



See Tickets launches Fan2Fan resale platform

Legitimate secondary system unveiled to ensure fair deal for audiences

LONDON, 21 March 2017 - See Tickets, the UK ticketing arm of Vivendi, is to enter the secondary ticketing market for the first time with a new resale platform providing a legitimate, price-controlled and ethical system for fans to resell tickets for major events.

The "Fan2Fan" platform will enable fans to resell tickets legally for any one of the 35,000 concerts and events available on See Tickets platforms, at no fee, while the premium for ticket-buyers will be capped at no more than 5 per cent of the original price.

See Tickets will be the first primary ticketing company to develop a secondary-resale platform.

Rob Wilmshurst, Chief Executive of See Tickets, said: "It is time to build trust and pricing certainty into the secondary market. The Fan2Fan platform is being developed with the support of the artist community, and it will make the market fairer and more ethical. I'm optimistic that our regulated platform for reselling and buying tickets will have a positive effect on the entertainment ticketing industry."

Adam Webb, Campaign Manager at FanFair Alliance said: "Fan2Fan is a welcome addition to the market. See Tickets is a supporter of the FanFair Alliance, and this is yet another example of a ticketing company demonstrating leadership by promoting face value exchange instead of resale profiteering."

Under the See Tickets system, customers will be able to re-list tickets for sale on an easy-to-use online platform, and buyers will be able to compare the ticket prices against the primary ticket availability and the original price.

See Tickets will enable 'white label' variants of the Fan2Fan platform, enabling artists to ensure legitimate and price-regulated ticket reselling on their own sites.

Mr Wilmshurst added: "See Tickets is making a positive contribution to regularise a market-place that has seen too many fans ripped off for too long. We are determined to bring the resale market in from the shadows."

Robert Richards, Commercial Director, Glastonbury Festival said: "As the people who helped us build the very effective photo registration ticketing process for the Festival, we know See Tickets are very much against touting and this new service seems like a really good move."

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About Vivendi Ticketing

See Tickets is a wholly-owned subsidiary of Vivendi, the international media and content group. Vivendi Ticketing is a market-leading ticketing service, with brands such as See Tickets in the United Kingdom and the United States, and Digitick in France. Specialising in ticket sales and distribution for live music performances, sporting and cultural events, Vivendi Ticketing directly sells 15 million tickets each year. Including sales from Digitick's technical platforms, a total of 35 million tickets are sold annually. Vivendi Ticketing serves several thousand event organisers, including prestigious customers such as Glastonbury Festival, the RHS Flower Shows, Manchester City Football Club, the Eiffel Tower and the Chateau de Versailles.