

Tran, Khanh T. L. "Fans of Web Games Pay to Play." *The Wall Street Journal* (9 November 2000).

For the Asking, a \$480 Seat

By JESSE MCKINLEY

Saying they want to cut into the lucrative market dominated by ticket scalpers, the producers of "The Producers" are preparing to set aside at least 50 seats every performance and charge the unprecedented amount of \$480 a ticket.

The sum is nearly five times the current cost of \$100 for the most expensive seats, itself a Broadway high.

The plan is set to begin early next month with the sale of 50

premium orchestra and mezzanine seats at the St. James Theater, seats that have been almost impossible to attain since the show opened to rave reviews in April.

The move marks the first time in Broadway history that producers will withhold, and aggressively mark up, some of the best seats for those willing to pay for assured access, a practice already employed in luxury suites for teams like the Knicks and the Yankees, as well as in boxes for events like the U.S. Open and in special seating at rock concerts.

The producers said the decision was made after months of watching scalpers buy tickets for the show and then quickly resell them to hungry theatergoers at an enormous profit.

"What we're trying to do here is strike a blow at the heart of the scalping operation," said Rocco Landesman, one of the play's producers and the president of Jujamcyn Theaters, which owns the St. James. "The scalpers and their profits serve no one but the scalpers. Those monies belong to the people who created the show,



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