

The TICKET Act

Upfront advertising of a sports game or concert ticket's full price

Virtually every sports fan and concertgoer can recall a time buying a ticket online when they expected to pay an advertised price only to learn at checkout that the total cost was substantially higher because of additional fees.

One study conducted in 2016 by the New York Attorney General's office found that average ticket fees equaled 21% of the overall ticket price.¹ A 2018 Government Accountability Office (GAO) report found that fees, which were often not displayed to the consumer early in the transaction process, averaged 27% of the ticket's cost with some fees totaling 58% of the total cost of the ticket.²

Tacking on fees at the end of a transaction is frustrating and confusing for fans who expect that the listed price for a ticket is the actual price that they will be paying. That's why Senators Ted Cruz and Maria Cantwell have introduced the Transparency in Charges for Key Events Ticketing (TICKET) Act. Just like how airlines now advertise the full ticket price upfront, the TICKET Act works the same way for tickets to concerts, sports, and other large gatherings. The TICKET Act promotes competition by delivering ticket fee and speculative ticket transparency for the benefit of all consumers.

Bill Specifics:

Requires all ticket sellers, including primary and secondary market ticket sellers to:

- Display the total ticket price (including all required fees) in any advertisement, marketing, or price list.
- Disclose to consumers the total ticket price (including all fees), including an itemized list of base ticket price and each ticket fee, at the beginning of a transaction and prior to selection of the ticket.
- Disclose to consumers if a ticket being offered for sale is a speculative ticket and that the seller does not have actual or constructive possession of the ticket.
 - A speculative ticket is a ticket that is put up for sale by a secondary market seller, but the seller does not yet possess the ticket. In reviewing this market, GAO found that speculative ticketing can cause confusion for consumers especially when the consumer is not aware that they are even purchasing a speculative ticket.

¹ Eric T. Schneiderman, *Obstructed View: What's Blocking New Yorkers from Getting Tickets*, New York State Attorney General's Office, https://ag.ny.gov/sites/default/files/reports/Ticket_Sales_Report.pdf. In response to this report, the state of New York passed the first ticket fee transparency law, which took effect on August 30, 2022.

² Government Accountability Office, *Event Ticket Sales: Market Characteristics and Consumer Protection Issues*, April 2018, <https://www.gao.gov/assets/gao-18-347.pdf>.