# Oasis reunion concert sparks debate over ticket pricing strategies



An anticipated reunion concert for the iconic British band Oasis is set to take place at Wembley Stadium in July, drawing considerable attention among fans and ticket scalpers alike. Tickets for the event have been selling for extensive prices on resale platforms, with one individual reporting that their ticket cost £1,537 on Viagogo. The fan noted that their seat placement will be located high behind the stage, limiting their view compared to others who secured standing area tickets at approximately £400.

This situation follows the initial sale of tickets by Ticketmaster, which happened last autumn. The Competition and Markets Authority (CMA) conducted an investigation and concluded that there was no evidence suggesting that Ticketmaster utilised algorithms to inflate prices. Instead, the CMA determined that Ticketmaster had simply charged higher prices through conventional methods, leading to frustration among fans who faced an increase of up to 2.5 times those initially listed during the first release of tickets.

The pricing structure of concert tickets has sparked debate about the ethical implications of dynamic pricing strategies in diverse industries. For instance, airline companies have long used pricing algorithms to adjust rates based on demand, a practice that has now spilled over into other sectors such as taxi services, hotels, and attractions. Merlin Entertainments, which operates popular visitor sites, stirred controversy last year by introducing dynamic pricing, particularly impacting families hoping to visit Legoland Windsor amidst rising costs.

Dynamic pricing, which differs from surge pricing in that it attempts to limit maximum charges, is viewed variably by consumers. Evidence suggests people tend to embrace dynamic pricing when it appears advantageous, such as when securing perceived bargains, yet they are quick to voice dissatisfaction when faced with inflated costs.

The practice of dynamic pricing has extended to establishments like Premier Inn, where room prices can fluctuate significantly based on demand, illustrating that consumer reactions remain highly contextual. For instance, a standard room near Ascot racecourse could see prices leap to £272 before plummeting to £93 just days later.

While businesses strategise around maintaining customer relationships versus pure transactions, consumer suspicion can set in regarding pricing transparency. The ingrained expectation that prices should correlate closely to supply and demand further complicates the relationship between companies and their clientele.

Professor Florian Stahl from Mannheim University notes that companies lacking price ceilings may be favouring transaction-focused approaches rather than cultivating customer loyalty. As dynamic pricing grows increasingly sophisticated, businesses must navigate the delicate balance of profit generation and consumer trust.

This ultimately serves to highlight the challenges businesses face in mitigating backlash over perceived price gouging—all the more pertinent in the context of large-scale events like the upcoming Oasis concert. Jonathan Guthrie, the writer of the original article for the Financial Times, emphasises the growing scrutiny on pricing practices and the potential damage to consumer trust amidst these evolving market strategies.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.wembleystadium.com/events/2025/OASIS> - This URL confirms the Oasis reunion concert at Wembley Stadium, which has drawn significant attention among fans.
2. [https://en.wikipedia.org/wiki/Oasis\_Live\_'25\_Tour](https://en.wikipedia.org/wiki/Oasis_Live_%2725_Tour) - This Wikipedia article provides details about the Oasis Live '25 Tour, including its announcement and the general interest it has generated.
3. <https://help.wembleystadium.com/support/solutions/articles/7000089903-oasis-live-25-25th-26th-30th-july-2nd-3rd-august-27th-28th-september-2025> - This page offers information on the sold-out status of Oasis's Wembley Stadium concerts and ticketing details.
4. <https://www.gov.uk/cma-cases/ticketmaster-price-increases> - While not directly mentioned in the original text, this link would provide insights into investigations regarding ticket price increases, similar to those conducted by the CMA.
5. <https://www.bbc.com/news/business-65424845> - A general article on dynamic pricing could clarify how businesses adjust prices based on demand, though this specific link might not directly correlate with the provided text.
6. <https://www.independent.co.uk/travel/news-and-advice/merlin-entertainments-legoland-dynamic-pricing-b2395356.html> - This article discusses dynamic pricing controversies in the entertainment industry, such as at Legoland Windsor, aligning with the text's mention of Merlin Entertainments.
7. <https://www.ft.com/content/202bb768-667a-4f6e-ac71-ba22f9d091b8> - Please view link - unable to able to access data