

Ticketmaster Holds Back Platinum Seats and Then Prices Them to Match the Secondary Market

Ticketmaster Platinum seats are tickets TM owns that are “dynamically priced.” Depending on the show, some seats can go on-sale immediately and some are held back so TM can gauge demand and increase profits.

The Tragically Hip (2016)

- In 2016, The Tragically Hip played a show in Winnipeg. Platinum Seats went on-sale immediately on May 30th. Those seats were priced at \$500 to \$800 CAD per ticket



ticketmaster®
 New York/Tri-State Area

All Tickets > Music Tickets > Alternative Rock > The Tragically Hip > Aug 5, 2016 07:00 PM



The Tragically Hip: Man Machine Poem T
 ★★★★★ (424)
 MTS Centre, Winnipeg, MB
 Fri, Aug 5, 2016 07:00 PM
 Details: The Tragically Hip
 Please Note: Some locations are CREDIT CARD ENTRY & CREDIT CARD USED FOR PYMT AND ID REQ'D TO ENTER. TRANSFERABLE. ...more
[Onsale Times](#) | [Price Range](#) | [Ticket Limits](#)

Find Email

FIND SEATS FOR ME OFFICIAL PLATINUM SEATS

Browse Official Platinum Seats

Get some of the best seats in the house. Live it up in Official Platinum Seats—and savor special bragging rights before and after the show!
[Learn More about Official Platinum Seats](#)

7 Official Platinum Seats Listings Available (1 - 7)

Section	Row	Seats	Qty	Price/Ticket	
FLR	1	34 - 35	2	CA \$795.00	Buy
FLR	2	12 - 13	2	CA \$750.00	Buy
117	1	19 - 20	2	CA \$625.00	Buy
117	1	15 - 16	2	CA \$625.00	Buy
117	1	13 - 14	2	CA \$625.00	Buy
117	2	17 - 18	2	CA \$625.00	Buy
117	2	19 - 20	2	CA \$625.00	Buy

7 Official Platinum Seats Listings Available (1 - 7)

MTS Centre
 Concert - 190 D
 Seating charts and specific seats

- On June 1st, Platinum Seats had already sold out. TM then restocked Platinum Seats and dynamically priced them to the secondary market. As you can see, prices for similar seats as before are now much higher.

The Tragically Hip: Man Mac
 ★★★★★ (1505)
 MTS Centre, Winnipeg, MB
 Fri, Aug 5, 2016 07:00 PM
 Details: The Tragically Hip
 Please Note: Some locations are CREDIT CARD USED FOR PYMT AND ID REQ'D
 Onsale Times | Price Range | Ticket Limit

Email

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14 Official Platinum Seats Listings Available (1 - 14)

Section	Row	Seats	Qty	Price/Ticket	
FLR	1	38 - 39	2	CA \$1,050.00	Buy
FLR	5	1 - 2	2	CA \$875.00	Buy
FLR	5	9 - 10	2	CA \$875.00	Buy
FLR	5	11 - 12	2	CA \$875.00	Buy
FLR	5	7 - 8	2	CA \$875.00	Buy
FLR	5	5 - 6	2	CA \$875.00	Buy
FLR	5	3 - 4	2	CA \$875.00	Buy
107	4	5 - 6	2	CA \$675.00	Buy
107	4	3 - 4	2	CA \$675.00	Buy
107	4	1 - 2	2	CA \$675.00	Buy
107	4	13 - 14	2	CA \$675.00	Buy
107	4	7 - 8	2	CA \$675.00	Buy
107	4	9 - 10	2	CA \$675.00	Buy
107	4	15 - 16	2	CA \$675.00	Buy

14 Official Platinum Seats Listings Available (1 - 14)

- On June 2nd, it was clear TM had mimicked the secondary market to price new Platinum Seats. StubHub had a Section 107, Row 8 seat for sale for \$780 CAD. The TM price for a Section 107, Row 4 seat was \$675 CAD.

Section ▾	Row ▾	Qty ▾	Price ▲
Lower 107	8	2	\$595.99 USD/ea
UPS			
Lower 107	8	2	\$599.00 USD/ea
UPS			
Lower 117	5	2	\$995.00 USD/ea
UPS			
Lower 117	3	2	\$1,499.00 USD/ea
UPS			

All Tickets > Music Tickets > Alternative Rock > The Tragically Hip > Aug 5, 2016 07:00 PM



The Tragically Hip: Man Machine Poem Tour
 ★★★★★ (1505)
 MTS Centre, Winnipeg, MB
 Fri, Aug 5, 2016 07:00 PM
 Details: The Tragically Hip

Please Note: Some locations are CREDIT CARD ENTRY only. RESTRICTION: CREDIT CARD USED FOR PYMT AND ID REQ'D TO ENTER; TICKET IS NON-REFUNDABLE

Onsale Times | Price Range | Ticket Limits

Send Email

FIND SEATS FOR ME OFFICIAL PLATINUM SEATS

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Learn More about Official Platinum Seats

14 Official Platinum Seats Listings Available (1 - 14)

Section	Row	Seats	Qty	Price/Ticket	
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FLR	5	1 - 2	2	CA \$875.00	Buy
FLR	5	9 - 10	2	CA \$875.00	Buy
FLR	5	11 - 12	2	CA \$875.00	Buy
FLR	5	7 - 8	2	CA \$875.00	Buy
FLR	5	5 - 6	2	CA \$875.00	Buy
FLR	5	3 - 4	2	CA \$875.00	Buy
107	4	5 - 6	2	CA \$675.00	Buy
107	4	3 - 4	2	CA \$675.00	Buy
107	4	1 - 2	2	CA \$675.00	Buy
107	4	13 - 14	2	CA \$675.00	Buy
107	4	7 - 8	2	CA \$675.00	Buy
107	4	9 - 10	2	CA \$675.00	Buy
107	4	15 - 16	2	CA \$675.00	Buy

14 Official Platinum Seats Listings Available (1 - 14)

MTS Centre
 Concert - 180 Degree Stage



Seating charts reflect the general seating locations. Specific seat locations may vary.

MTS centre
300
Dine

Ariana Grande (2018)

- At presale, Ticketmaster began with premium seats further from the stage (to gauge interest and prices). At presale, Platinum prices ranged from \$291 to \$520 CAD for all the platinum seats they had listed.

ticketmaster

Ariana Grande: Sweetener World Tour [More Info](#)

Wed, 04/03/19 07:30 PM
Scotiabank Arena, Toronto, ON

Please note: American Express has set a two-order limit for this offer. This limit applies across all Cards associated with all of its... 2019

City: 2 Price: CA \$85 CA \$432- Display Options Type Reset

STAGE

GENERAL ADMISSION

MIX

Presale is happening now! **Viva Canada Times Public Presale Starts Mon 11/05/18 @ 10:00 am EST**

An order processing fee of up to CA \$3.75 will be added to each primary ticket order at checkout.

Lowest Price	Best Seats
CA \$291.02 ea Official Platinum	CA \$291.02 ea (CA \$280.00 + CA \$11.02 fees, including taxes)
CA \$335.79 ea Official Platinum	CA \$335.79 ea (CA \$289.00 + CA \$46.79 fees, including taxes)
CA \$335.79 ea Official Platinum	CA \$335.79 ea (CA \$289.00 + CA \$46.79 fees, including taxes)
CA \$335.79 ea Official Platinum	CA \$335.79 ea (CA \$289.00 + CA \$46.79 fees, including taxes)
CA \$335.79 ea Official Platinum	CA \$335.79 ea (CA \$289.00 + CA \$46.79 fees, including taxes)
CA \$335.79 ea Official Platinum	CA \$335.79 ea (CA \$289.00 + CA \$46.79 fees, including taxes)
CA \$405.82 ea Official Platinum	CA \$405.82 ea (CA \$350.00 + CA \$55.82 fees, including taxes)
CA \$434.52 ea Official Platinum	CA \$434.52 ea (CA \$375.00 + CA \$59.52 fees, including taxes)
CA \$457.48 ea Official Platinum	CA \$457.48 ea (CA \$395.00 + CA \$62.48 fees, including taxes)
CA \$486.18 ea Official Platinum	CA \$486.18 ea (CA \$420.00 + CA \$66.18 fees, including taxes)
CA \$486.18 ea Official Platinum	CA \$486.18 ea (CA \$420.00 + CA \$66.18 fees, including taxes)
CA \$520.62 ea Official Platinum	CA \$520.62 ea (CA \$450.00 + CA \$70.62 fees, including taxes)

4:47 PM
11/2/2018

- After on-sale, TM added platinum seats that were better, adjusted the prices based on how some of the previous Platinum seats sold and based on how well on-sale was selling. They released almost entire rows even closer to stage (ex Sec 119) that they were holding back while watching how things sold. Platinum seats AFTER on sale now range from \$553 CAD to \$1,094 CAD.
- An example of the same exact seats that were increased in price are Sec 120 Row 1, which were previously \$486 CAD prior to on-sale and now \$606 CAD after.

ticketmaster

Ariana Grande: Sweetener World Tour [More Info](#)

Wed, 04/03/19 07:30 PM
Scotiabank Arena, Toronto, ON

City: 2 Price: CA \$101 - CA \$607- Display Options Type Reset

Please note: American Express has set a two-order limit for this offer. This limit applies across all Cards associated with all of your... more

An order processing fee of up to CA \$3.75 will be added to each primary ticket order at checkout.

	Lowest Price	Best Seats
Sec 120, Row 3 Official Platinum	CA \$553.91 ea (CA \$479.00 - CA \$74.91 fees, including taxes)	CA \$553.91 ea
Sec 120, Row 2 Official Platinum	CA \$566.54 ea (CA \$490.00 - CA \$76.54 fees, including taxes)	CA \$566.54 ea
Sec 120, Row 1 Official Platinum	CA \$606.72 ea (CA \$528.00 - CA \$81.72 fees, including taxes)	CA \$606.72 ea
Sec 119, Row 2 Official Platinum	CA \$641.16 ea (CA \$555.00 - CA \$86.16 fees, including taxes)	CA \$641.16 ea
Sec 119, Row 3 Official Platinum	CA \$641.16 ea (CA \$555.00 - CA \$86.16 fees, including taxes)	CA \$641.16 ea
Sec 119, Row 5 Official Platinum	CA \$641.16 ea (CA \$555.00 - CA \$86.16 fees, including taxes)	CA \$641.16 ea
Sec 119, Row 1 Official Platinum	CA \$865.02 ea (CA \$790.00 - CA \$115.02 fees, including taxes)	CA \$865.02 ea
Sec 118, Row 5 Official Platinum	CA \$881.09 ea (CA \$764.00 - CA \$117.09 fees, including taxes)	CA \$881.09 ea
Sec 109, Row 2 Official Platinum	CA \$979.82 ea (CA \$850.00 - CA \$129.82 fees, including taxes)	CA \$979.82 ea
Sec 118, Row 1 Official Platinum	CA \$1,094.62 ea (CA \$950.00 - CA \$144.62 fees, including taxes)	CA \$1,094.62 ea

- As you can see in the previous slide, TM has a Platinum seat available in Section 118 Row 1 (right next to stage, best seats in the house) for 1,094.62 CAD.
- On StubHub, there is a similar seat across the arena (essentially the same seats) in Sec 109 Row 1 priced at 1,090.80 USD.
- While they'd never admit it, it looks like TM is watching the secondary market for comparable seats and factoring that into their pricing strategy here.

StubHub Find events Search Gift cards Help English Sell tickets My tickets Sign in

WED APR 03 2019 Ariana Grande Tickets 7:30 PM at Scotiabank Arena, Toronto, ON

Get notified at the right price! Set price alert

All tickets 1274 tickets from \$104 to \$4500 Average price \$ 0

Section	Row	Price
2 tickets Electronic		Great value
Lower Bowl 109	9	\$270.00 USD/ea
2 tickets Instant Download		Best value
Lower Bowl 109	20	\$270.00 USD/ea
2 tickets Instant Download		Great value
Lower Bowl 109	27	\$294.05 USD/ea
1-4 tickets Electronic		Good value
Lower Bowl 109	18	\$297.00 USD/ea
2-4 tickets Instant Download		Great value
Lower Bowl 109	15	\$299.70 USD/ea
1-6 tickets Electronic		Great value
Lower Bowl 109	10	\$351.00 USD/ea
2 tickets Instant Download		Good value
Lower Bowl 109	9	\$378.00 USD/ea
1-4 tickets Electronic		Good value
Lower Bowl 109	1	\$1,090.80 USD/ea
2 tickets Instant Download		Value

6:09 PM 11/5/2018

Ticketmaster Resale Seats are Turned Immediately

From the moment tickets are available to the general public, there are hundreds of seats already on the resale market. Either TM is giving brokers/scalpers a leg-up, not stopping bots, or just doesn't care.

- For a Demi Lovato concert in Detroit, at 10:02 EST (2 minutes after on-sale), the resale option was already available to be turned on and there were dozens of options.

Secure | https://www.ticketmaster.com/demi-lovato-dj-khaled-detroit-michigan-03-13-2018/event/08005358119A5868?artistid=1224909&majorcatid=10001&minorcatid=1#feat4211

All Tickets > Music Tickets > Rock & Pop > Demi Lovato > Mar 13, 2018 07:30 PM



Demi Lovato & DJ Khaled
 ★★★★★ (4400)
 Little Caesars Arena, Detroit, MI
 Tue, Mar 13, 2018 07:30 PM [Add to Calendar](#)
 Details: Demi Lovato, DJ Khaled
[Onsale Times](#) | [Price Range](#) | [Ticket Limits](#)

Look for this symbol for more ways in with Fan-to-Fan Resale.

FIND SEATS FOR ME SEE RESALE ONLY OFFICIAL PLATINUM SEATS

QTY: 2 TICKET TYPE: Standard Ticket PRICE & SECTION: Best Available Search Again

Get an Offer Code? REQUEST ACCESSIBLE TICKETS

Additional fees are applied at Checkout. Per order delivery and/or processing fees are added when applicable.

Best Available from Venue

These tickets held for: 03:42

Sec F7 \$124.95 ea

Row 8, Seats 5-8

[Buy](#)

Official Platinum Seats 24 listings >

Citi® Cardmember Preferred Tickets >

More tickets from venue >

Available resale

Price \$ 45 \$ 280+

Prices shown are resale prices and often exceed face value.

SECTION	PRICE	BUY
Sec 211 Row 9, Seats 3-10* Details Get Tickets Instantly	\$48.00 ea	Buy
Sec 209 Row 10, Seats 15-20* Details Get Tickets Instantly	\$48.48 ea	Buy
Sec 228 Row 12, Seats 11-19* Details Get Tickets Instantly	\$52.00 ea	Buy
Sec 213 Row 10, Seats 7-9 Details Get Tickets Instantly	\$52.21 ea	Buy
Sec 229 Row 12, Seats 3-6* Details Get Tickets Instantly	\$52.51 ea	Buy
Sec 228 Row 12, Seats 5-6 Details Get Tickets Instantly	\$52.73 ea	Buy



ALBUM OFFER

PLEASE SELECT A SEAT MAP
 Demi Lovato 2018

Little Caesars arena
 2045 Woodward, Detroit, MI 48201
 Directions | Parking | See All Events at this Venue

Seating charts reflect the general layout for the venue at this time.
 For some events, the layout and specific seat locations may vary without notice.

- For a Demi Lovato concert in San Jose, at 10:03 PST (3 minutes after on-sale), the resale option was already available to be turned on and there were several options.

Demi Lovato & DJ Khaled
 ★★★★★ (4400)
 SAP Center at San Jose, San Jose, CA
 Wed, Feb 28, 2018 07:30 PM [Add to Calendar](#)
 Details: Demi Lovato, DJ Khaled
[Onsale Times](#) | [Price Range](#) | [Ticket Limits](#)

Look for this symbol for more ways in with Fan-to-Fan Resale.

FIND SEATS FOR ME SEE RESALE ONLY OFFICIAL PLATINUM SEATS

QTY: 2 TICKET TYPE: Standard Ticket PRICE & SECTION: Best Available Search Again

Got an Offer Code? REQUEST ACCESSIBLE TICKETS

Best Available from Venue

These tickets held for: 02:27

Sec FLR3 \$145.95 ea
 Row 30, Seats 3-4 Buy

Official Platinum Seats 45 listings >

Citi® Cardmember Preferred Tickets >

Aisle Seat Offer >

More tickets from venue >

Available resale

Price \$50 \$375+

Prices shown are resale prices and often exceed face value.

SECTION: All SORT: Price: Low to High

Sec 206 Row 16, Seats 13-14	\$53.00 ea	Buy
Sec 206 Row 16, Seats 1-2	\$55.00 ea	Buy
Sec 206 Row 16, Seats 9-10	\$56.00 ea	Buy
Sec 210 Row 17, Seats 1-8*	\$56.00 ea	Buy

SAP center at san jose
 SAP Center at San Jose
 525 W Santa Clara, San Jose, CA 95113
[Directions](#) | [Parking](#) | [See All Events at this Venue](#)

Seating charts reflect the general layout for the venue at this time. For some events, the layout and specific seat locations may vary without notice.

- For a Foo Fighters concert in Toronto, at 10:17 EST (17 minutes after on-sale), the resale option was already available to be turned on and there were over 1,800 options.

Secure | https://www.ticketmaster.com/resale/10005354F74F7C1E

Detroit, Toledo & More Music Sports Arts & Theatre Family VIP Deals verifiedtickets

All Tickets > Music Tickets > Foo Fighters > Jul 12, 2018 07:00 PM

Foo Fighters: Concrete and Gold Tour '18
★ ★ ★ ★ ★ (2893)
Rogers Centre, Toronto, ON
Thu, Jul 12, 2018 07:00 PM
Details: Foo Fighters
Please Note: Foo Fighters Concrete and Gold World Tour 2018 - Capital One Cardholder
Please. Here's what you need to know about purchasing Capital One...
Event Info | Order Times | Price Range | Ticket Limits

Look for this symbol for more ways to win with FanDuel Fan Resale.

FIND SEATS FOR ME SEE RESALE ONLY

City: All Price: \$ 100 \$ 705+ Reset Refresh Listings

1875 of 1875 Resale Tickets Match Your Search
Prices shown are resale prices and often exceed face value.

SECTION: All SORT: Price: Low to High

Sec 538R Row 17, Seats 9-10 City: 2	\$104.00	buy
Sec 510L Row 17, Seats 102-103 City: 2	\$105.00	buy
Sec 511R Row 15, Seats 11-12 City: 2	\$105.00	buy
Sec 518R Row 15, Seats 7-8 City: 2	\$105.00	buy
Sec 511L Row 12, Seats 101-102 City: 2	\$107.00	buy

STAGE
GENERAL ADMISSION FLOOR

No Matches Availability: High Selected shown in list.

- For a Kygo concert in Toronto, at 12:03 EST (3 minutes after on-sale), the resale option was already available to be turned on and there were hundreds of options.

Secure | https://www.ticketmaster.com/kygo-kids-in-love-tour-2018-toronto-ontario-05-02-2018/event/1000535BDFD178FE?artistid=1958261&majorcatid=10001&minorcatid=201&tm_link=search_msg-(



Kygo: Kids in Love Tour 2018

★★★★★ (70)
 Air Canada Centre, Toronto, ON
 Wed, May 2, 2018 07:30 PM
 Details: Kygo, Blackbear

Please Note: NO RE-ENTRY IS PERMITTED after you have exited the Air Canada Centre gates.
 NO BAG POLICY: Any purses or briefcases that are larger than 14 ...more
 Onsale Times | Price Range | Ticket Limits

Look for this symbol for more ways in with Fan-to-Fan Resale.

FIND SEATS FOR ME SEE RESALE ONLY

QTY: 2 | TICKET TYPE: Standard Ticket | PRICE & SECTION: Best Available | Search Again

Additional fees are applied at Checkout. Per order delivery and/or processing fees are added when applicable.

Best Available from Venue

These tickets held for: 02:57
 Sec GA1 \$110.00 ea
 Row -, Seats -- Buy

Front Of The Line by American Express invites Reserved Tickets
 More tickets from venue

Available resale

Price \$75 - \$335

SECTION: All | SORT: Price: Low to High

Sec 304 \$76.00 ea
 Row -, Seats - Buy
 Get Tickets Instantly

Sec 323 \$76.00 ea
 Row -, Seats - Buy
 Get Tickets Instantly

Sec 323 \$76.00 ea
 Row -, Seats - Buy
 Get Tickets Instantly

Sec 323 \$76.00 ea
 Row -, Seats - Buy
 Get Tickets Instantly

Sec 323 \$80.00 ea
 Row -, Seats - Buy



PLEASE SELECT A SEAT MAP

Concert West End Stage - GA Floor



Air Canada Centre
 50 Bay Street, Suite 500, Toronto, ON M5J 2L2
 Directions | Parking | See All Events at this Venue

Seating charts reflect the general layout for the venue at this time. For some events, the layout and specific seat locations may vary without notice.

- For a Kygo concert in Boston, at 12:02 EST (2 minutes after on-sale), the resale option was already available to be turned on and there were over 300 options.

Toronto, Hamilton & Area Music Sports Arts & Theatre Family VIP Deals verified tickets

All Tickets > Music Tickets > Kygo > May 12, 2018 07:30 PM

Kygo: Kids In Love Tour 2018

★★★★☆ (9)
 TD Garden, Boston, MA
 Sat, May 12, 2018 07:30 PM

Details: [Kygo](#)

Please Note: Guests attending TD Garden events are advised that laptops, bags, backpacks, luggage, coolers, parcels, briefcases and like articles will be ...[more](#)

[Onsale Times](#) | [Price Range](#) | [Ticket Limits](#)

Look for this symbol for more ways in with Fan-to-Fan Resale.

 SEE RESALE ONLY OFFICIAL PLATINUM SEATS

Qty: Price \$ [Reset](#) | [Refresh Listings](#)

310 of 310 Resale Tickets Match Your Search
 Prices shown are resale prices and often exceed face value.

SECTION: SORT:

<p>Sec. BAL307 Row 1, Seats 4 - 6 Qty: <input type="text" value="3"/></p> <p>Buy</p> <p>Details Get Tickets Instantly</p>	<p>\$74.⁴⁶</p>
<p>Sec. BAL310 Row 1, Seats 11 - 16 Qty: <input type="text" value="6"/></p> <p>Buy</p> <p>Details Get Tickets Instantly</p>	<p>\$75.⁰⁰</p>
<p>Sec. BAL311 Row 1, Seats 9 - 16 Qty: <input type="text" value="8"/></p> <p>Buy</p> <p>Details Get Tickets Instantly</p>	<p>\$77.⁰⁰</p>
<p>Sec. BAL329 Row 1, Seats 12 - 17 Qty: <input type="text" value="6"/></p> <p>Buy</p> <p>Details Get Tickets Instantly</p>	<p>\$77.⁰⁰</p>

Legend:
 - GA FLOOR (Blue)
 - LOGE (Red)
 - CLUB (Yellow)
 - BALCONY (Dark Blue)

PLEASE SELECT A SEAT MAP