

## Support the Fans First Act (S. 3457)

### We Urge Members of Congress to:

Cosponsor the Fans First Act introduced by Senators John Cornyn (R-TX), Amy Klobuchar (D-MN), Marsha Blackburn (R-TN), Ben Ray Lujan (D-NM), Roger Wicker (R-MS), and Peter Welch (D-VT).

By empowering fans and consumers with greater flexibility, clear information, and strong protections, Fans First will create a more vibrant and sustainable live entertainment industry. The Fans First Act accomplishes four key goals:

- Fans First bans speculative or fake tickets.
- Fans First makes it illegal for deceptive marketing, websites, and URLs to trick consumers into paying more for tickets that may never get them into a show.
- Fans First requires every ticket seller to show the full itemized cost of the ticket, including any mandatory fees, from the moment the transaction begins.
- Fans First provides for clear penalties and state and federal enforcement.

The current ticketing system hurts fans, communities, sports teams, artists, and venues, many of which are small businesses. Fans are getting boxed out by bots, professional resellers, and big conglomerates when they purchase tickets or need to resell a ticket.

The legislation comes at a time when secondary market has tormented fans and artists in various ways. According to Bloomberg, resale ticket prices on one platform, *Stubhub*, have increased more than 100 percent since 2019, while the face value of tickets has increased only ten percent. Fans are locked out of tickets at initial on-sale and forced to turn to the secondary, where consumers pay an average of 47% higher prices. Fans and consumers are often led to believe that the speculative tickets they are buying are from the official venue box office - and end up paying more even though tickets are still available at a lower price from the actual venue. Brokers use deceptive URLs, paid advertisements, and unauthorized venue, festival, and artist imagery to make consumers think they are buying from the original market. Additionally, predatory secondary resellers profit from the hard work and risks taken by artists and venues, without providing any benefit back to them.

The Fans First Act represents the most comprehensive piece of legislation in Congress to help combat predatory secondary sellers from inflating ticket prices that hurt both fans and artists.