



155 5th Street, Floor 7
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eventbrite.com

Testimony of Eventbrite before the
SENATE STANDING COMMITTEE ON INVESTIGATIONS AND GOVERNMENT
OPERATIONS
SENATE STANDING COMMITTEE ON COMMERCE, ECONOMIC DEVELOPMENT,
AND SMALL BUSINESS

Regarding

Ticket Sales for Live Events in New York State

April 22, 2021

Thank you for the opportunity to submit testimony for your committees' joint public hearing on ticket sales for live events in New York State as you examine policy measures to assist with recovery from the COVID-19 pandemic and other legislative reforms.

Eventbrite

Eventbrite is a self-service live experience platform that provides event creators with online tools and resources to plan, promote, and manage events ranging from workshops, classes, and conferences, to festivals, concerts, celebrations, and gatherings of all kinds. Founded in San Francisco in 2006, Eventbrite is a publicly traded corporation with a global workforce of over 600 employees. Our mission is to bring the world together through live experiences.

In 2020, even as the COVID-19 pandemic altered the landscape for live events across the globe, more than 650,000 event creators used Eventbrite to transact over 230 million free and paid tickets to more than 4.6 million events in nearly 180 countries. As live events moved to virtual formats during the pandemic, our integrations with video streaming applications like Zoom and Vimeo helped our creators provide 1.4 million online experiences and reach new attendees and fans from around the world. Our platform has also supported more than 1.3 million COVID-19 vaccine appointment registrations since vaccines first became available in December of last year.

Eventbrite creators are predominantly small businesses and sole proprietors who use our platform to get events up and running quickly and confidently and drive more attendees to their events. Our role as a ticketing platform is to help connect creators and attendees through self-service online tools; we do not own, operate, or manage any venues or performance spaces, nor are we owned by or affiliated with an entity that does. The events on our platform tend to be smaller than those of the largest ticketing platforms; in the U.S., in-person events average fewer than 75 attendees, with the majority under 50 attendees.



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Our business model is simple: we charge event creators on a per-ticket basis when an attendee uses our platform to purchase a paid ticket for an event, and the event creator may absorb the fee or pass it onto their ticket purchasers at their discretion. Our fees tend to be lower than industry averages; our most popular services package, “professionals,” has fees of 3.5% + \$1.59 per paid ticket, while our “essentials” package has fees of 2% + \$0.79 per paid ticket. Free events, which make up a majority of the events on our platform, have no fees.

Emerging stronger from the COVID-19 pandemic

We appreciate the Committees’ attention to measures that could be implemented to assist live events stakeholders in recovering from the COVID-19 pandemic. We have heard from many of our small business event creators that direct financial relief in the form of grants or flexible and forgivable loans can help ensure they are able to reopen their doors and bring live events back to their communities. To this end, over the last nine months, Eventbrite has partnered with the National Independent Venue Association (NIVA) to mobilize support for the Shuttered Venue Operator Grant program (SVOG) (formerly known as Save Our Stages). The SVOG, which passed in late 2020, will provide thousands of venues, promoters, and other organizations with a critical lifeline over the next several months. We are likewise supportive of similar flexible grant and loan programs aimed at small business event creators, including those that do not own or operate their own physical event spaces, which can help provide targeted support to thousands more small businesses hosting festivals (e.g., arts, culture, food, or music) or small and frequent live events (e.g., tours, classes, and workshops) as well as support compliance efforts with COVID-19 safety mandates and best practices to accelerate the return of live events in 2021.

Conclusion

Our vision for Eventbrite is to harness technology to help event creators seamlessly plan, promote and produce live events, reach a wider audience, and drive attendees to amazing live experiences. Event creators – be they organizers, teachers, makers, or promoters – bring people together to share their passions, artistry, and causes through live experiences, and we have drawn inspiration from their resilience over the last thirteen months. We welcome your Committees’ focus on strengthening the live events marketplace.

Sincerely,

Linsey S. Morrison
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