up its procedures for online ticket resellers.*

*LPA Chief Executive Evelyn Richardson said: 'This is a significant step to provide consumers with greater certainty and more transparency when they are buying tickets online.'*

*'Some ticket resellers have been passing themselves off as the official ticket seller for shows and events through their manipulation of online search and advertising practices.'*

*'Google's indisputable influence in search and online advertising means these measures should make a real difference in addressing some of the problems associated with the secondary ticket market.'*

*'Our recently published Safe Tix Guide includes a warning for consumers about online ticket resellers using these methods,' Ms Richardson said.*

*Ms Richardson said LPA as the peak body for the live performance industry had raised its concerns about these practices with Google in Australia and was pleased to see the company responding to industry and consumer concerns.*

*The AdWord changes will be introduced in January 2018. In the meantime, consumers should continue to exercise caution when buying tickets online especially for upcoming summer season shows and festivals.*

LPA's Safe Tix Guide is available [here](#).

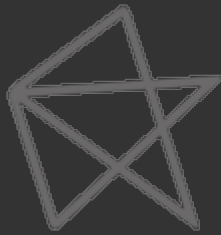
**ENDS**

You can read LPA's media release [here](#).

You can also learn more about Google's new restrictions [here](#).

Yours sincerely,

**Evelyn Richardson**  
LPA Chief Executive



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PERFORMANCE  
AUSTRALIA**

[Live Performance Australia](#)

Level 1, 15-17 Queen Street  
Melbourne, VIC 3000  
Australia

Ph: +61 3 8614 2000

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