
SENATE COMMITTEE ON APPROPRIATIONS

Senator Sabrina Cervantes, Chair
2025 - 2026 Regular Session

AB 1720 (Haney) - Ticket sellers

Version: May 18, 2026

Policy Vote: B., P. & E.D. 6 - 2, P., D.T.,
& C.P. 5 - 2, JUD. 8 - 4

Urgency: No

Mandate: Yes

Hearing Date: August 3, 2026

Consultant: Janelle Miyashiro

Bill Summary: AB 1720 prohibits ticket resellers from selling a ticket for more than 10 percent above the original ticket price, subject to certain exemptions and parameters, and prohibits resellers from advertising, displaying, or offering a ticket price that does not include all mandatory fees or charges.

Fiscal Impact:

- The Department of Justice (DOJ) estimates costs of \$1.6 million in FY 2026-27, \$1.0 million in FY 2027-28, \$812,000 in FY 2028-29, and \$582,000 ongoing annually (Unfair Competition Law (UCL) Fund) to address an expected increase in enforcement workload for its Public Rights Division.
- Unknown court cost pressures (General Fund and special funds) to the extent the Attorney General (AG) brings civil actions against any person who violates the new requirements and restrictions regarding ticket pricing and advertising in resale marketplaces. Actual costs will depend on the number of actions filed and the time required to adjudicate each case.
- Unknown, potentially significant court cost pressures (Trial Court Trust Fund and General Fund) as the UCL and general statutes governing ticket sellers provide a private right of action for consumers. Although trial courts are not funded based on workload, increased pressure on the Trial Court Trust Fund may create a demand for additional court resources. For context, the proposed 2026-27 Governor's Budget would provide \$70 million in General Fund support to the Trial Court Trust Fund.
- Unknown local county costs to the extent that a six-month misdemeanor jail sentence is imposed, though incarceration for this offense appears unlikely. The average annual cost to incarcerate one person in county jail is approximately \$80,000. For historical context, Los Angeles County budgeted \$1.3 billion for jail costs in 2021, averaging roughly \$90,000 per incarcerated person. Actual county incarceration costs will depend on the number of convictions and the length of each sentence. Generally, county incarceration costs are not reimbursable state mandates pursuant to Proposition 30 (2012).

Background: In recent years, some original sellers, venues, promoters, and artists have increasingly utilized dynamic pricing models for ticket sales. Under dynamic pricing, the price of a ticket may fluctuate based on factors such as consumer demand, seat location, event popularity, timing of the sale, and overall market conditions. Similar to pricing models used in the airline, hospitality, and ride-sharing industries, dynamic

pricing allows ticket prices to increase or decrease after tickets are initially offered for sale. As a result, consumers seeking tickets for the same event may encounter substantial price variation before a ticket ever enters the secondary market.

Supporters of dynamic pricing argue that it allows artists, venues, and event organizers to capture a greater share of the market value of high-demand events rather than leaving those gains to secondary-market resellers. Critics contend that dynamic pricing can make ticket costs less predictable for consumers and may result in substantially higher prices during periods of peak demand.

Ticket Prices and Secondary Market Resales. Proponents of resale price restrictions have argued that consumers are increasingly priced out of live entertainment events when tickets purchased at face value are subsequently offered for resale at substantially higher prices. Following several high-profile concert tours and other live events, policymakers, consumer advocates, and regulators have raised concerns that the use of automated purchasing technologies and large-scale resale activity may contribute to reduced ticket availability at face value and increased prices in secondary markets. Congressional hearings, Federal Trade Commission (FTC) enforcement actions, and legislative proposals in numerous states have examined whether certain resale practices make it more difficult for consumers to purchase tickets directly from authorized sellers and increase the prices consumers ultimately pay to attend live events.

At the same time, questions remain regarding the extent to which high resale prices reflect unlawful or unfair conduct as opposed to consumer demand, limited ticket supply, artist pricing decisions, venue capacity constraints, inventory allocation decisions, or other market factors. While policymakers have identified concerns regarding ticket affordability and marketplace transparency, proposals that impose resale price caps focus on regulating the resale price of a lawfully acquired ticket, whereas California's existing ticketing laws have generally focused on deceptive conduct, ticket delivery obligations, and marketplace transparency. This bill raises the policy question of whether restrictions on resale prices are an appropriate mechanism for addressing ticket affordability concerns in the secondary market.

Although California law already prohibits certain unfair ticketing practices, policymakers continue to examine whether existing statutes provide sufficient clarity regarding modern ticketing practices, including speculative ticket sales, deceptive online ticketing websites, and consumer understanding of whether a ticket is being offered by an authorized seller or through a resale marketplace. Policymakers have increasingly explored whether additional statutory clarification is warranted to address these practices while preserving legitimate ticketing, resale, and consumer transfer rights.

Proposed Law:

- Prohibits a ticket reseller from selling a ticket for more than the original price for the ticket plus 10 percent.
 - Provides that this limit shall apply to the total price paid by the consumer and include any fees charged by the original seller or digital platform.

- Prohibits a ticket reseller from evading this limit by imposing separate charges, processing fees, delivery fees, or other charges not included in the original ticket price in excess of 10 percent.
- Requires the maximum resale price of a ticket, if a ticket has been resold or transferred more than once, to remain no more than 10 percent above the original purchase price, regardless of the purchase price in the resale market.
- Requires an original seller to print or display the original purchase price of a ticket on the ticket.
- Prohibits a ticket reseller from advertising a price for a ticket that does not include all mandatory fees or charges, other than taxes or fees imposed by the government, or postage or carriage charges that will be reasonably and actually incurred to ship the ticket to the consumer.
- Prohibits a ticket resale marketplace from charging more than 10 percent of the original face value of the ticket in additional fees to the reseller or buyer of the ticket.
- Requires a ticket resale marketplace to require a ticket reseller to disclose the original price of the ticket on the ticket resale marketplace platform listing.
- Provides that the above provisions apply only to the resale of tickets for events at an independent venue where either of the following occurs:
 - The seating capacity of the venue is 3,000 individuals or fewer.
 - The event is to be held at a nonprofit venue that hosts agricultural fairs, exhibitions, or multiday community events in addition to live performances.
- Exempts the following from the above provisions:
 - A ticket to a professional athletic contest or event.
 - A ticket to an athletic contest by a season ticketholder or licenseholder.
 - A ticket to a collegiate or amateur athletic contest or event conducted by a college athletic association or a national governing body.
 - A ticket to an athletic contest, event, tournament, or series of games or matches involving athletes or teams representing foreign nations, including, but not limited to, the FIFA World Cup or the Olympics.
- Provides that, upon an action brought by the AG, a city attorney, or a county counsel, an original seller, ticket reseller, or ticket resale marketplace that violates the above provisions shall be liable for a civil penalty of \$1,000 per ticket sold for a first violation and up to \$2,500 per ticket sold for subsequent violations. Provides that a knowing and willful pattern or practice of violating this section shall be punishable by a civil penalty of up to \$5,000 per ticket.

- Provides that the AG, county counsel, or city attorney, who prevails in action to enforce the above provisions shall be entitled to injunctive relief, restitution, or disgorgement of any proceeds obtained as a result of the violation.
- Defines the following terms:
 - “Independent venue” means an event space that derives a majority of its revenue from ticket events, is not majority owned by a publicly traded company, and does not operate venues in more than 10 states.
 - “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, event organizer, rights holder, or venue operator.
 - “Ticket resale marketplace” means an entity that, for compensation, commission, or otherwise, advertises, lists, markets for sale, processes payments for, facilitates the resale of, or resells an admission ticket for, a sporting, musical, theater, or other live entertainment event.
 - “Ticket reseller” 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 other than a ticket for original sale sold by an original seller.
- States legislative findings and declarations.

Related Legislation: AB 1349 (Bryan, 2026) revises and expands prohibitions and requirements relating to speculative ticket sales. AB 1349 is pending in this committee.

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