

Strong Demand For Jackson Souvenirs

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By Andre Paine, London

According to reports, 40% to 50% of those contacting the original ticket seller for the Michael Jackson concerts have opted to receive the souvenir ticket rather than a refund.

As well as offering a full refund, AEG Live said the 750,000-plus fans who bought tickets for the London O2 arena shows could choose to receive the lenticular 3D-style ticket as a souvenir instead of their money back.

So far about 40% to 50% have opted for the souvenir ticket, AEG Live CEO Randy Phillips said at the July 2 news conference at the Staples Center in Los Angeles. If that rate of demand for souvenir tickets continues, the company will break even, Phillips added.

"We'll be clean. We'll be out," he said.

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