



Media Release – For immediate release

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Live performance industry seeks answers from Google about Viagogo advertising

Australia's peak body for the live performance industry has sought urgent clarification from Google about the terms on which Viagogo has been allowed to resume advertising for online ticket resales.

Viagogo has started advertising again in Google search results after having been suspended in July following concerns about its misleading advertising practices.

LPA Chief Executive Evelyn Richardson said Google owed Australian consumers, artists, producers, promoters and venue operators a full explanation of its decision to allow Viagogo to resume advertising.

"Our industry has been calling out Viagogo for its misleading practices for some time now, and it has also been subject to Federal Court action by the ACCC," Ms Richardson said.

"In April this year, the Federal Court found that Viagogo had made false or misleading representations and engaged in conduct liable to mislead the public when reselling entertainment, music and live sport event tickets. And, yet, only months later it is back in action on Google.

"I have today written to Google's Australia and New Zealand managing director, Melanie Silva, seeking an urgent clarification of the commitments that have been given by Viagogo around its business practices and how these conform with the standards Google expects of its advertisers.

"We have also sought her assurance that consumers who commence their ticket purchase journey through Google can expect the full protections afforded by Australian Consumer Law.

"Australia's live performance industry wants some answers from Google on its turnaround," Ms Richardson said.

Ms Richardson also noted comments from leading industry figures that the problem of invalid tickets being presented at venues had fallen off since Viagogo was stopped from advertising on Google.

"Consumers beware. Viagogo has form, and we have grave concerns about its business practices."

Ms Richardson said consumers who purchased through resellers such as Viagogo should be aware of their rights under consumer law and utilise credit card chargebacks to claim refunds for tickets that were not provided, or rejected at venues.

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.