



Federal Court finds ticket reseller Viagogo misled consumers

Dear Member,

Please be advised that the Federal Court has found ticket reseller Viagogo AG made false or misleading representations and engaged in conduct liable to mislead the public when reselling entertainment, music and live sport event tickets, in breach of the Australian Consumer Law.

The Court found Viagogo misled consumers by claiming tickets to certain events were scarce when the scarcity only referred to the tickets available on its resale platform and didn't include tickets available elsewhere.

The Court also found that using the word 'official' in its online advertisements was misleading. As a result of this, consumers were misled into thinking they were purchasing tickets from an official site, when in fact Viagogo is a ticket resale website.

The Court also found that from 1 May 2017 to 26 June 2017, Viagogo's website claims drew consumers in with a headline price but failed to sufficiently disclose additional fees or specify a single price for tickets.

The Court will determine penalties and orders against Viagogo at a later date.

The ACCC's full media statement can be found [here](#).

Resources

LPA has produced the following resources that you can use to educate consumers about the ticket resale market.

- **Safe Tix Guide** – Tips for Buying Tickets Safely and Securely
- **Consumer Guide** – Buying and Selling Tickets in the Ticket Resale Market

For more information

If you have any queries related to the ticket resale market, please contact **Kim Tran**, Director, Policy and Governance at ktran@liveperformance.com.au or 03 8614 2000.



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