



TICKET RESALE SAVES MARYLAND LIVE EVENT FANS MORE THAN \$16 MILLION

Data Show Venue Box Offices and Primary Ticketer Not Always the Best Deal, Fans Save Big When They Shop Around and Consider Resale Marketplaces

Ticket resale in Maryland helps fans by providing them with another place to buy tickets, often at a price lower than the box office or Ticketmaster. In analyzing data of 334,450 tickets sold in Maryland from 2017 through January 2024, fans saved \$16,455,426 when they purchased their tickets from the secondary market. While for popular, instant sell-out events the so-called “face value” of tickets can be high, and therefore so can the offered prices on the secondary resale market, for nearly half of live events there are lower cost tickets available on the secondary market compared to the venue box office or its contracted primary ticket seller.

Fans should always shop around because despite what event venues, teams, artists, and primary ticketing companies say, the cost of their tickets continue to go up, while the supply-and-demand driven dynamics in the secondary resale market mean that, oftentimes, there are ticketholders offering their previously purchased tickets at a better price. Ticketmaster, the dominant primary ticketer for Maryland’s event venues, reported in 2023 that higher ticket prices and pent-up demand for live shows helped boost the company's revenue up 32%. Automatiq, a leading data analytics and support services company in the live event ticketing industry, tracked the sales of 334,450 tickets sold in Maryland from 2017 through January 2024 and provided Protect Ticket Rights with the data for this report.

SAVINGS BY EVENT CATEGORY (2017 – 2024)

Primary Category	Quantity Sold Below “Face Value”	Amount Saved
Sports	207,430	\$8,739,266
Concert	101,432	\$6,406,306
Theater and Arts	17,911	\$891,534
Uncategorized	6,809	\$397,465
OTHER	868	\$20,854
TOTAL	334,450	\$16,455,426

TOP 10 MARYLAND CONCERT VENUES TICKET RESALE SAVED FANS MILLIONS (2017-2024)

Venue	Quantity Sold Below Cost	Amount Saved
M&T Bank Stadium	42,545	\$3,338,295
FedExField	35,093	\$3,127,825
Oriole Park at Camden Yards	61,706	\$1,792,761
CFG Bank Arena	18,229	\$1,531,664
Camden Yards	43,519	\$1,431,038
Merriweather Post Pavilion	24,759	\$1,291,939
The Theater at MGM National Harbor	8,249	\$613,167
Royal Farms Arena (now CFG Bank Arena)	8,400	\$462,179
The Fillmore Silver Spring	14,643	\$425,128
Hippodrome at France-Merrick PAC	5,705	\$293,885
TOTAL	262,848	\$14,307,881

THE BOTTOM LINE

Ticket sales no longer work the way they used to. Instead of a general on-sale available to all fans, most tickets are slowly released on a staggered basis with absolutely no transparency as to how many tickets are actually put on sale so consumers can know their actual chance of getting a ticket. Not every concert fan can wait in long, unreliable digital queues or has a credit card that grants them early or special access to premium tickets to popular artists. Ticket transferability has always protected fans' ability to comparison shop for deals, and these data clearly demonstrate that many fans can find substantial savings. 2022 polling from Protect Ticket Rights showed that nationally, 81.6% of respondents support transferability and nearly the same amount (79.3%) back rules to protect that right.





We recommend fans only buy tickets from a trusted source that clearly discloses its refund protection and/or comparable ticket guarantee. While some for-profit players in the live events ecosystem (comprised of primary ticketers, venues, promoters, music artists, and teams) desire to throttle the free and open secondary market where previously purchased tickets are offered for resale, remember, tickets offered by ticketholders on the secondary market were already purchased from the event organizer. They got paid – whether a fair or inflated price. When tickets are purchased on the secondary market, the consumer is buying tickets at a price that the current ticketholder is willing to accept. While for high demand events that price might be higher than its original, for many events that price is lower than its original price. We believe it is better that a ticket gets resold and the seat filled with a fan, rather than wasting tickets and leaving seats empty.

Protect Ticket Rights believes fans benefit from a ticketing ecosystem with vibrant competition, where they have more than one source from which to buy tickets, as competition in markets generally benefits consumers by providing more choice. Where there is choice, consumers benefit from increased access to tickets at lower prices. This is why the resale market for tickets, where previously purchased tickets are offered for sale, is so important.

While companies like Ticketmaster are quick to make the argument that fans are best served when they buy so-called “face value” tickets when they initially go on sale, and while sports teams, music artists, and venues may elect to contract with a single company like Ticketmaster to sell their tickets, fans benefit from being able to buy from more than one company. Indeed, as the data show, ticket resale provides an important market for consumers in Maryland.

Of course, the ticket market must be fair, transparent, and protected. Fans should know what they are buying, what the refund policies are and how they work, how much or little of overall ticket inventory for the event will be released for sale in the future, and more.

ABOUT PROTECT TICKET RIGHTS

Launched in 2016, Protect Ticket Rights is a fans-focused initiative that helps ticketholders defend their rights and advocates for a market with improved transparency and fairness for consumers and ticket sellers alike. Protect Ticket Rights has been active at the federal and state level when public policies that impact live event tickets are being debated, and we work to educate fans and other stakeholders about the live events ecosystem and ticketing. We engage with thousands of fans and many businesses throughout the industry, in order to be more informed and effective in our advocacy. Our work is possible thanks to the professional ticket selling companies of NATB, which support market reform that improves the fan ticket-buying experience.