

**NetChoice** *Promoting Convenience, Choice, and Commerce on The Net*

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Representative Jerry Torr, Chair  
House Judiciary Committee  
Indiana House of Representatives

April 7, 2019

**RE: Support for SB 554, Protecting Indiana Fans**

Dear Chairman Torr and members of the committee:

NetChoice enthusiastically supports SB 554.

SB 554 would ensure that Indiana fans enjoy safe and easy ways to buy, sell, and give away their sports and concert tickets. SB 554 also creates important consumer protections, and prohibits deceptive domain names that are often used by ticket resale websites.

The evolution of ticketing technologies and a growing concentration of market power is putting the squeeze on Indiana fans, and that's why SB 554 is needed now.

***SB 554 creates important consumer protections***

The bill requires the ticket resellers provide ticket purchasers a full refund or comparable replacement ticket if:

- The event is canceled and not rescheduled;
- The ticket received by the purchaser is counterfeit;
- The ticket fails to conform to the description provided by the seller or reseller;
- The ticket was not delivered to the purchaser prior to the occurrence of the event, unless such failure of delivery was due to an act or omission of the purchaser; or
- The ticket does not provide the consumer admission to the event for which it was purchased.

***Protecting fans' ability to resell and give-away their tickets***

SB 554's protections on transferability already exist for the fans of Colorado, Connecticut, New York, Utah, and Virginia. Passing SB 554 will give Indiana fans similar protections.

SB 554 aims to maintain consumer choice, convenience, and market competition:

- allows Indiana fans to freely give a ticket to a friend, client, or family member;
- prevents denial of admission to anyone seeking to use a transferable ticket;
- allows fans to sell tickets they are not going to use; and
- enables fans to choose among competing secondary markets to buy and sell tickets.

***Without SB 554, Ticketmaster can restrict fans to only get “Credit Card Entry” Tickets.***

Ticketmaster’s “Credit Card Entry” tickets require a fan to present the credit card used to buy the ticket, plus a government-issued identification card for the person who bought the ticket. Venues using these restricted tickets could deny admission to fans whose credentials do not match the original ticket buyer, as seen in the attached restrictions displayed on Ticketmaster’s website.

Without SB 554, citizens and businesses can’t even give away tickets to friends, family, or clients, because the purchaser’s name won’t match the ticketholder. Parents could be forced to accompany their teenagers to the event gate to show ID of the ticket *purchaser*, rather than allowing the teen to present their ticket to the usher.

While Ticketmaster sometimes gives the option to transfer a ticket, it requires a complex interaction with Ticketmaster and may require payment of yet another “convenience fee.”

With restricted tickets, fans who give their tickets to family or friends have to escort them to the venue doors. And a ticketholder who cannot attend cannot easily sell or even give away his tickets.

We’ve attached a page from Ticketmaster’s website that explains the inconvenient restrictions imposed on fans who must buy Credit Card Entry tickets.

***A new federal law removes Ticketmaster’s main justification to impose restricted tickets.***

Ticketmaster’s own website explains why it requires “Credit-Card Entry” restrictions – to stop software ‘bots’ used by unscrupulous brokers to grab hundreds of tickets in first minutes they go on sale:

**Why is Credit Card Entry the only option for some events, or some sections?**

When Credit Card Entry is the only option it’s probably because the tickets are in high demand, and the artist, team, or venue wants true fans like you to get the seats you want at face value by eliminating unfair competition from professional scalpers. Without the ability to resell tickets at steep prices, scalpers have no reason to snatch them up when they go on sale using automated software, or “bots”.

But now, there’s now a new federal law making it illegal for brokers to circumvent ticket purchase limits on sites like Ticketmaster. In December 2016, Congress passed the Better Online Ticket Sales, or BOTS Act. The bill empowers the FTC and state Attorneys General to stop ticket scalpers from buying-up tickets by bypassing online controls that limit the number of tickets a person can buy.

Even Ticketmaster supported the BOTS Act, “Ticketmaster worked closely with legislators to develop the BOTS Act and we believe its passage is a critical step in raising awareness and regulating the unauthorized use of Bots.”<sup>1</sup>

With BOTS now a federal crime, there's no justification for Ticketmaster to offer only restricted tickets.

***Indiana can—and should—stop the anti-consumer practice of restricted tickets.***

While private contracts are a private matter, governments step-in when contracts threaten property rights, constrain consumer choice, or force unfair agreements on consumers.

Event tickets are another situation ripe with concern for anti-competitive practices that harm not only consumers but also competitive businesses.

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<sup>1</sup> 16-Dec-2016, “Obama signs law to combat ticket bots”, <http://ew.com/article/2016/12/16/obama-law-ticket-bots/>

Ticketmaster's *primary* ticket sales platform has previously required customers to resell only through Ticketmaster's own secondary market service. Failing to stick with Ticketmaster has resulted in voided tickets and threats to cancel patrons' season tickets.<sup>2</sup>

### ***Other states are protecting their fans from restricted tickets***

Fans don't suffer these restrictions when artists perform Colorado, Connecticut, New York, Utah, or Virginia. These states have laws with the similar protections as those in SB 554.

Earlier this year, Utah<sup>3</sup> enacted similar legislation to SB 554. In 2017, Connecticut<sup>4</sup> and Virginia<sup>5</sup> enacted laws similar to those in New York<sup>6</sup> and Colorado<sup>7</sup>. These legislators protected their state's fans' ability to freely transfer, resell, and give away their tickets.

Big-name acts regularly perform in these states, so there's simply no credibility to any claim that passing SB 554 would discourage concerts from coming to Indiana.

Ticketmaster is aggressively expanding its Credit Card Entry ticket program. This will limit fan choice and could impose a new battery of "convenience fees" just to give a ticket to a friend.

### ***Addressing deceptive ticket website domains***

Fans across Indiana regularly search online for tickets to their favorite concerts and shows. Unfortunately, many fans are misled by deceptive domain names in search results, which are designed to trick fans into thinking they are seeing unsold seats offered by the venue.

These deceptive domains add no value for consumers when unsold seats are still available at the venue/promoter website. And when a show is actually sold-out, fans can turn to trusted secondary market websites where they can see a larger selection of resale seats.

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<sup>2</sup> Stubhub, Inc. v. Golden State Warriors, LLC, No. C 15-1436 MMC, 2015 WL 6755594 (N.D. Cal. Nov. 5, 2015), *appeal dismissed* (July 22, 2016).

<sup>3</sup> Utah Code § 13-54-201. "(4) A person may not discriminate against an individual or deny an individual admission to an event solely because the individual: (a) resold a ticket to the event independent of the person who issued the ticket or the person's agent or operator; or (b) purchased a resold ticket to the event independent of the person who issued the ticket or the person's agent or operator."

<sup>4</sup> CT Pub Act. 17-28 (2017). "*No person shall employ an entertainment event ticketing sales system that fails to give the purchaser an option to purchase tickets that the purchaser may transfer to any party, at any price and at any time, without additional fees and without the consent of the person employing such ticketing system.*"

<sup>5</sup> VA Stat. §§ 59.1-466.5-.7. "*No person that issues tickets for admission to an event shall issue any such ticket solely through a delivery method that substantially prevents the purchaser of the ticket from lawfully reselling the ticket on the Internet ticketing platform of the ticket purchaser's choice... No person shall be discriminated against or denied admission to an event solely on the basis that the person resold a ticket, or purchased a resold ticket, on a specific Internet ticketing platform.*"

<sup>6</sup> NY Arts & Cult Aff L § 25.30 "[I]t shall be *prohibited* for any operator of a place of entertainment, or operator's agent, to: (a) *restrict by any means the resale of any tickets...*(b) deny access to a ticket holder who possesses a resold subscription or season ticket to a performance based solely on the grounds that such ticket has been resold...(c) employ a paperless ticketing system unless the consumer is given an option to purchase paperless tickets that the consumer can transfer at any price, and at any time, and without additional fees, independent of the operator or operator's agent." (emphasis added).

<sup>7</sup> Colorado Rev. Stat. § 6-1-718(3) "*It is void as against public policy to apply a term or condition to the original sale to the purchaser to limit the terms or conditions of resale... A person or entity, including an operator, that regulates admission to an event shall not deny access to the event to a person in possession of a valid ticket to the event...based solely on the ground that such ticket was resold through a reseller that was not approved by the operator.*" (emphasis added).

Moreover, there is little to alert Indiana fans that this site has no affiliation with the artist, tour, or venue. These deceptive sites may have fine-print disclosures about their lack of affiliation with the artist or venue, but such disclosures are rarely noticeable to fans.

SB 554 would make this example an “unfair or deceptive trade practice” and subject the owner to enforcement and penalty provisions.

Deceptive domain names are luring Indiana fans into over-paying for a small selection of resale seats offered by professional ticket brokers. Those fans are not aware that unsold are actually available at the venue website. The Better Business Bureau has logged hundreds of complaints against these tactics.

A good way to stop this deception is to prohibit misuse of artist or venue names in domain names. Other states have taken action to stop these deceptive domains. Maryland recently enacted a law criminalizing these deceptive domain names. The Connecticut Attorney General and the Federal Trade Commission settled with two notorious deceptive domain operators, resulting in a permanent injunction and \$1.4 million in fines.<sup>8</sup>

***Now is the Time to Enact SB 554***

SB 554 adds important consumer protections, makes illegal deceptive domains, and makes it easier for fans to resell and give-away their tickets.

Now is the time to pass SB 554 and help Indiana consumers enjoy the choice and convenience of an open tickets marketplace.

Sincerely,

Steve DelBianco  
President  
NetChoice

**NetChoice** is a trade association of e-Commerce and online businesses. [www.netchoice.org](http://www.netchoice.org).

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<sup>8</sup> Federal Trade Commission, *TicketNetwork and Marketing Partners Ryadd and Secure Box Office Settle Charges of Deceptively Marketing Resale Tickets* (July 24, 2014)

## From TicketMaster's Website

### **Q. How does it work?**

A. Instead of receiving tickets ahead of the event, the credit card used to make the purchase will serve as the customer's ticket. **To attend the show, the customer just presents the credit card used to purchase the ticket(s) and a valid, government issued ID (such as a driver's license, state ID or passport).** The gate attendant will swipe the credit card and since all the seats are assigned to a single credit card, your entire party must enter the venue at the same time.

...

### **Q. What if I'm not going to the show, but I purchased the tickets?**

A. **If you bought the tickets for a friend or family member, you will need to take them to the entry gate and still present your credit card and government issued ID.**

### **Q. What if I want to buy tickets for someone else in another state and can't get to the venue for the day of the event?**

A. To ensure that the tickets remain in the hands of the fan, paperless ticketing requires that that cardholder who purchased the tickets presents their credit card at the door for admission. **We would advise you to have the person, who will be attending the show, purchase the tickets themselves with their credit card and then you can reimburse them.**

...

### **Q. What if I don't have or I lose my credit card before the event?**

A. If you do not have a credit card with the same account number as the one used to make the purchase, you will need to go to the box office will call window on the day of the event for alternative handling of your situation. In this case, please be sure to bring a print out of your confirmation email or online order history and your government issued ID. **The box office will verify that the name associated with the order matches the name on the government issued ID. If they do not match, entry will be denied.** In all other cases, entry without your credit card will be at the discretion of each venue.

...

### **Q: What if I purchased the tickets, but my spouse is going to the event?**

A: **Your spouse must be an authorized user of the credit card, and must present the credit card along with their government issued ID to gain entry.**<sup>9</sup>

### **I bought tickets for friends – can we get in separately?**

**If you bought for a group you gotta enter as a group,** UNLESS Ticket Transfer is available for your event. To check, just click the order number under Order History in My Account and look for the Transfer Tickets button.<sup>10</sup>

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<sup>9</sup> <http://www.ticketmaster.com/mileycyrus/faq.html> (emphasis added)

<sup>10</sup> <http://www.ticketmaster.com/creditcardentry> (emphasis added)