



Media Release – For immediate release

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Live Performance Australia applauds Google decision

Live Performance Australia has applauded Google's decision to remove Viagogo from its paid search results after finding it in breach of its advertising policies.

"This is a great outcome for Australian ticket buyers, performers and producers who have been subjected to Viagogo's misleading and inflated ticket resale practices, which have also been called out by the Australian Competition and Consumer Commission," said LPA Chief Executive, Evelyn Richardson.

"We had approached Google some time ago for action to be taken over Viagogo's advertising in Google's paid search, and we're delighted this has now been done.

"It's good for the ticket-buying public, and it's good for artists who don't want to see their fans being disappointed or ripped off through dodgy ticket resale practices. We would now like to see other online platforms follow suit and take similar action to protect consumers," Ms Richardson said.

ENDS

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About LPA

LPA is the peak body for Australia's live performance industry. Established over 100 years ago in 1917 and registered as an employers' organisation under the *Fair Work (Registered Organisations) Act 2009*, LPA has over 400 Members nationally. We represent commercial producers, music promoters, major performing arts companies, small to medium companies, independent producers, major performing arts centres, metropolitan and regional venues, commercial theatres, stadiums and arenas, arts festivals, music festivals, and service providers such as ticketing companies and technical suppliers. Our membership spans from small-medium and not-for-profit organisations to large commercial entities.

LPA has a clear mandate to advocate for and support policy decisions that ensure industry sustainability and future growth.