

Tom Sheridan,
Clerk, Joint Committee on Enterprise, Trade and Employment
Houses of the Oireachtas
Leinster House
Dublin 2 D02 XR20
Tel: (01) 6183929
E-mail: jcete@oireachtas.ie

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Dear Tom,

Your Committee has asked for views from stakeholders in relation to the General Scheme of the Sale of Tickets (Cultural, Entertainment, Recreational and Sporting Events) Bill 2020.

Live entertainment is an essential part of Ireland's economy and tourist sector. In March 2017 BOP Consulting published a report into the sector's impact <https://www.letscelebrate.ie/>.

The report found that:

- Over a 12-month period, across the island of Ireland as a whole, live entertainment generated an additional €3.8bn in revenue, €1.7bn in GVA, and over 11,000 jobs.
- For every €1 spent on live entertainment tickets, an additional €6.06 of revenue is generated in the rest of the economy.
- Amazingly, every single one of the international visitors surveyed would recommend attendance at a live entertainment event in Ireland to friends and family.

The context is important. The beneficial effect our business has on the Irish economy is currently curtailed by the impact of the coronavirus pandemic. The employment we create through our festivals and concerts, the tax revenues we generate, the inward economy we drive through cultural tourism, all of this has been stopped.

The Sale of Tickets (Cultural, Entertainment, Recreational and Sporting Events) Bill 2020 intends to impose new conditions on the market. The priority of the Irish Parliament must be to get our business working again. It is important that the Committee has a sense of proportionality when considering this Bill.

Is there any economic analysis being made available to the Committee showing the value of this new legislation to the Irish market?

In other markets where resale is prohibited, we have seen a significant rise of resale activity on disreputable offshore platforms leaving the consumer and fan more exposed not less. Revenues from those platforms, and tax receipts, will leave the Irish market if the consequence of the legislation pushes resale activity offshore. Where demand outstrips finite supply, the consumer tends to seek a ticket by any means irrespective of the host platforms status, its domicile or its standards.

The Irish Government needs to be prepared to take enforcement action against all such platforms. Without doing so, the new legislation will be ineffective at tackling the intended harm and it could

leave consumers at greater risk from disreputable practices. It could also leave good players that comply with the legislation at a disadvantage from those that do not.

The Bill focuses on designated venues. If the aim of the legislation is to curb secondary ticketing why would that policy be imposed solely on designated venues? This could lead to confusion for the fan and may potentially distort the market from a competition law point of view. Has the Committee sought opinion from the CCPC?

I would like to assist the Committee and this letter is sent with that intent. Ireland is an outstanding global destination for music and sport. Nobody says better than the artist themselves.

"Playing in Ireland is always one of the highlights of my tours. I always look forward to coming to Ireland, the crowd is always amazing and there seems to be an incredible connection between audience and performer. Ireland has a special place in its heart for live music." Robbie Williams

"There is a harp on the front of every Irish passport. Music is our shield our weapon and our identity. I feel that live music is art brought to life and no one does it better than Ireland. Simply put, Ireland is music." Danny O'Donoghue Musician, Singer & Songwriter
The Script

"Ireland is the best place in the world for music" Miami Steve Van Zandt (Bruce Springsteen's guitar maestro).

The return of live events in Ireland couldn't be more important for the economy, for the artists and their crew, for the fans and for the health of the nation. Getting our business working needs to be prioritised.

Yours sincerely,

Denis Desmond, Chairman Live Nation Ireland