

Addressing Huntrix Festival Ticketing Concerns

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Overview

While selling the tickets, an AI bot scalper has purchased 85% of the available tickets in Ticketmaster.

Then, they are selling the tickets in secondary platforms such as StubHub for 5x-7x higher

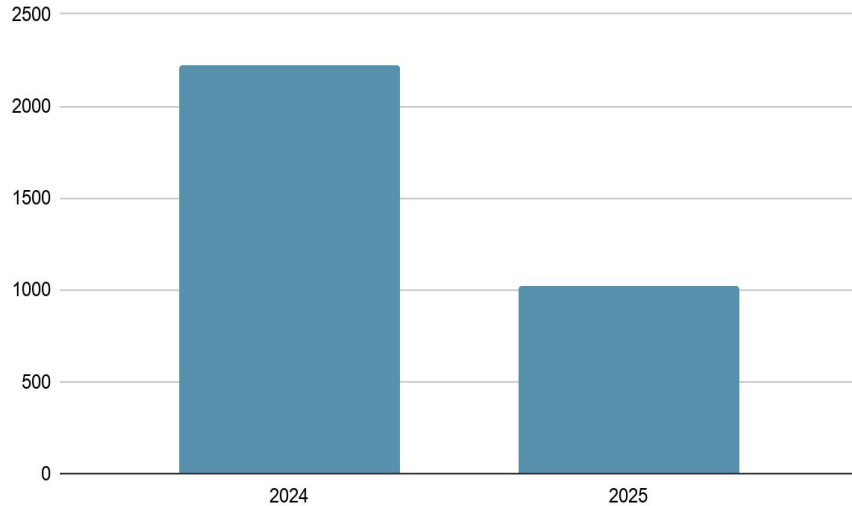
The fans are boycotting and the sponsors are threatening to withdraw 2M dollars in funding

Also, the artists are leaving. We have only 30 days to figure out this problem.

Huntrix Festival		24/ August	2026
Stakeholders	current situation	What they demand	
Fans/Artists	The fans are boycotting refusing to buy tickets from the scalpers	1	Accountability; fair prices
	The artists are threatening to withdraw from the lineup	2	A stadium full of genuine fans
Sponsors/Ticket master	Threatening to withdraw \$2.0M of investments.	1	A good image to the public idea; staying away from the scandal
	Refusing to resell the tickets; contract still in active	2	Contract enforcement; fee income; no precedent
Scalpers/Huntrix(client)	Holding ~42,500 tickets and selling them at a price 5-7x larger	1	Earning a large sum of money from the resale before the event
	Facing bankruptcy if event fails	2	Profitable; corporate credibility

INFO

Scalping over the 2 years



*These number are approximate measures and is not confirmed. Also in 2025, the countings stopped midway until August

DATA 1

Official data from South Korea's Ministry of Culture, Sports, and Tourism estimated that music concerts account for **75.2% (2,556 cases)** of all reported online ticket scalping

DATA 2

It also shows that **more than 50% of the tickets for highly demanded, sold-out K-pop concerts are hoarded by scalpers** using automated macro software

DATA 3

According to data submitted to Democratic Party of Korea (DPK) lawmaker Min Hyeong-bae of the National Assembly's Culture, Sports, and Tourism Committee by the Korea Creative Content Agency (KOCCA) on September 29, a total of 5,405 scalping reports were filed between 2023 and August 2025.

Core Recommendations

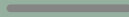
8/30/2026

A common solution for this is Id checks. Yes, it can sound very time tasking but it is just to check id the names of the ticket and id is same. If the names don't match, then you won't be able to get inside.

Of course, we will announce this through social media and people will know. Changing the public's view, thoughts, and feelings. On the day of the concert then, we can use the box office.

If the scalpers find out, the tickets they are selling right now is worthless and they won't be able to sell their tickets. They will either lose their money or drop the prices to very low prices.

Then, the scalpers will never buy out tickets in the future and we earned more money.
(All tickets from Ticketmaster plus paper tickets sold)



Announce

Using PR, announce that we are going to have Id checks and currently solving the problem of the scalpers.

Build public image/PR

Contacting media outlets like instagram influencers, news anchors, local business, and communities.

Negotiate/ prepare tickets

Negotiate with Ticketmaster on paper tickets. After negotiation prepare the paper tickets.

Prepare for the concert

Finish ticket preparation and finalize everything by the fifth week.

FINANCIAL DATA

Income statement

Total revenue:\$26.9m

\$17.4m

\$9.5m

Profit

Loss

Income summary

The total revenue is \$26.9 . The profit is mostly made up from the tickets the scalpers bought and the paper tickets we sold at the box office. The additional money is from the investors and the F&B/Merch. The loss is the fixed money for the venue, the artists, and stage.

How to prevent in the future

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Although Id checks are one way to prevent scalpers, there is another tool in Ticketmaster. The Face-Value Exchange is solution we can use. Using either or both of these ways will completely remove the scalpers intervening in our tickets in the further coming.

01

Locks the prices so the people have to sell them the same price as they bought

02

Turns off the transfer button in Ticketmaster so that tickets can't get transmitted.

03

Making a positive view toward the fans as they will know we care and handle situations

Conclusion

Summary

Scalpers are keep increasing and solving these type of situation can be a challenge. And there can be a lot of financial, social problems. Showing that you care for the fans and keeping a minimal solution is the most excellent way to solve this problems.

Call to Action

Announcing the ID checks, building the public image is the things we will have to do immediately. Then, prepare the paper ticket and venue until the concert D-day.

Future Outlook

Maintaining the checks and keeping the Face-Value Exchange activated are the long term solutions and will destroy all the scalpers.

Thank you

Thank you for listening to our presentation.

–Katlyn & Claire