

No on AB 1720

Real Reform Doesn't Give More Power to Ticketmaster

Consumer advocates agree that live events are too expensive. Unfortunately, AB 1720 fails to address the root causes of high-ticket prices and instead doubles down on expanding the market power of one dominant entity: Ticketmaster.

AB 1720 targets resale, but ignores the primary market – despite Ticketmaster controlling roughly 80% of those sales.

Consumers & Competition Undermined

Tells consumers how much they can charge for the tickets they own

Allows Ticketmaster to impose rules on consumers to disadvantage them

Regulates only 9% of total ticket sales

Ticketmaster Monopoly Emboldened

Allows Ticketmaster to continue charging high fees

Allows the continued use of dynamic pricing & inventory holdbacks

Leaves 91% of ticket sales untouched

Penalizes fans while allowing Ticketmaster to grow more powerful

Ticketmaster controls ticket prices through dynamic pricing, presales, and inventory management, yet AB 1720 only restricts what fans can charge to sell their tickets, not Ticketmaster. It regulates consumers, not the primary market where monopoly sets the price.

Fans can't reasonably comply

Under AB 1720, resale prices are based on the "original price," which is often unclear. Without pricing transparency, consumers can't know the original price or what they're allowed to charge. This confusion could force consumers to either break the rules or sell at a loss.

Fails to improve affordability or competition

AB 1720 does not increase transparency, supply, or competition in the primary market. Without addressing those issues, it is unlikely to meaningfully lower prices for fans.

Risks reducing consumer choice and protections

By making it harder for consumers to resell their tickets, AB 1720 may reduce the number of regulated resale platforms that offer fraud protection, secure payments, and money back guarantees, thereby pushing sales into less safe channels.

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**"2 Live Nation employees
bragged about 'robbing'
customers, court
documents show"**

**The same company whose
executives bragged about
"gouging" fans**

**"applauded" Assemblymember
Haney for introducing AB 1720**