

SB 785 Is a Ticketmaster Power Grab That Expands Their Monopoly at the Expense of Fans

Event ticketing is broken because one company controls it all. Unfortunately, SB 785 will make things worse. The bill grants new powers in state law to “event presenters” to impose any terms or restrictions on the sale or resale of tickets they wish, allowing Live Nation/Ticketmaster (LNE/TM) to manipulate primary and resale ticketing in anti-competitive ways to grow their monopoly.

Don't Be Fooled. SB 785:

- ✗ Does nothing to lower fees or give consumers more autonomy.
- ✗ Does nothing to increase transparency around ticket availability. Ticketmaster can continue to manufacture “false scarcity” to gouge fans with dynamic pricing.
- ✗ Does nothing to protect consumers from a predatory monopoly.

SB 785 Helps the Monopoly at the Expense of Consumers

Eliminates Competition and Grows the Live/Nation Ticketmaster Monopoly. LNE/TM controls 80% of primary ticket sales in the US and made \$4.5 billion in ticket resales in 2022. SB 785 undermines competition in the resale market by allowing LNE/TM to determine when and how its competitors can advertise and sell tickets. This includes ensuring LNE/TM gets to sell tickets first, and requiring competitors get permission before using the same text as LNE/TM to advertise an event - even if that text includes the event's name or location.

LNE/TM already controls primary ticketing with no competition. Now they want to eliminate resale competition that benefits consumers and force them to resell only through LNE/TM's platform.

Hurts Consumers by Enshrining Anti-Consumer Policies into California Law. Under SB 785, LNE/TM will be able to restrict consumers from donating, gifting, or selling their tickets unless permitted by the original ticket seller. Unlike states like Colorado, Illinois and New York, California consumers will have no rights with respect to the tickets they buy. SB 785 does nothing to protect consumers from retaliatory behavior by LNE/TM when information disclosed about a ticket is used to identify the seller and penalize them for participating in the resale market.

Makes The Ticket Buying Experience Worse. Without competition, there is no incentive for LNE/TM to improve the flawed ticket buying experience or to lower fees. Fans will continue to face bottlenecks, hours long queues, sites that crash, and record ticket prices.

While AG Bonta and U.S. DOJ File Lawsuit Against Live Nation/Ticketmaster, CA Legislature Contemplates Growing Its Monopoly

California Attorney General Rob Bonta joined the U.S. Department of Justice and a bipartisan coalition of 30 attorneys general in filing a lawsuit against LNE/TM. The lawsuit alleges LNE has harmed fans through higher fees; by maintaining its monopoly through restrictive, exclusive contracts and threats; and by leveraging its extensive network of venues to force artists to go with LNE.

Yet here in California, the legislature is considering giving LNE/TM more power to grow its monopoly. The legislature should focus on creating competition to protect consumers from the monopoly, not emboldening it.