

My name is Adam Webb, I am campaign manager of [FanFair Alliance](#) - a UK-based initiative established by a group of prominent music managers in July 2016 to take a stand against industrial-scale online ticket touting.

Having made incremental progress since then, and succeeded in enforcing far greater transparency against under-regulated and unauthorised resale platforms such as viagogo and StubHub International, the UK is now on the verge of introducing an across-the-board price cap on ticket resale.

Fundamentally, this would allow consumers to resell a ticket for no more than the price they originally paid; while aiming to boost and improve the existing range of capped resale services already operational in the UK market.

More details here, in the UK Government's press release from November 2025:

<https://www.gov.uk/government/news/government-bans-ticket-touting-to-protect-fans-from-rip-off-prices>

The move to introduce a cap is widely supported across the UK music sector, as well as by the UK's business regulator - the Competition & Markets Authority (CMA) - who have had the unenviable task of attempting to ensure that websites such as viagogo and StubHub Intl operate in compliance with UK law.

<https://www.theguardian.com/business/2025/mar/24/uk-watchdog-backs-plan-for-cap-on-price-of-resale-tickets-in-blow-to-touts>

We believe that well-structured cap and common sense legislation is crucial - albeit not an end in itself.

The aim of this intervention is to reset the market, to loosen the grip of unfettered criminality and anti-consumer behaviour inherent in the so-called "secondary market", and to provide consumers with a wider range of services that allow safe, fair and transparent resale of tickets.

The only parties we are aware of who oppose the UK Government's plans are offshore and uncapped ticket resale platforms, and the large-scale ticket touts who supply the majority of their inventory.

In other words: Viagogo / StubHub and the scalpers who dominate their listings.

Together, these two interest groups have been attempting to undermine the UK Government's plans since mid-2024 - and, having spoken to friends at NIVA, I'm sure will be pursuing a similar strategy in Vermont.

<https://www.theguardian.com/money/article/2024/may/29/how-touts-plotted-secret-offensive-to-undermine-labours-ticket-reforms>

Their key lobbying tactic has been one of subterfuge.

To establish an "astroturf" campaign, where supposed experts and consumer groups are paid to promote the view that price caps are well-meaning but unenforceable - and lead to an explosion in ticket fraud over social media.

I attempted to deconstruct some of these myths last year via this Pollstar article:

<https://news.pollstar.com/2025/10/24/price-caps-figuring-out-whats-fact-v-fiction-guest-post/>

Ultimately, we have seen zero evidence - anywhere - that show price caps lead to a rise in ticket fraud.

In fact, having spoken to banks and consumer groups in countries including Ireland and Australia, we have found the opposite to be true.

As highlighted above, price caps are not an end in themselves - but they do provide an absolutely essential lever to help prevent unethical, anti-consumer and (frequently) illegal practices, and to provide the kinds of resale services that fans and artists deserve.

If you would like further information or details about FanFair's work in the UK, then please do not hesitate to get in touch.

Best,
Adam Webb

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