

# SUPPORT CHOICE, CONVENIENCE, AND MARKET COMPETITION FOR EVENT TICKETS PREVENT UNSCRUPULOUS EVENT TICKET SCALPING - HB 4015

## Protecting Fans Ability to Freely Buy and Resell Their Tickets

Competition among exchanges that comply with the consumer protections in HB 4015 is in the best interests of Michigan fans. HB 4015 ensures that:

- Fans can buy tickets to games and events they want to attend and can sell tickets they are not going to use.
- Fans can choose among competing secondary markets to buy and sell tickets.

HB 4015 updates an 80-year-old law that restricts Michigan fans' ability to sell at market prices - whether above or below facevalue.

## Protecting Competition and Innovation in Ticket Resale

TicketMaster maintains a dominant share of the ticket market and is the primary seller for Red Wings and Lions games. TicketMaster also has exclusive contracts that cover 75% of tickets sold.

TicketMaster now seeks to impose restrictions on fans when they gift or sell their paperless tickets. This will squeeze Michigan fans which is why HB 4015 is needed to enable choice, convenience, and market competition.

*HB 4015 maintains consumer choice, convenience, and market competition by:*

- Allowing Michigan citizens to freely give a ticket to a friend, client, or family member, and
- Preventing the use of technology to circumvent ticket website access and security measures.

HB 4015 helps ensure that Michigan fans are protected and would maintain the open ticket market that consumers have come to enjoy and expect.

## *Making it illegal to use "Bots" for Ticket Scalping*

States across the country have outlawed the use of computer software "bots" to circumvent ticket sellers' security or ticket control protections.

The New York Attorney General found that these bots allowed individuals to grab hundreds of tickets in the first few seconds after tickets go on sale, as seen in the documented examples below.

By prohibiting these circumvention techniques, HB 4015 helps ensure that one group doesn't use "bots" to grab hundreds of tickets the minute they go on sale.

**1,012** tickets in **1 minute**  
**U2 2015 Tour**  
Madison Square Garden

Bought by one bot on December 8, 2014, for a July 19, 2015 concert.

**520** tickets in **3 minutes**  
**Beyoncé**  
Barclays Center

Bought by one Bot on March 4, 2013 for an August 5, 2013 concert.

## *Now is the Time to Enact HB 4015*

**HB 4015 overwhelmingly passed the House with bi-partisan support for the bill.** Similarly, legislatures across the country have passed or are considering laws affirming citizens' rights to transfer their tickets.

Now is the time to pass HB 4015 and help Michigan consumers enjoy the choice and convenience of an open tickets marketplace.