

SENATE JUDICIARY COMMITTEE
Senator Thomas Umberg, Chair
2025-2026 Regular Session

AB 1349 (Bryan)
Version: June 26, 2026
Hearing Date: June 30, 2026
Fiscal: Yes
Urgency: No
AWM

SUBJECT

Consumer protection: ticket sellers

DIGEST

This bill revises and expands existing prohibitions and requirements relating to speculative ticket sales.

EXECUTIVE SUMMARY

The ticketing industry is primarily split between the primary and secondary markets. Each has flaws and nefarious practices that culminate in poor consumer experiences. These practices include speculative ticketing, which is the act of an individual or entity selling a ticket that they do not own, possess, or have any rights to; the use of bots to rapidly purchase tickets from the original seller, thereby forcing actual fans to buy marked-up tickets on resale platforms; and websites designed to make consumers believe they are buying from an original seller rather than a reseller.

This bill, as the author agreed to amend it, creates a new framework for protecting consumers from unfair ticket selling practices, including speculative ticket selling, the use of bots to circumvent limitations on purchasing tickets, and websites posing as official venue or concert pages. The bill's mechanisms are enforceable under the Unfair Competition Law, and a violation of the provisions relating to misleading ticketing websites are deemed violations of the False Advertising Law.

This bill is sponsored by the Music Artists Coalition and is supported by BottleRock, the Coalition for Ticket Fairness, and Live Nation Entertainment, Inc. This bill is opposed by a number of organizations, including consumer protection organizations and resale ticket platforms, and one individual. The Senate Business, Professions and Economic Development Committee passed this bill with a vote of 7-0, and the Senate Privacy, Digital Technologies, and Consumer Protection Committee passed this bill with a vote of 7-0.

PROPOSED CHANGES TO THE LAW

Existing federal law:

- 1) Establishes the Better Online Ticket Sales (BOTS) Act, which prohibits the use of automated bots to circumvent ticket purchase limits set by ticket sellers. (15 U.S.C. § 45c.)
- 2) Prohibits selling or offering to sell an event ticket obtained using an automated bot if the seller participated in, had the ability to control, or should have known about the violation. (15 U.S.C. § 45c.)

Existing law:

- 1) Declares it unlawful for a person to intentionally use or sell software or services to circumvent a security measure, access control system, or other control or measure (including limits on the number of tickets a person can purchase) that is used to ensure an equitable ticket buying process for event attendees. (Bus. & Prof. Code, § 22502.5.)
- 2) Defines a “ticket seller” as any person who for compensation, commission, or otherwise sells admission tickets to sporting, musical, theatre, or any other entertainment event. (Bus. & Prof. Code, § 22503.)
- 3) Clarifies that the following are not ticket sellers for purposes of existing law:
 - a) An officially appointed agent of an air carrier, ocean carrier, or motor coach carrier who purchases or sells tickets in conjunction with a tour package.
 - b) Any person who sells six tickets or fewer to any one single event, provided the tickets are sold off the event premises, including, but not limited to, designated parking areas and points of entry to the event.
 - c) The person or organization responsible for the event for which tickets are being sold, or a seller of tickets operating under a written contract with this person or organization.
 - d) Any nonprofit charitable tax-exempt organization selling tickets to an event sponsored by the organization. (Bus. & Prof. Code, §§ 22503.5, 22503.6, 22504, & 22511.)
- 4) Requires a ticket seller to have a permanent business address from which tickets may only be sold and that the address be included in any advertisement or solicitation. Makes a violation of this requirement a misdemeanor punishable by imprisonment or a fine not exceeding \$2,500 or by both and provides for civil penalties of up to \$2,500 for violations. (Bus. & Prof. Code, § 22500.)

- 5) Requires ticket sellers to do all of the following:
 - a) Maintain records of ticket sales, deposits, and refunds. (Bus. & Prof. Code § 22501.)
 - b) Prior to sale, disclose to the purchaser by means of description or a map the location of the seat or seats represented by the ticket or tickets. (Bus. & Prof. Code, § 22502.)
 - c) Make any partial or full deposit refundable if received on a future event for which tickets are not available, except for a service charge of not more than 10 percent, until such time as tickets for the event are actually available. (Bus. & Prof. Code, § 22506.)
 - d) Provide a refund within 30 days for the ticket price of an event that is canceled. (Bus. & Prof. Code, § 22507(a).)
 - e) Provide a refund, upon request, within 30 days, for the ticket price of an event which is postponed, rescheduled, or replaced with another event at the same date and time. (Bus. & Prof. Code, § 22507(b).)
 - f) Provide that a local jurisdiction may require a bond of not more than \$50,000 to cover required refunds. (Bus. & Prof. Code, § 22507(d).)
 - g) Disclose that a service charge is imposed by the ticket seller and is added to the actual ticket price by the seller in any advertisement or promotion for any event by the ticket seller. (Bus. & Prof. Code, § 22508.)
- 6) Prohibits a ticket seller from contracting to sell or accepting payment for tickets unless the ticket seller:
 - a) Has lawful possession of the ticket;
 - b) Has a contractual right to obtain the ticket; or
 - c) Informs the purchaser, in a specified manner, that it does not have possession of the ticket, has no contract to obtain the offered ticket, and may not be able to supply the ticket at the contracted price. (Bus. & Prof. Code, § 22502.1.)
- 7) Provides that it is unlawful for a ticket seller to represent that they can deliver or cause to be delivered a ticket at a specific price or within a specific price range and to fail to deliver within a reasonable time, or by a contracted time, the tickets at or below the price stated or within the range of prices stated. (Bus. & Prof. Code, § 22502.2.)
- 8) Provides that, in addition to other remedies, a ticket seller who violates 6) or 7) and fails to supply a ticket at or below a contracted price or price range shall be civilly liable to the ticket purchaser for two times the contracted price of the ticket, in addition to any sum expended by the purchaser in nonrefundable expenses for attending or attempting to attend the event in good faith reliance on seat or space availability, and reasonable attorney's fees and court costs. (Bus. & Prof. Code, § 22502.3.)

- 9) Deems a violation of the chapter of the Business and Professions Code containing the provisions related to ticket sellers to be a misdemeanor. (Bus. & Prof. Code, § 22505.)
- 10) Establishes the False Advertising Law (FAL), which makes it unlawful for any person, firm, corporation or association, or employee thereof to engage in false advertising that the advertiser knows, or through the exercise of reasonable care should know, is untrue or misleading; A violation of this law is punishable as a misdemeanor, by a fine of up to \$2,500, or both. (Bus. & Prof. Code, div. 7, pt. 3, ch. 1, §§ 17500 et seq.)
- 11) Establishes the Unfair Competition Law (UCL), which prohibits any unlawful, unfair, or fraudulent business act or practice and unfair, deceptive, untrue, or misleading advertising and any act prohibited under the FAL. (Bus. & Prof. Code, div. 7, pt. 2, ch. 5, §§ 17200 et seq.)
- 12) Provides the following remedies under the UCL:
 - a) A person injured by a violation of the UCL may bring an action for an injunction and other equitable relief. (Bus. & Prof. Code, § 17203.)
 - b) The Attorney General, a district attorney, and specified county counsels and city attorneys may seek injunctive relief, other equitable relief, and a civil penalty of up to \$2,500 per violation. (Bus. & Prof. Code, §§ 17204, 17206.)
- 13) Prohibits any person who does not have the written permission of the owner or operator of the property on which an entertainment event is to be held, or is being held, from selling tickets to the entertainment event, which were obtained for the purpose of resale, at any price which is in excess of the price that is printed or endorsed upon the ticket, while on the grounds of or in the stadium, arena, theater, or other place where an event for which admission tickets are sold is to be held or is being held. (Pen. Code, § 346.)

This bill, as the author agreed to amend it:

- 1) Repeals the existing Section 22502.1 of the Business and Professions Code and replaces it with the following:
 - a) "Speculative ticket sale" means the advertisement, listing, marketing, offer for sale, contract for sale, acceptance of payment for, or sale of a ticket by a person other than a ticket resale marketplace who, at the time of the advertisement, listing, marketing, offer for sale, contract for sale, acceptance of payment for, or sale, does not have either:
 - i. Actual or constructive possession of the ticket; "constructive possession" means that the person has fully paid for the ticket, holds a legally enforceable right to receive delivery of the ticket, and has received confirmation of purchase or assignment from the original ticket seller, event presenter, or venue operator.

- ii. Authorization from the event presenter or venue operator to sell the ticket.
 - b) A ticket resale marketplace shall not knowingly or recklessly process payment, collect a fee, advertise, list, market, offer for sale, contract for sale, accept payment for, or facilitate the completion of a speculative ticket sale, and it shall implement reasonable measures designed to prevent speculative ticket sales on its platform.
 - c) A ticket seller shall not engage in a speculative ticket sale.
 - d) A ticket seller shall not advertise, list, market, offer for sale, contract for sale, accept payment for, or sell a ticket before the ticket has been made available for sale by the event presenter, venue operator, rights holder, or original seller, unless expressly authorized by the event presenter, venue operator, rights holder, or original seller, unless the ticket seller has constructive possession of the ticket.
- 2) Provides, within the section providing double damages and sums expended in reliance on the attempted ticket purchase against a ticket seller who fails to supply a ticket at or below the contracted price, that the right to obtain these damages is available against a ticket seller, original seller, ticket reseller, or ticket retail marketplace.
- 3) Repeals the existing definition of “ticket seller” and replaces it with the following definitions:
 - a) “Consumer” means a natural person who purchases a ticket with the reasonable expectation of attending an event.
 - b) “Event presenter” means the person or organization responsible for a sporting, musical, theater, or other entertainment event for which tickets are sold, including a rights holder or their authorized agent.
 - c) “Onsale” means the official date and time when tickets for an event become available to the general public.
 - d) “Original seller” means a person who, for compensation, commission, or otherwise, advertises, lists, markets for sale, or sells an admission ticket to a sporting, musical, theater, or other entertainment event for original sale as instructed by an event presenter or venue operator.
 - e) “Rights holder” means an artist, performing arts organization, theater company, dance company, professional athletic team, professional athletic league, author, lecturer, or other person that is a primary performer, participant, speaker, or presenter at an event for which tickets are sold.
 - f) “Ticket resale marketplace” means an entity that, for compensation, commission, or otherwise, operates a website or other online application that advertises, lists, markets for sale, processes payments for, or facilitates the resale of admission tickets for a sporting, musical, theater, or other entertainment event between third parties, and includes an original seller to the extent that the original seller operates a website or other online

application that advertises, lists, markets for sale, processes payments for, or facilitates resale or original sale of tickets that were not offered to the general public during the public onsale.

- g) "Ticket reseller" means a person or entity, other than a consumer or season ticket holder who, for compensation, commission, or otherwise, advertises, lists, markets for sale, offers for sale, facilitates the sale of, or sells admission tickets to, a sporting, musical, theater, or other entertainment event on a secondary market.
 - h) "Ticket seller" means a person who, for compensation, commission, or otherwise, advertises, lists, markets for sale, offers for sale, facilitates the sale of, or sells an admission ticket to, a sporting, musical, theater, or other entertainment event.
 - i) "Venue operator" means a person who owns, operates, manages, or controls a venue at which a sporting, musical, theater, or other entertainment event is presented.
 - j) "Season ticket holder" means a person who purchases a package of tickets for multiple events from an original seller, event presenter, rights holder, or venue operator pursuant to a season ticket membership, subscription, premium seat license, or similar ticketing program.
- 4) Repeals existing law providing that the speculative ticket sales limitations do not apply to any primary contractor or seller of tickets for the primary contractor, as specified.
- 5) Repeals existing law prohibiting software services used to circumvent ticket sales security measures, and replaces it with a provision stating that, notwithstanding specified law, it shall be unlawful for a person to knowingly use, cause to be used, provide, sell, offer for sale, market, or facilitate software or services to do, or otherwise engage in, any of the following:
- a) Purchase tickets in excess of posted limits for an online event ticket sale.
 - b) Circumvent or evade an electronic queue, waiting period, presale restriction or presale code, ticket purchasing limit, account limitation, or other ticket distribution control established and disclosed by the event presenter, venue operator, rights holder, or ticket seller.
 - c) Circumvent or disable a security measure, access control system, or other control or measure used to facilitate authorized ticket sales or authorized entry into an event.
 - d) Utilize multiple IP addresses, multiple purchaser accounts, multiple email addresses, or other technological means to purchase tickets in excess of posted ticket limits or otherwise evade ticket purchasing restrictions established pursuant to (b), above.
 - e) Use software, services, automated means, or other technological methods to automate, coordinate, facilitate, or otherwise enable conduct prohibited by (a)-(d), above.

- 6) Provides that it shall be unlawful for a person, ticket seller, original seller, ticket reseller, ticket resale marketplace, or other person acting in connection with the sale or resale of tickets to advertise, market, or offer tickets for sale in a manner that is likely to mislead a reasonable consumer regarding the source, sponsorship, authorization, availability, price, or nature of the ticket being offered.
- 7) Provides that a person shall not use an internet website, internet address, domain name, trade name, trademark, service mark, logo, design, text, image, or other identifying characteristic, or any combination thereof, that is substantially similar to, or likely to be confused with, that of an event presenter, venue operator, rights holder, original seller, or authorized agent, if displayed with an intent to confuse or deceive consumers or where such display is likely to confuse or deceive reasonable consumers regarding the source, sponsorship, authorization, or affiliation of the website or advertisement.
- 8) Provides that a person shall not represent or imply that:
 - a) A ticket is available from an authorized source when the ticket is being offered through resale.
 - b) A live entertainment event is sold out when tickets remain available from the original seller or an authorized seller.
 - c) A consumer is purchasing a ticket from an event presenter, venue operator, rights holder, original seller, or authorized agent when the consumer is purchasing from a reseller or ticket resale marketplace.
 - d) A ticket listing reflects a specific seat, section, row, or location if the seller does not have a reasonable basis to make that representation.
- 9) Provides that a violation of 6)-8) constitutes false or misleading advertising for purposes of the FAL.

COMMENTS

1. Author's comment

According to the author:

Secondary market resellers frequently deceive fans by listing and selling tickets to events that do not currently exist, or that they do not have a license to sell. This process is known as speculative ticketing. Fans buy these tickets, often for a predatory mark up. This practice is inherently anti-consumer and directly counter to the wishes of creatives and artists who seek to provide their fan base with a world-class show at an affordable price.

AB 1349 will prohibit speculative ticketing by requiring ticket sellers to own, possess, or have the contractual right to sell tickets before listing them. This will

protect the integrity of the ticket buying process for consumers, and ensure that the hard work of artists and creatives is not unjustly used to gouge their core fan base.

2. Background on the downsides of online ticket sales and existing consumer protections for ticket purchasers

As explained by the Senate Privacy, Digital Technologies, and Consumer Protection Committee:

The digital age has had profound impacts on many industries and aspects of life; this includes the ticketing world. Long gone are the days of camping out overnight to secure a ticket to see one's favorite artist, sports team, or performer. Nowadays, the battle at the box office begins online, and warfare can continue far after a ticket is initially sold. This is largely due to the current dynamics and methodology of ticket buying, which can be split into two categories: the primary market and secondary market.

Whenever someone purchases a ticket directly from a venue, event organizer, or their online ticket platform, they are buying from the primary market. These types of ticket sellers are generally referred to as original sellers. Many venues elect to use a third party to facilitate their online ticket sales. The prices of the primary market heavily impact availability and the prices on the secondary market, but generally, the primary market may sell tickets below market value. This is done to ensure a full show and to maximize venue and event expenses, such as merchandise, food, and drink.

The secondary market refers to ticket resellers. Platforms like StubHub, SeatGeek, TickPick, Vivid Seats, and others are all marketplaces that facilitate transactions between a potential consumer and a ticket reseller, who initially purchased the ticket from the primary market. Resellers, who are generally not associated with these platforms, use the secondary marketplace to secure valid, authentic transactions between themselves and consumers. They also provide consumers who, for various reasons, may no longer be able to attend the event with a way to recoup some of their money.

Further complicating this landscape is the fact that there can be overlap between the primary and secondary markets. For instance, Ticketmaster, which facilitates primary market sales, also has a resale platform.

Tickets listed on the secondary market can often be much more expensive than those on the primary market. Tickets sold out on the primary market are often subject to even higher markups. In 2023, the National Independent Talent Organization conducted a study on ticket resales and found that buyers were charged an average markup of 203% of the ticket's face value on the secondary market. Similarly, the

average face value price of a ticket was \$67.47, while the average resale cost was \$129.22.¹

Both federal and state law already regulate secondary market ticket sales.² Virtually all stakeholders, proponents and opposition, are in agreement that the existing laws are insufficient to protect consumers from bad actors in the secondary market, including “speculative” ticket sellers, who take consumers’ money in exchange for a ticket they don’t actually own or constructively possess. Speculative sales work kind of like shorting a stock: the speculative seller takes the consumer’s money when the price is high, hoping that the price will drop before they have to produce an actual ticket, so that they can pocket the difference. Of course, this only works if the price actually drops and the speculative seller can get a seat close to what they promised the buyer; a lot of the time, it doesn’t pan out. They’ll refund the consumer’s purchase price, but the consumer has lost much more: any expenses they paid to get to the event, plus the once-in-a-lifetime opportunity they could have experienced but for the unscrupulous seller.

Other factors that give rise to consumer dissatisfaction the event ticket market is the frequent (and already prohibited) use of bots to scoop up tickets so that they can be resold for a higher price, and “white labeling,” wherein ticket resellers design their websites to look like the official website of the venue, artist, or tour, thereby tricking the consumer into believing they are buying a direct-sale.

3. The Live Nation/Ticketmaster monopoly issue

In 2010, concert producer Live Nation and ticketing and marketing company Ticketmaster were given authorization to merge.³ The merger was approved subject to a consent decree that, among other things, was intended to prevent Live Nation from retaliating against a venue that used a ticketing company other than Ticketmaster.⁴ In 2019, the DOJ alleged that Live Nation/Ticketmaster violated the consent decree, and the company settled with the government.⁵

In 2024, the United States Department of Justice (USDOJ) and the attorneys general of over 30 states (including California) sued Live Nation/Ticketmaster for violating the

¹ NITO Ticket Study (2023) National Independent Talent Organization, <https://nitolive.org/wp-content/uploads/2024/10/NITO-Ticket-Resale-Study.pdf>. All internet citations are current as of June 23, 2026.

² See 15 U.S.C. § 45c; Bus. & Prof. Code, div. 8, ch. 21, §§ 22500 et seq.

³ See Joint Press Release Issued By Live Nation, Inc./Ticketmaster Entertainment, Inc., available at <https://www.sec.gov/Archives/edgar/data/1335258/000119312510012287/dex991.htm>.

⁴ Lorsch, *Why Live Nation and Ticketmaster dominate the live entertainment industry* (Jan. 25, 2023) CNBC, <https://www.cnbc.com/2023/01/25/the-live-nation-and-ticketmaster-monopoly-of-live-entertainment.html>.

⁵ *Ibid.*

Sherman Antitrust Act by engaging in illegal monopolization.⁶ In 2026, on the eve of trial, the USDOJ settled with Live Nation/Ticketmaster.⁷ Reports indicate that Live Nation's president and CEO spoke to President Donald Trump shortly before the USDOJ announced the settlement.⁸ Thirty-three states' attorneys general carried on with the lawsuit, however, and won a full victory at trial: the jury found that Live Nation/Ticketmaster operated as a monopoly that harmed consumers and overcharged ticket buyers.⁹ The remedies phase of the trial is expected to take place in early 2027. The states' remedies proposal, joined by Attorney General Rob Bonta, asks the court to require Live Nation to divest its ownership of Ticketmaster.¹⁰

4. This bill, as the author agreed to amend it, implements a new framework for protecting event ticket consumers

Recognizing that current event ticketing laws are insufficient to prevent consumers from predatory practices, this bill, as the author agreed to amend it in the Senate Privacy, Digital Technologies, and Consumer Protection Committee, expressly outlaws speculative ticketing. The bill also prohibits a ticket resale marketplace from knowingly or recklessly processing or facilitating a speculative ticket sale, and requires a ticket resale marketplace to implement reasonable measures designed to prevent speculative ticket sales on the platform. The bill adds a number of definitions to reflect the new scope of the law.

In addition to the prohibition of speculative ticketing, this bill provides enhancements to California's prohibition on the use of software and services to circumvent restrictions by further specifying prohibited conduct. The bill also seeks to address white labeling and other fraudulent conduct by specifically prohibiting deceptive conduct by all parties involved in the ticketing world. Violations related to speculative ticketing and white labeling constitute an unfair business practice under the Unfair Competition Law, and white labeling violations specifically constitute a violation of the FAL.

⁶ See *United States, et al. v. Live Nation Entertainment, Inc. et al.* (S.D.N.Y.) Amended Complaint, Dkt. No. 257, available at <https://www.justice.gov/atr/media/1370191/dl>.

⁷ See *United States, et al. v. Live Nation Entertainment, Inc. et al.* (S.D.N.Y.) Notice of Settlement, Dkt. No. 1171, available at <https://www.justice.gov/atr/media/1443801/dl>.

⁸ Atkins, *Trump spoke with Live Nation's Head before DOJ reached surprise antitrust settlement* (June 25, 2026) NBC News, <https://www.nbcnews.com/news/us-news/trump-spoke-live-nation-ceo-doj-antitrust-settlement-rcna351766>.

⁹ Sarmiento, *Jury finds that Live Nation acted as a monopoly and overcharged ticket buyers* (Apr. 15, 2026) NPR, <https://www.npr.org/2026/04/15/nx-s1-5786715/live-nation-ticketmaster-antitrust-verdict-monopoly>.

¹⁰ California Department of Justice, Press Release: Attorney General Bonta Asks Court to Break Up Live Nation/Ticketmaster (May 21, 2026) <https://oag.ca.gov/news/press-releases/attorney-general-bonta-asks-court-break-live-nationticketmaster>.

5. Arguments in support

Support letters were submitted before the author agreed to amend the bill, so these letters may not reflect the positions of the stakeholders with respect to the bill as the author agreed to amend it in the Senate Privacy, Digital Technologies, and Consumer Protection Committee.

According to the Coalition for Ticket Fairness:

Unethical conduct by bad actors in the ticketing industry reflects on the entire industry and can prompt overbroad legislative efforts that ultimately harm consumers by curtailing competition. CTF supports legislative reforms that are focused on unethical conduct in the ticketing industry – whether in the primary or the secondary market--while still allowing competition throughout the industry. AB 1349, as it will be amended, accomplishes this goal by directly targeting the most deceptive and anti-consumer practices plaguing this industry.

- **Banning Deceptive “Speculative” Ticket Sales.** Speculative ticketing is a form of consumer fraud where bad actors list and sell tickets they do not actually own or possess. This creates artificial scarcity, drives up prices, and frequently leaves consumers empty-handed at the venue gate. AB 1349 establishes clear, bright-line boundaries by prohibiting the marketing or sale of a ticket unless the seller has actual or constructive possession of an event ticket.
- **Enforcing Real Accountability.** AB 1349 holds non-compliant ticket sellers civilly liable for two times the contracted price of the ticket. This provides a formidable deterrent against bad-faith listings and compensates consumers for the real-world fallout of ticketing scams.
- **Protecting Right of Transferability.** AB 1349 prevents primary ticketing platforms and venue conglomerates from invalidating or revoking a ticket solely because it was lawfully transferred or resold. Consumers must have the right to give away or sell property they have legally purchased without fear of arbitrary cancellation, and this section preserves a competitive, open secondary marketplace.
- **Cracking Down on Aggressive Bot Infrastructure.** Small business operators, local brokers, and everyday fans are routinely shut out of initial on-sales by high-speed, automated software. AB 1349 bans the use of ticket-buying bots, IP-address manipulation, and queue-circumvention software, ensuring a more level playing field for human buyers.
- **Eliminating White-Label Deception and “URL Mimicry.”** Speculative resellers frequently deploy deceptive websites, domain names, and logos that mimic official venues or primary sellers to trick consumers into paying astronomical markups. This bill rightly categorizes these misleading tactics as unlawful business practices under California’s False Advertising and Unfair Competition Laws.

6. Arguments in opposition

Opposition letters were submitted before the author agreed to amend the bill, so these letters may not reflect the positions of the stakeholders with respect to the bill as the author agreed to amend it in the Senate Privacy, Digital Technologies, and Consumer Protection Committee.

According to the Consumer Federation of California:

CFC has been fighting for consumers in the live entertainment and ticketing space for a number of years. Mostly, this consists of taking on the Live Nation/Ticketmaster monopoly and the other forces that claim to be independent but ultimately reinforce and enhance the market power and control of the Live Nation/Ticketmaster monopoly. We have taken on junk and hidden fees on consumers (currently less hidden than they used to be, but definitely still junk far too often). CFC has also fought against repressive terms and conditions that consumers must agree to (lest they get shut out of a concert or sporting event they wish to attend) and has attempted to regularly speak truth to monopoly power. We have also made it very clear that the single biggest problem in the live entertainment and ticketing industry is largely unfettered monopoly power and its myriad of negative impacts on consumers.

We are far from alone in calling out monopoly power in the live entertainment and ticketing industry. In May of 2024 the federal Department of Justice, along with 29 other states and the District of Columbia (now up to 39 states plus DC), sued Live Nation/Ticketmaster for violation of various aspects of federal antitrust law, the Sherman Act. California, led by California's Attorney General Bonta, was and is a part of that lawsuit. In doing so AG Bonta stated that Live Nation/Ticketmaster was engaging in allegedly, "unlawful conduct that has hampered competition in the ticketing and promotions of live music concerts". This lawsuit, deeply contested by Live Nation/Ticketmaster, remains active.

SUPPORT

Music Artists Coalition (sponsor)
BottleRock
Coalition for Ticket Fairness
Live Nation Entertainment, Inc.

OPPOSITION

Consumer Federation of California
National Baptist Convention
SeatGeek

Sports Fan Coalition

StubHub

Ticket Policy Forum

TickPick

Valley Industry and Commerce Association

One individual

RELATED LEGISLATION

Pending legislation: AB 1720 (Haney, 2026) establishes a 10 percent cap on the amount above the original purchase price for live entertainment tickets occurring at independent venues that resellers can charge in the secondary ticket market. AB 1720 is pending before this Committee and is set to be heard on the same date as this bill.

Prior legislation:

AB 1291 (Lee, 2025) would have required a ticket seller to immediately provide proof of purchase to a consumer and required a venue operator to honor that proof of purchase in lieu of a ticket, as specified. AB 1291 was held in the Assembly Appropriations Committee.

SB 785 (Caballero, 2024) would have prohibited the advertisement, sale, or contract for a ticket if a ticket seller did not own, possess, have constructive possession, or have the contractual right to sell a ticket and prohibited ticket sellers or ticket resale marketplaces from using an internet website with the intent to mislead. SB 785 died on the Assembly Inactive File.

PRIOR VOTES

Senate Privacy, Digital Technologies, and Consumer Protection Committee (Ayes 7, Noes 0)

Senate Business, Professions and Economic Development Committee (Ayes 7, Noes 0)
Assembly Floor (Ayes 66, Noes 0)

Assembly Appropriations Committee (Ayes 11, Noes 1)

Assembly Judiciary Committee (Ayes 10, Noes 0)

Assembly Privacy and Consumer Protection Committee (Ayes 11, Noes 1)

Assembly Arts, Entertainment, Sports, and Tourism Committee (Ayes 7, Noes 0)
