

## High cost of re-sale tickets results in ban

**Level:** Intermediate (B1-B2)

**Time:** Approximately 90 minutes

**Overview:** This article discusses the proposed ban in the UK on the resale of tickets to live events. New legislation would ban all resales of tickets by individuals or companies like StubHub and Viagogo for prices above the face value shown on the ticket. Most event goers and artists are for the legislation, but resale companies argue that a ban on legal resale will cause tickets to sell for even higher prices on the black market.

**Business topic:** Government regulation in business

**Business language:** Laws and regulations

**Activities:** Key words, Understanding the article, Business language (phrases), discussion of opinions about ticket resale, discussion of free vs regulated markets

**Groups:** Whole class, pairs, small groups

**Key:**

- |                     |                  |
|---------------------|------------------|
| 1. blow             | 7. shares        |
| 2. resale           | 8. face value    |
| 3. industrial-scale | 9. outlawed      |
| 4. cap              | 10. hidden costs |
| 5. ban              | 11. touts        |
| 6. crackdown        | 12. admission    |

- b. Ask students to use words from the previous activity to complete the sentences. Point out that four of the words will not be used. When you go over the answers, make sure that students understand all of the sentences and the key words.

**Key:**

1. resale
2. blow
3. shares
4. face value
5. hidden costs
6. crackdown
7. cap
8. admission

### 3. Understanding the article

- a. Ask students to tick (✓) the true statements and to rewrite the false statements so that they are true.

**Key (suggested answers for false statements):**

1. False – The UK government plans to ban the resale of tickets to live events.
2. ✓
3. ✓
4. ✓
5. False – A spokesperson said that ticket transactions will move to black markets.
6. False – The final legislation will ban the resale of tickets above face value.
7. False – Ticket resales cost consumers about 145 million British pounds a year in increased prices.
8. ✓

### 1. Warmer

- a. Ask students to discuss the questions as a whole class. Encourage them to say whether they have ever bought tickets to a live event, and if so, where they bought them. Find out if anyone has paid a higher price for a ticket than the original price.

### 2. Key words

- a. Ask students to match the words with the definitions. When they have finished, ask them to read the whole article carefully and to look at how the key words are used in context. Point out that the paragraph numbers are listed after the words to help them locate the words quickly.

## 4. Business Language – laws and regulations

- a. Ask students to use the phrases in the box to complete the sentences. Encourage them to scan the article to look at how each phrase is used in context before completing the sentences. When you check the answers, make sure students understand both the phrases themselves and the sentences they are used in.

**Key:**

1. *regulated market*
2. *draw up legislation*
3. *industry group*
4. *black market*
5. *Consumer protections*

- b. Ask students to complete the sentences from the article with words from task a. Point out that in one case, the form of the verb is different from the base form in the list in task a. Ask them not to look back at the article until they have finished the activity and to think about the meaning of each sentence. When you check the answers, check that they understand how the words are used in the contexts of the sentences.

**Key:**

1. *regulated market*
2. *black market*
3. *industry groups*
4. *consumer protections*
5. *legislation being drawn up (different form from the base form)*

## 5. Discussion

- a. Put students in pairs or small groups and ask them to discuss the questions. Point out that there are two different questions in question 2. For question 2, ask them to be prepared to give reasons for their answers.

Ask students if they know anyone personally who has bought or sold tickets for more than the face value price. If so, ask them to give their opinion about that. They do not have to say who the person was.

## 6. Wider business theme – free vs regulated markets

- a. Ask students to read the lists of some of the differences between free and regulated markets. Point out that there are some positive and some negative points in each type of market. Give them a couple of minutes to think about their answers to the questions.
- b. Put students in groups and ask them to discuss their answers to the questions in task a. Tell them to think carefully about their answer to question 3, as it asks for a general opinion on the ethics of the online sale of many products, and that there is not one easy, correct answer.