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Dear CEO Michael Rapino of Ticketmaster

I believe that the system you have in place continues to be a disadvantage for K-pop fans, and the concept of buying tickets has become harder, if not more expensive with its popularization. Numerous bots take up the queue and scalpers resell tickets for outrageous prices. I've also taken notice of the "Premium" tickets that you sell. It seems that the title outweighs the actual benefits, which I'll explain.

K-pop has fueled a passion for action for many fans. Have you heard of the impressive milestones achieved by numerous K-pop groups? Take BTS for example, and how their album "Proof" sold over "422,000" unit copies, or, despite being international, Blackpink managed to chart fairly high on Billboards. Isn't that because of the dedication and effort of their fans? So again, once a K-pop group announces a tour, fans stress the importance of getting tickets, and within good reason.

The problem at hand is that the tickets that should be for these dedicated fans have instead become part of a money-grabbing transactional cycle. My main argument is that your site encourages scalping, and there is no effective way to stop it. I'm sure you know that bots, automatic programs, are faster than human consumers, working diligently behind the scenes. Bots are being used as an unfair practice and unfortunately heavily outnumber fans. In a minute "one bot operator alone can secure at least 1,012 tickets to a concert," according to a report prepared by the Bureau of Internet and Technology and the Research Department. Scalpers then

sell back on the Ticketmaster app or other sites like StubHub. Can one imagine paying \$500-\$1000 for one regular ticket to see BlackPink in Hong Kong? Even higher as fans are buying extra for a companion or family member.

Another problem directly emerges from your site and the so-called "Premium tickets." One may assume that premiums are VIP or have extra incentives, like a sound check. But in reality, it's just a regular ticket, costing ten times the price as the standard set ones which can usually be around \$45-\$225. Your response to the ongoing complaints and confusion about premiums is that "Official Platinum seat program enables market-based pricing (adjusting according to supply and demand) for live event tickets, similar to how airline tickets and hotel rooms are sold." I understand that K-pop concerts are in high demand, but doesn't it just seem like a way to take advantage and turn it even more into a business scope? High ticket prices put fans at a disadvantage, no matter how genuine and committed they are to artists. Not everyone can spend so much at a time, which is devastating for vast fans of low-income.

You further said that "The goal is to give the most passionate fans fair and safe access to the best tickets while enabling artists and other people involved in staging live events to price tickets closer to the true market value." However, it seems as though integrity has been lost in the midst of things, because why does money determine if you are a passionate fan? Although your platform is meant to sell to fans, why the need to inflate and challenge a fan on their identity because they cannot drop hundreds for a single ticket? It's very pressuring and it makes it harder to prepare because the demand base tickets fluctuate. The system lacks accessibility and honesty.

What is left is emotional distress to fans who only wish to be given an equal playing fair that doesn't equate to drowning pockets. Despite relentless high prices, fans will be fans and while some hesitate, will ultimately buy these tickets, whether it's through individual scalpers or premium tickets. Yet what is lost is the sacrifice and the aftermath of financial strain. Many fans may have dipped in their savings or sold several items just to keep up with the prices.

Besides the "Premium," I won't deny and say you haven't tried to take action for security. You have implemented the "Verified Fans," which sends out codes to real people, ensuring the decrease of bots. Even so, it still doesn't change much. The BOTS ACT was pushed for by the FTC, which you hope would lead to Congress helping you deal with banning the use of bots. However, there isn't much progress, thus we are back to square one in the money-grabbing cycle. But a billionaire company like yours doesn't need Congress. You still have resources to invest to decrease scalpers. Time, money, and technology aren't what you lack, but proper communication and effort are what you do. What I hope you remember is the philosophy of concerts, that it's for the fans, and change your dynamic (demand) based pricing, keeping it all standardized. Continue using advanced technology to find ways that can stop these robots because the more incidents like these happen, the harder it becomes to trust and feel secure using the site. K-pop fans are tired of this constant struggle and I'm sure more will start a boycott on social media platforms or attempt to contact K-pop companies for help if nothing is changed.

Sincerely,

Shirley Hun

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