Chapter 3 Ticket Markets: Is the Secondary Market Becoming the Primary Market?

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|  | **Concept** | **Definition** |
| 1 | SEO & Google effects |  |
| 2 | Telemarketing models of the 1990s |  |
| 3 | Season ticket accounts & the secondary market |  |
| 4 | Effects of capping or eliminating resale options |  |
| 5 | Golden State Warriors, Ticketmaster & StubHub case |  |
| 6 | The Ticket Wars |  |
| 7 | Revocable license |  |
| 8 | Material good |  |
| 9 | First-sale doctrine |  |
| 10 | The Tampa Bay Lightning case |  |
| 11 | Reach of reselling platforms |  |
| 12 | Ticket flooding—the LA Dodgers case |  |
| 13 | Average resale price (ARP) and Median listing price (MLP) |  |
| 14 | Get-in-price (GIP) |  |
| 15 | Seat listing average (SVG) |  |
| 16 | Fundamental flaw in dynamic pricing |  |
| 17 | Leagues with severe issues |  |
| 18 | Short selling ticket inventory |  |
| 19 | Secondary market for the NFL Super Bowl |  |
| 20 | Consumer perceptions of digital channels |  |