

Date of Hearing: May 13, 2026

ASSEMBLY COMMITTEE ON APPROPRIATIONS

Buffy Wicks, Chair

AB 1720 (Haney) – As Amended April 14, 2026

Policy Committee:	Arts, Entertainment, Sports, and Tourism	Vote:	6 - 1
	Privacy and Consumer Protection		9 - 4

Urgency: No State Mandated Local Program: Yes Reimbursable: Yes

SUMMARY:

This bill places several restrictions on a ticket reseller, as defined, and caps the resale of a ticket at the original ticket price plus 10%, inclusive of fees, while also requiring a ticket resale marketplace to require a ticket reseller to disclose the original price of the ticket on the sale listing.

Specifically, the bill provides for a civil penalty up to \$1,000 per ticket sold for a first violation, up to \$2,500 per ticket sold for subsequent violation, and up to \$5,000 for a willful pattern or practice of violation. The bill exempts tickets for professional, amateur, international, and collegiate athletic contests, as defined.

FISCAL EFFECT:

- 1) Possible costs (General Fund, special funds) to the Department of Justice (DOJ) of an unknown amount. By adding new requirements for ticket sellers, ticket resellers, and ticket resale marketplaces, this bill provides additional bases for enforcement by DOJ. Actual costs will depend on whether the Attorney General pursues enforcement actions, and, if so, the level of additional staffing DOJ needs to handle the related workload. If DOJ hires staff to handle enforcement actions authorized by this bill, the department would incur significant costs, likely in the low hundreds of thousands of dollars annually at a minimum. If DOJ does not pursue enforcement as authorized by this bill, the department would likely not incur any costs.

- 2) Ongoing cost pressures (Trial Court Trust Fund, General Fund) of an unknown but potentially significant amount to the courts in additional workload resulting from the new prohibitions provided in this bill. Actual costs will depend on the number of cases filed and the amount of court time needed to resolve each case. It generally costs approximately \$1,000 to operate a courtroom for one hour. Although courts are not funded on the basis of workload, increased pressure on the Trial Court Trust Fund may create a demand for increased funding for courts from the General Fund. The state budget provides annual General Fund backfills to the Trial Court Trust Fund to offset revenue reductions. This backfill was \$117.3 million in 2025-26.

COMMENTS:

- 1) **Purpose.** According to the author:

For decades, concert tickets were sold at face value to real fans who wanted to see the artists they loved. But today, professional scalpers and bots buy up tickets in seconds and resell them at massive markups. This bill puts an end to that system and puts the concert experience back where it belongs: with fans and artists.

- 2) **Background.** In recent years, online ticket sales have drawn criticism by consumers and led to state and federal legislative hearings into online ticket retail practices and competition within the ticketing market. These criticisms have focused both on issues with primary ticket sellers (like Ticketmaster, which is currently the subject of a major antitrust lawsuit filed by the US Department of Justice) and with secondary ticket sellers and marketplaces (like Ticketmaster, Stubhub, and SeatGeek). This bill makes a number of changes to existing law with the goal of restricting the secondary ticket market, including the prohibition of reselling a ticket for more than the original ticket price plus 10% and a requirement that a ticket resale marketplace requires a ticket reseller to disclose the original price of the ticket on the sale listing.
- 3) **Support and Opposition.** This bill is supported by a number of arts advocates and independent venues, with California Arts Advocates claiming:

AB 1720 restores fairness to the ticket marketplace by capping resale prices for live event tickets at no more than 10% above face value, including fees. Additionally, this bill will prohibit a ticket seller from advertising a price that doesn't include all mandatory fees and charges. In doing so, this bill removes the financial incentive that drives large-scale ticket reselling and prevents false advertising to consumers.

However, others, such as online ticket resale marketplace SeatGeek, warn the following:

Respectfully, AB 1720 will not lower live event ticket prices or protect fans. It will instead (i) empower the illegal Live Nation/Ticketmaster monopoly, (ii) drastically reduce competition, and (iii) lead to a spike in fraud. Compliance will be challenging or impossible, and enforcement will be an expensive nightmare.

- 4) **Related Legislation.** AB 1349 (Bryan), of the current legislative session, places various requirements on ticket sellers and resellers to limit speculative ticket selling. AB 1349 is currently in the Senate pending referral to a policy committee.

Analysis Prepared by: Aaron Heredia / APPR. / (916) 319-2081