

## **PRESS RELEASE**

Client    www.safeconcerts.com  
Sector    Entertainment  
Date      May 2010

# **Genuine fan site launches online 'Be Ticket Safe' directory to stop online fraud.**

**Protect yourself from fraud, take 30 seconds to check the Ticket Safe Directory before you buy your tickets.**

**Our efforts and alerts, working with the O2 Arena and Festival Republic, have already helped to close a number of sites before they can defraud users, such as reading-leedsfestival.net, justtheticket.com and festivalgiveaways.com.**

Finally, there is now a credible directory of concert ticket websites available on the web.

Safeconcerts.com has launched the 'Be Ticket Safe' directory in response to an illicit online ticket sales industry that is worth more than a billion pounds per year according to a recent investigation by Radio 5 Live.

Independent, impartial and interactive, the directory gives music fans an opportunity to check out the credentials of hundreds of ticket selling websites before they commit to buy.

Supported by a multitude of genuine reviews the directory provides an impartial guide to the growing list of online ticket operations, plus a rich seam of invaluable advice and information including:

- The Ticket Safe charts listing the good, the bad and the ugly of online sellers.
- A 'confidence' rating for each ticket selling site based on facts uncovered about the site.
- Latest news and articles about ticket fraud and concert safety.
- A forum so that fans can have their say.

The directory also enables users to add their own feedback, plus list a site themselves thus helping other fans make an informed choice as to where to buy; this is the sole objective of the Be Ticket Safe directory.

Safeconcerts is now also at the forefront of secondary ticket debate and is demanding that both the music industry and government take decisive action to protect fans and artists alike who just want to share in the joy of live music.

*"There hasn't been anywhere that fans can check the type of site they are buying tickets from - until now. The ticket safe directory aims to put the music fan back in control - a simple one click check on the directory will tell you the sort of site you are buying from - you can then make the decision."*

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#### About [www.safeconcerts.com](http://www.safeconcerts.com)

- The “Be Ticket Safe” directory forms part of [www.safeconcerts.com](http://www.safeconcerts.com) founded in 2003.
- Safeconcerts is a vibrant music fan site featuring news, tour dates, reviews and a vast library of original photographs from many of the leading festivals and gigs in the UK.
- Safeconcerts attracts over 200, 000 unique visitors a month and is an invaluable resource for bands, labels and fans alike.
- The site is a labour of love for its founder, Deborah Rees and Derren Nugent and is inspired by a desire to provide fans and artists with a digital connection point.

#### The Online Ticket Debate

- The secondary ticket market is rife with ticket touts. Even the more socially acceptable “Fan to Fan” websites admit that 50% of their concert tickets are sold by so-called “commercial sellers”.
- Many unscrupulous sites are ‘branded’ to make them appear ‘legitimate’ and are getting more and more sophisticated in their methods of deception.
- The secondary ticket industry remains predominantly unregulated, with only a handful of sites regulating themselves, although change is in the air.
- In March 2010, John Whittingdale, MP and Chair of the Department of Culture, Media & Sport sub-committee, commented:

*“The problem is that there are genuine fans who do find for one reason or another that they can’t go and they need to have somewhere where they can sell their tickets but certainly I do believe there is a need for greater regulation.”*

#### Notes to Record Labels & PR Companies

- Safeconcerts welcomes the submission of press releases and promos for review.
- We also invite unsigned bands to send us their demos and news.
- Safeconcerts encourages aspiring writers and photographers to send us their work.
- Safeconcerts provides a variety of advertising and sponsorship opportunities via both the site and a weekly enewsletter.

#### Further information

For further information please contact Derren Nugent:

Telephone 01249 893200

Email [derren@safeconcerts.com](mailto:derren@safeconcerts.com)

Web [www.safeconcerts.com](http://www.safeconcerts.com)

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