

Ticketsummit.org

July 17, 2009

Joe Cohen

CEO, Seatwave



Transparent

- free from pretense or deceit : frank **b:** easily detected or seen through : obvious **c:** readily understood **d:** characterized by visibility or accessibility of information especially concerning business practices



Transparency in ticketing?

- Giving consumers clear pricing information ‘are you gonna load me up with a bunch of fees later?’
- How many tickets are for sale?
- Who is selling the ticket?
- What’s the fair market value of a ticket?
- Do you actually have this ticket to sell or are you gonna go find one after I buy it?alredy
- Are they onsale in the primary?

Why be transparent?



- Leader of US
- History of service
- War (Iraq)
- Covert CIA action

- Leader of US
- History of service
- War (Afghanistan)
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Why transparent?



Approval 29%

Motive: Evil



Approval 61%

Motive: Hope

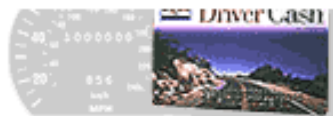


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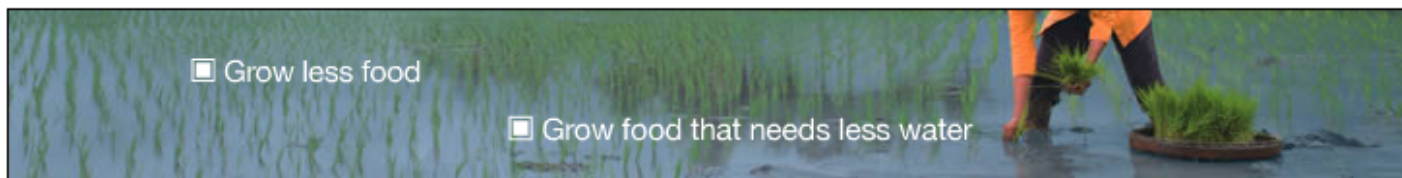
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Exxon Sinks \$600M Into Algae-Based Biofuels in Major Strategy Shift

By KATIE HOWELL of **Greenwire**
Published: July 14, 2009

Oil giant Exxon Mobil Corp. is making a major jump into renewable energy with a \$600 million investment in algae-based biofuels.

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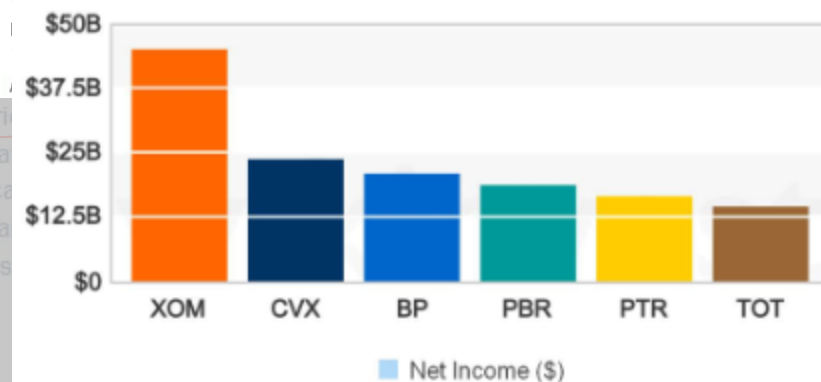
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FROM NYTIMES.COM

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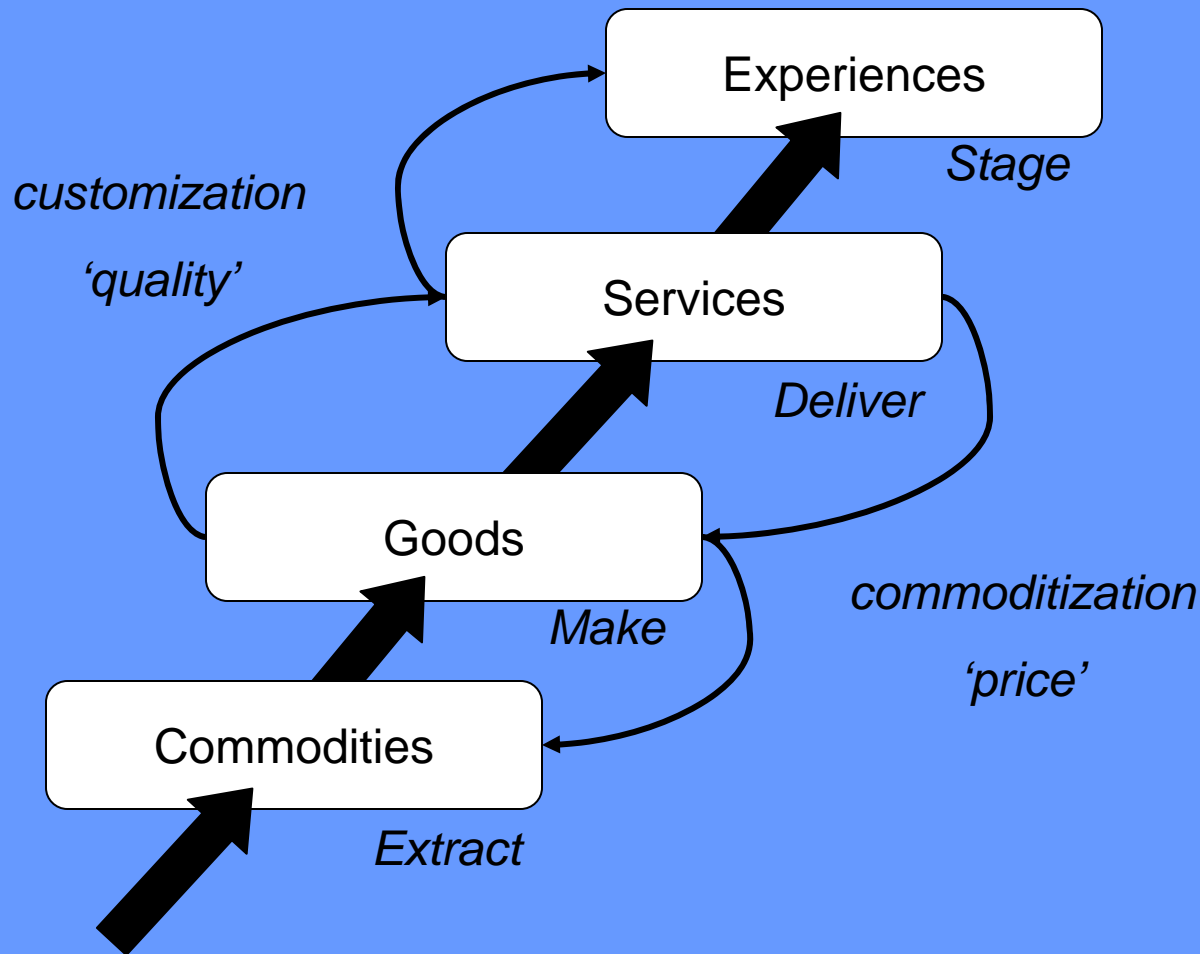
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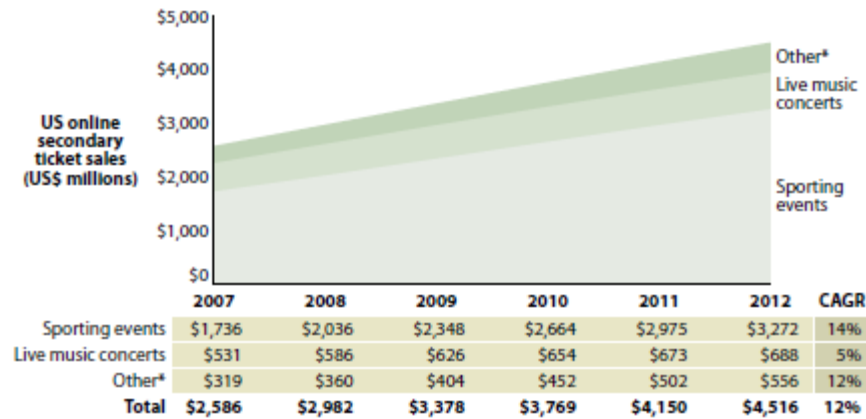
steroids

This matters now

Net/ticket \$100-200

Net/ticket \$68.41

Figure 2 Forecast: US Online Secondary Ticket Sales, 2007 To 2012

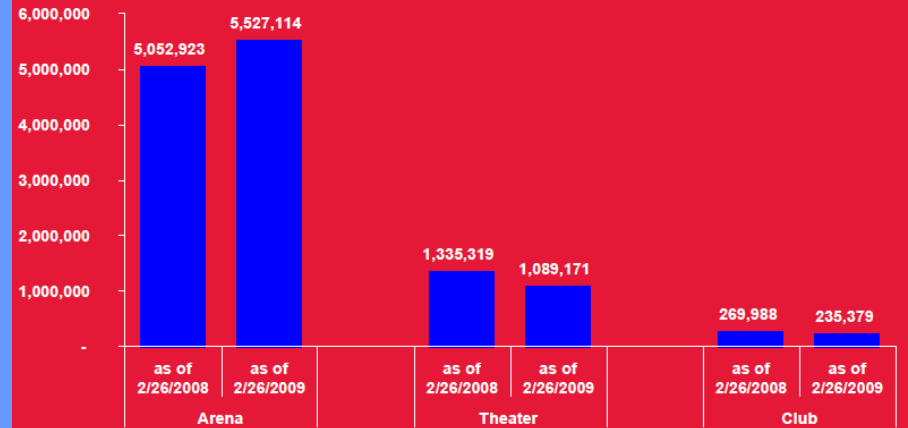


*Other includes symphony orchestra, Broadway, and other regional theater performances

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Source: Forrester Research, Inc.

Avg Net Ticket	\$72.65	\$68.41	\$43.59	\$45.37	\$23.83	\$26.32
Shows	705	667	696	597	605	518
Avg Tickets Sold	7,167	8,287	1,919	1,824	446	454

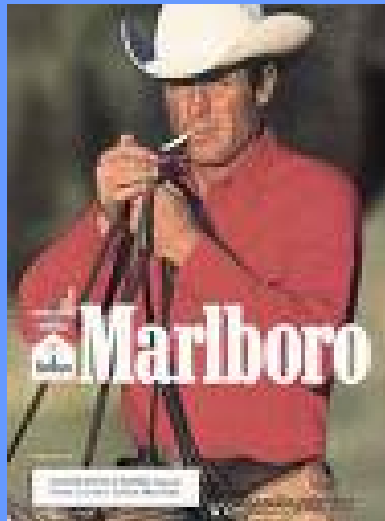


Ground zero of the biggest growth area of the industry



Choice

Continue as is with the hope that the cover doesn't get pulled off



Operate with authenticity...not just one business but an industry

