

## Vermont H.512 Policy Brief

### An act relating to the regulation of the event ticketing market

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The [Ticket Policy Forum](#) represents America's leading and most trusted online ticket marketplaces, including StubHub, SeatGeek, Vivid Seats, TickPick, Gametime, and Events Ticket Center. These are the companies seeking to disrupt the Ticketmaster monopoly. Importantly, our member companies are not just resale platforms. Several of them seek to challenge the status quo in so-called primary ticketing and are working directly with teams, venues, and promoters to give fans better access, better technology and user experiences, and expanded choice for ticketing distribution partners. Recently, for example, one of our members announced a ticket distribution service to small independent venues where they can offer their tickets – at prices set by the venue – on the marketplace in an effort to reach more consumers and help sell more tickets and fill more seats. This represents the type of innovation at work in our industry to connect fans with the events they love, and to help events sell out and ensure no seat goes empty. Our member companies serve tens of millions of fans every year by providing secure, guaranteed transactions, fraud prevention, and customer support that protect buyers and sellers.

#### TICKET POLICY FORUM ENDORSES KEY CONSUMER PROTECTIONS IN H.512

1. The bill will **ban deceptive websites** that pretend to be official sellers or pretend to be the venue. Banning deceptive websites is a step in the right direction.
2. The bill **bans deceptive speculative ticket offers** where the seller does not have possession of the tickets being offered for sale. This way, only tickets within constructive possession, where they seller knows they will receive them, can be offered for sale. This ban on deceptive speculative tickets is a step in the right direction.
3. The bill **requires enhanced disclosures to ensure consumers are not misled and have more information for their ticket buying decision-making**. Marketplaces must clearly and conspicuously disclose that they are a resale platform and not the venue, and any information they provide about the number or percentage of tickets available for a given event must not be misleading. We support these disclosure requirements.

#### THE PRICE CAP IN H.512 WILL DRIVE RESALE UNDERGROUND AND IS UNENFORCEABLE

Price caps don't make tickets more affordable, they make them harder and riskier for Vermont fans to find, particularly for high demand events. Price caps push tickets out of safe, guaranteed environments and into unregulated spaces, where there are no consumer protections and little visibility for law enforcement.

If a fan in Vermont is trying to buy a ticket to a sold-out event and cannot find one on a safe, guaranteed marketplace because of the bill's restrictions, that fan is unlikely to give up. Instead, they will look elsewhere, including:

- Social media meetups and Facebook groups

- Informal online marketplaces
- Unregulated peer-to-peer transactions
- Cash-based exchanges outside venues
- Encrypted chats and private group message boards

These are exactly the environments where scams, counterfeit tickets, and consumer harm are most likely to occur.

In test purchases responding to ticket offers on social media sites, an [investigative firm](#) found that fans were scammed half of the time. In Ireland, digital bank Revolut, which serves more than 3 million customers, reported a 48% rise in scam-related financial losses and an [80% increase in ticket scam victims](#). In France, a face-value price cap contributed to a surge of Olympics-related scams. A dedicated unit of the National Gendarmerie identified [338 fraudulent ticket websites](#) but was able to shut down only 51. Fewer safe options when it comes to high demand tickets and more scams - that means more fans showing up at venues with fake tickets, and no way to get their money back.

These outcomes illustrate that when legitimate platforms are restricted, buyers and sellers don't disappear. Instead, fraud rises and consumer protections vanish.

Unlike legitimate marketplaces, these channels typically offer:

- No identity verification
- No secure payment processing
- No fraud detection systems
- No guarantees
- No customer support
- No meaningful recourse for victims

[READ: "Restricting Ticket Resale Empowers Fraudsters" in \*The Statesman\* by Dr. Nicola Harding, We Fight Fraud](#)

[READ: "Ticket fever meets a digital wild west as price caps could fuel social media scams" in \*LBC\*](#)

#### **COMPLIANCE CHALLENGE: MARKETPLACES DO NOT KNOW THE ORIGINAL TICKET PRICE**

Marketplaces, nor the state of Vermont, have no line of sight into what sellers paid for their tickets, and the proposed legislation provides no mechanism to require box offices or their ticketing companies to print the original sale price on tickets, or share the original purchase price of a ticket with resale platforms digitally through interoperability. Without this data, marketplaces have no reliable way to determine what a seller paid, making it impossible to enforce these price caps.

H. 512's cap on "the price of an original ticket" assumes that a resale marketplace can reliably determine the original purchase price of each ticket. It cannot. In many cases, the only way a ticket can be transferred is through proprietary technology systems that do not disclose the original purchase price or the underlying fee structure to third parties.

This creates a major compliance dilemma:

- Resale marketplaces do not have access to the true “price of an original ticket” and cannot independently verify the original total cost paid.
- The bill assumes a level of pricing transparency that doesn’t exist - even for regulators - making enforcement inconsistent and leaving fans exposed to confusion and uneven protections.
- The marketplace is forced to rely on seller-provided information.
- Without cooperation from the dominant primary ticketing platform, which it has no incentive to provide, compliance becomes guesswork

When legislation imposes a price cap without requiring primary ticketing interoperability with other sellers and marketplaces, it effectively places secondary marketplaces in an impossible position: comply with a rule that cannot be reliably measured, audited, or enforced.

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### **OTHER STATES - MASSACHUSETTS REPEALED ITS PRICE CAP, OTHER STATES ARE REJECTING PRICE CAPS**

While resale price caps have been introduced in recent years, many legislatures reject them once they examine the compliance realities and consumer consequences. **Massachusetts**, for example, repealed its resale price cap in 2024 after concluding it was unworkable. **New Hampshire** considered a price cap in 2024 and abandoned it after learning about the consequences. Two states, Rhode Island and Kentucky, have arcane price caps on ticket sales but those laws are not enforced.

**This year, Washington State, New Mexico, Wisconsin, Oklahoma, Tennessee, West Virginia, and Kansas have abandoned resale cap proposals after further review. Connecticut advanced ticketing legislation after removing price caps from it.** Maryland removed proposed price and fee caps from the legislation it ultimately passed two years ago. These are just several examples of states considering price caps and turning the other way.

**Maine** is the only state that has recently enacted legislation related to ticket resale prices. In 2025, it enacted an unusually confusing law that the [Maine Attorney General's Office interprets](#) as a **fee cap, not a price cap**. This fee cap has enforcement issues similar to a price cap. We are working to clarify this law in Maine. From the Maine AG:

*Maine law now prohibits charging more than 10% of the total price of the original ticket, including taxes and fees, for the service of providing a marketplace for the resale of a ticket. This means that any fee or charge imposed by a ticket resale marketplace for the service it provides may not exceed 10% of the total price of the original ticket. The total price includes taxes and fees charged on the original ticket. **Maine law does not otherwise limit a ticket's total resale price.***

### **BOX OFFICES CAN STILL RAISE PRICES HIGHER, WHICH CREATES AN UNFAIR STANDARD**

H.512 only applies to resale tickets. By neglecting so-called “primary ticket sales” at the box office or through the exception in H.512 for the venue’s contracted ticketing firm, primary ticket prices could still adjust upwards with no restriction regardless of a new law. In other words, the box office can legally raise prices in real time through dynamic pricing or other means, but a ticket holder who already purchased a ticket is prohibited from setting a price based on that same demand. This approach is inequitable and does not address the root causes of high ticket prices.

The recent leak of [internal Ticketmaster communications](#) demonstrates the monopoly’s commitment to arbitrarily raising prices and taking advantage of fans, even going so far as to say they’re “robbing them blind.”

### **BUILT ON A FALSE PREMISE**

Legislating based on high-demand outlier events is poor public policy. Many events do not sell out, and consumers already have ample options at accessible prices in both the primary and secondary markets. When events do sell out at the box office, resale marketplaces can often still provide access when ticketholders choose to sell tickets they cannot use.

Thank you for considering this information.