

The Rt Hon Liam Byrne MP
Chair, Business and Trade Committee
House of Commons
London
SW1A 0AA

Friday 29 August 2025

Subject: Follow-up to Business and Trade Committee Session on Pricing, Competition and Consumer Protection

Dear Chair,

Thank you for the opportunity to appear before the Committee on 24 June. I am writing on behalf of Ticketmaster UK to provide further information and clarification in response to questions raised during the session.

I hope the points below and the data in the appendix help explain our role in a highly competitive, technology-enabled and increasingly sophisticated marketplace for live entertainment ticketing.

Committee questions

Ticketmaster and the primary ticketing market

- 1. Please can you provide your most accurate estimate of Ticketmaster's current market share of the primary ticket market for live entertainment events in the United Kingdom?**

As concerns the primary ticket market for live entertainment events in the United Kingdom, as the question asks, Ticketmaster competes in a highly competitive market against strong players such as CTS Eventim, See Tickets, AXS, Ticketek, Dice and many others. However, as explained during the hearing on 24 June 2025, there are no reliable estimates of market share in this industry.

Ticketing agents do not routinely publish their own sales figures, so we have no way of combining sales figures to determine shares. And, contrary to other industries, there are no third-party reports that estimate market shares. The industry resources that do exist, such as Pollstar, are based on self-reported, selective and incomplete information from promoters, venues, and agents, which does not enable the calculation of market shares in the primary ticketing of live entertainment events in the United Kingdom.

There is website traffic data that may infer approximate market share. Third-party providers such as Similarweb publish data on the number of unique visitors to websites.¹ Ticketmaster analysed Similarweb's 2024 data for the websites of primary ticketing firms in the UK and, on that basis, Ticketmaster's website accounted for 29% of all visitors.² This

¹ See www.similarweb.com.

² [Ticketmaster analysed the traffic data of the websites of the following primary ticketing agents: Ticketmaster (including Ticketweb and Universe), SEE, Eventbrite, AXS, ATG, Dice, LTD, Eventim, Ticketfactory, Skiddle, ResidentAdvisor, Gigantic, Fatsoma, Todaytix, Seat Unique, Ticketek, Fixr, Ticketline, TixR, Festicket, Wegottickets, Ticket source, TicketTailor]

percentage may roughly correlate to Ticketmaster's share of the sale of primary tickets in the United Kingdom, although it is possible that it might overestimate Ticketmaster's sales, for instance if there are proportionally more fans who visit Ticketmaster's website without buying a ticket compared to the websites of other primary ticketing firms. Moreover, the Similarweb data does not distinguish between visitors who purchase a primary or a resale ticket, which could also inflate Ticketmaster's shares in primary ticketing if Ticketmaster's website is used relatively more by fans to purchase resale tickets than the websites of other primary ticketing firms.

2. **Please confirm whether Ticketmaster maintains any agreements with UK venues containing exclusivity clauses which require the use of the Ticketmaster platform, in whole or in part, for the primary retailing of live entertainment tickets.**

The live entertainment industry in the UK is diverse, spanning theatre, sport, music, exhibitions, and attractions, with each segment operating in different ways.

For the vast majority of live music events, multiple ticket agents are involved in sales, with companies competing to sell allocations. Typically, the process is as follows:

- The act and their team appoint a promoter to organise a tour or show.
- The promoter hires a venue to host the event.
- The venue retains the majority of tickets, selling them directly through its own platform or via a ticketing partner of its choosing.
- The remaining tickets are allocated to the promoter and other stakeholders – such as agents, management, and sponsors – who in turn use multiple ticket agents to sell their shares.

In live music, an exclusivity agreement would mean that only one party could sell tickets for an event. Ticketmaster does not have any such agreements in the UK. Where we are the sole agent for an event, this is entirely at the discretion of the event organiser and the venue, and not the result of any exclusivity arrangement.

As outlined above, the decision about which ticketing agents are used rests with the venue and event organiser. Venues typically determine this through open and highly competitive tender processes. Those that select Ticketmaster do so because of the strength of our technology, the quality of our customer service, and the competitiveness of our financial terms. This includes innovations such as digital ticketing with end-to-end encryption and moving barcodes, which protect fans from fraud and ensure smooth venue entry.

At present, Ticketmaster has non-exclusive partnerships with 34 venues across the UK to provide ticketing technology and to sell a venue's ticket allocation. Of these, 24 have a capacity of less than 5,000, only five are arenas, and none are stadiums. A full breakdown is provided in the appendix.

3. **Contained in Appendix 1 to this letter is a table containing a selection of the UK's 100 largest live music events for 2025 (excluding major festival venues), measured by total venue capacity, e.g. Wembley Stadium. Please provide Ticketmaster's total ticket allocation for each event listed in that table.**

The number of tickets allocated to Ticketmaster for any given event can vary considerably. As noted, Ticketmaster currently partners with only five of the twelve major arenas in the

UK, with the remaining seven choosing to sell their allocations through other ticketing providers. Ticketmaster does not partner with any stadiums to sell their allocations.

The appendix includes the completed table indicating whether Ticketmaster was involved in any way in the primary sale of tickets for each show. However, it is not possible to provide detailed allocations on a show-by-show basis. The UK ticketing market is highly competitive, and such information is commercially sensitive; disclosing it would place Ticketmaster at a significant disadvantage and cause material harm to our business.

Summarising Ticketmaster UK's role in the live entertainment industry

As I explained during my last appearance before the Committee, Ticketmaster is proud of the role we play in providing a cutting-edge, secure platform for tickets to concerts, sports, theatre, and festivals. This ensures every ticket is authentic and that transactions are seamless.

We believe that we set the industry standard, with world-class technology that prioritises fans, eliminates fraud, enables ticket management and delivers advanced venue access solutions. Our integrated, capped resale service allows fans to sell unwanted tickets safely, and our customer support is always there when fans need it.

Our role in the industry has enabled us, for many years, to facilitate ticket sales for some of the country's highest-profile events, whilst also supporting historic grassroots venues and up-and-coming acts.

In this way, we seek to reinvest in the industry and support both smaller venues and new artists. Every year, we give fans the option to support Grassroots Music Venues with a £1 donation on every ticket purchase, which Ticketmaster matches pound for pound – raising £150,000 over the past two years. In addition, we work with Tickets for Good, which provides free or discounted tickets to eligible individuals, including NHS and charity sector workers, teachers, and volunteers.

In summary, we play an important role in the UK's creative industries, creating employment opportunities as well as serving many thousands of fans every year. Ticketmaster UK directly employs around 700 people across the country. As a leading employer and investor in the UK's tech economy, we maintain a large in-house team of engineers, product developers, cybersecurity experts, and data analysts – with a particular focus on fan protection, platform reliability, and user experience. We also maintain robust apprenticeship and early-career pathways to bring new talent into the live entertainment sector.

We are proud of this track record. Again, we thank the Committee for their letter and trust that this response has provided additional clarity and information on the realities of the UK's ticketing market.

Yours sincerely,

Andrew Parsons

Managing Director, UK

APPENDIX

Ticketmaster Venue Partnership List

A full list of venues across the UK where Ticketmaster has any form of agreement to sell their ticketing allocation.

Venue	Capacity
10,000 +	
Co-Op Live Manchester	23,500
SSE Hydro	14,300
Sheffield Arena	13,600
SSE Belfast	11,000
5,000 - 10,000	
Scarborough Open Air Theatre	8,000
Motorpoint Cardiff	7,500
O2 Academy Brixton	5,000
2,000 - 5,000	
Brighton Centre	4,450
SWG3	4,000
Derby Becketwell Arena	3,500
O2 Apollo Manchester	3,500
O2 Academy Edinburgh	3,000
Armadillo	3,000
O2 Academy Birmingham	3,000
O2 City Hall Newcastle	2,600
O2 Academy Glasgow	2,550
O2 Victoria Warehouse Manchester	2,500
O2 Academy Sheffield	2,350
O2 Forum Kentish Town	2,300
O2 Academy Leeds	2,300
Liverpool Guild of Students	2,300
City Hall Sheffield	2,271
O2 Academy Newcastle	2,135
Alhambra Theatre Dunfermline	2,100
O2 Shepherd's Bush Empire	2,000
0 - 2,000	
O2 Academy Bournemouth	1,800
O2 Guildhall Southampton	1,749
O2 Academy Bristol	1,600
O2 Birmingham Institute	1,500
O2 Ritz Manchester	1,500
O2 Academy Leicester	1,450

O2 Academy Liverpool	1,200
O2 Academy Oxford	1,020
O2 Academy Islington	800

Table containing a selection chosen by the Committee of the UK's 100 largest live music events for 2025

This table shows whether Ticketmaster was involved in any way in the primary sale.

We have also updated the table where it contained inaccuracies. For example, PlayStation: The Concert took place at the OVO Wembley Arena, not Wembley Stadium. The full data of our allocation is of an extremely sensitive commercial nature that we cannot provide.

Artist	Date	Venue	Type	Capacity	Tickets sold by TM?
BLACKPINK	15 August 2025	Wembley Stadium	Stadium	90,000	Yes
BLACKPINK	16 August 2025	Wembley Stadium	Stadium	90,000	Yes
Dua Lipa	20 June 2025	Wembley Stadium	Stadium	90,000	Yes
Dua Lipa	21 June 2025	Wembley Stadium	Stadium	90,000	Yes
Guns N' Roses	26 June 2025	Wembley Stadium	Stadium	90,000	Yes
Lana Del Rey	03 July 2025	Wembley Stadium	Stadium	90,000	Yes
Lana Del Rey	04 July 2025	Wembley Stadium	Stadium	90,000	Yes
Linkin Park	28 June 2025	Wembley Stadium	Stadium	90,000	Yes
Oasis	25 July 2025	Wembley Stadium	Stadium	90,000	Yes
Oasis	26 July 2025	Wembley Stadium	Stadium	90,000	Yes
Oasis	30 July 2025	Wembley Stadium	Stadium	90,000	Yes
Oasis	02 August 2025	Wembley Stadium	Stadium	90,000	Yes
Oasis	03 August 2025	Wembley Stadium	Stadium	90,000	Yes
Iron Maiden	28 June 2025	London Stadium	Stadium	80,000	Yes
Sam Fender	06 June 2025	London Stadium	Stadium	80,000	Yes
Catfish and the Bottlemen	01 August 2025	Principality Stadium	Stadium	74,500	Yes
Chris Brown	19 June 2025	Principality Stadium	Stadium	74,500	Yes

Kendrick Lamar & SZA	19 July 2025	Principality Stadium	Stadium	74,500	Yes
Lana Del Rey	23 June 2025	Principality Stadium	Stadium	74,500	Yes
Oasis	04 July 2025	Principality Stadium	Stadium	74,500	Yes
Oasis	05 July 2025	Principality Stadium	Stadium	74,500	Yes
Stereophonics	11 July 2025	Principality Stadium	Stadium	74,500	Yes
Stereophonics	12 July 2025	Principality Stadium	Stadium	74,500	Yes
Oasis	11 July 2025	Heaton Park	Festival / outdoor show	73,000	Yes
Oasis	12 July 2025	Heaton Park	Festival / outdoor show	73,000	Yes
Oasis	19 July 2025	Heaton Park	Festival / outdoor show	73,000	Yes
Oasis	20 July 2025	Heaton Park	Festival / outdoor show	73,000	Yes
Oasis	08 August 2025	Scottish Gas Murrayfield Stadium	Stadium	70,000	Yes
Oasis	09 August 2025	Scottish Gas Murrayfield Stadium	Stadium	70,000	Yes
Oasis	12 August 2025	Scottish Gas Murrayfield Stadium	Stadium	70,000	Yes
AC/DC	21 August 2025	Scottish Gas Murrayfield Stadium	Stadium	67,144	Yes
Bludfest 2025	21 June 2025	The National Bowl	Stadium	65,000	No
Forever Now Festival	22 June 2025	The National Bowl	Stadium	65,000	No
Noah Kahan	04 July 2025	BST Hyde Park	Festival / outdoor show	65,000	Yes
Olivia Rodrigo	27 June 2025	BST Hyde Park	Festival / outdoor show	65,000	Yes
Pendulum	09 August 2025	The National Bowl	Stadium	65,000	No
Robbie Williams	31 May 2025	Scottish Gas Murrayfield Stadium	Stadium	65,000	Yes
Sabrina Carpenter	05 July 2025	BST Hyde Park	Festival / outdoor show	65,000	Yes

Sabrina Carpenter	06 July 2025	BST Hyde Park	Festival / outdoor show	65,000	Yes
Stevie Wonder	12 July 2025	BST Hyde Park	Festival / outdoor show	65,000	Yes
Tribes Unite 2025	09 August 2025	The National Bowl	Stadium	65,000	No
Zach Bryan	28 June 2025	BST Hyde Park	Festival / outdoor show	65,000	Yes
Zach Bryan	29 June 2025	BST Hyde Park	Festival / outdoor show	65,000	Yes
50 Cent / Mary J. Blige / Davido	03 July 2025	Tottenham Hotspur Stadium	Stadium	62,850	Yes
Beyonce	05 June 2025	Tottenham Hotspur Stadium	Stadium	62,850	Yes
Beyonce	07 June 2025	Tottenham Hotspur Stadium	Stadium	62,850	Yes
Beyonce	10 June 2025	Tottenham Hotspur Stadium	Stadium	62,850	Yes
Beyonce	12 June 2025	Tottenham Hotspur Stadium	Stadium	62,850	Yes
Beyonce	14 June 2025	Tottenham Hotspur Stadium	Stadium	62,850	Yes
Beyonce	16 June 2025	Tottenham Hotspur Stadium	Stadium	62,850	Yes
Catfish and the Bottlemen	03 August 2025	Tottenham Hotspur Stadium	Stadium	62,850	Yes
Chris Brown	21 June 2025	Tottenham Hotspur Stadium	Stadium	62,850	Yes
Chris Brown	22 June 2025	Tottenham Hotspur Stadium	Stadium	62,850	Yes
Imagine Dragons	25 July 2025	Tottenham Hotspur Stadium	Stadium	62,850	Yes
Imagine Dragons	26 July 2025	Tottenham Hotspur Stadium	Stadium	62,850	Yes
Kendrick Lamar & SZA	22 July 2025	Tottenham Hotspur Stadium	Stadium	62,850	Yes

Kendrick Lamar & SZA	23 July 2025	Tottenham Hotspur Stadium	Stadium	62,850	Yes
Post Malone	07 September 2025	Tottenham Hotspur Stadium	Stadium	62,850	Yes
Stray Kids	18 July 2025	Tottenham Hotspur Stadium	Stadium	62,850	Yes
Stray Kids	19 July 2025	Tottenham Hotspur Stadium	Stadium	62,850	Yes
Robbie Williams	06 June 2025	Emirates Stadium	Stadium	59,000	Yes
Robbie Williams	07 June 2025	Emirates Stadium	Stadium	59,000	Yes
SM Town Live 2025	28 June 2025	The O2	Stadium	55,000	Yes
Bruce Springsteen & The E Street Band	04 June 2025	Anfield Stadium	Stadium	54,074	Yes
Bruce Springsteen & The E Street Band	07 June 2025	Anfield Stadium	Stadium	54,074	Yes
Dua Lipa	24 June 2025	Anfield Stadium	Stadium	54,074	Yes
Dua Lipa	25 June 2025	Anfield Stadium	Stadium	54,074	Yes
Lana Del Rey	28 June 2025	Anfield Stadium	Stadium	54,074	Yes
Sam Fender	12 June 2025	St. James' Park	Stadium	52,000	Yes
Sam Fender	14 June 2025	St. James' Park	Stadium	52,000	Yes
Sam Fender	15 June 2025	St. James' Park	Stadium	52,000	Yes
Chris Brown	01 July 2025	Hampden Park	Stadium	51,866	Yes
Kendrick Lamar & SZA	08 July 2025	Hampden Park	Stadium	51,866	Yes
Lana Del Rey	26 June 2025	Hampden Park	Stadium	51,866	Yes
Catfish and the Bottlemen	13 June 2025	Heaton Park	Festival / outdoor show	50,000	Yes
Khruangbin	15 August 2025	Gunnersbury Park	Festival / outdoor show	50,000	Yes
Oasis	16 July 2025	Heaton Park	Festival / outdoor show	49,999	Yes
Black Sabbath	05 July 2025	Villa Park	Stadium	45,000	Yes

Chris Brown	26 June 2025	Villa Park	Stadium	45,000	Yes
Come Together Festival	20 August 2025	Town Moor, Newcastle	Festival / outdoor show	45,000	Yes
Come Together Festival	22 August 2025	Town Moor, Newcastle	Festival / outdoor show	45,000	Yes
Fontaines D.C.	05 July 2025	Finsbury Park	Festival / outdoor show	45,000	Yes
Guns N' Roses	23 June 2025	Villa Park	Stadium	45,000	Yes
Kendrick Lamar & SZA	10 July 2025	Villa Park	Stadium	45,000	Yes
Slayer	06 July 2025	Finsbury Park	Festival / outdoor show	45,000	Yes
Stereophonics	04 July 2025	Finsbury Park	Festival / outdoor show	45,000	Yes
Catfish and the Bottlemen	09 July 2025	Glasgow Green	Festival / outdoor show	40,000	Yes
Tramlines Festival	25 July 2025	Hillsborough Park	Festival / outdoor show	40,000	No
Tramlines Festival	26 July 2025	Hillsborough Park	Festival / outdoor show	40,000	No
Tramlines Festival	27 July 2025	Hillsborough Park	Festival / outdoor show	40,000	No
Sex Pistols feat. Frank Carter	21 June 2025	Bellahouston Park	Festival / outdoor show	36,000	Yes
Simple Minds	27 June 2025	Bellahouston Park	Festival / outdoor show	36,000	Yes
Noah Kahan	27 June 2025	Blackweir Fields	Festival / outdoor show	35,000	Yes
Stevie Wonder	09 July 2025	Blackweir Fields	Festival / outdoor show	35,000	Yes
Playstation: The Concert	27 April 2025	OVO Arena Wembley	Arena	12,500	Yes