



## **2026 Strategic Priorities: Championing a Pro-Fan Ticketing Marketplace**

For thirty-two years, the NATP has advocated for the rights of ticket buyers and its membership. In 2026, our mission remains consistent: **We stand for an open, competitive, fair, and transparent live event ticket industry to give fans access to tickets they want at prices they want to pay.**

As we work to promote solutions and best practices to protect and champion consumer choice, we are pleased to share an update on our strategic priorities—all focused on ensuring the delivery of more tickets to more fans.

### **Championing Competitive Consumer Choice**

We advocate **against any limits to the resale markets in favor of preserving an open, regulated secondary market.** The primary market often imposes the greatest constraints on fan access by creating artificial scarcity—often holding tickets to manufacture urgency. When fans are denied meaningful access at the box office by the primary market’s decision to withhold supply, legitimate resale markets provide a transparent, alternative path to event attendance.

**Consumers are best served when they have viable professional resale options to purchase tickets.** In the primary market, where consumers often have only a single monopolistic option as to where to buy tickets, there is no restraint on pricing or fees imposed. The secondary market has allowed millions of fans to benefit from a competitive space to buy and sell tickets. Not surprisingly, multiple surveys have shown that consumers overwhelmingly believe that they should be free to buy and sell tickets freely without restrictions.

While lawful ticket re-sellers compete on service and price to expand consumer options, primary platforms frequently control both the initial sale and the resale market. This vertical control allows the primary monopoly to restrict supply while capturing value on both sides of the transaction, effectively squeezing out competition—and thereby further limiting consumer choice. **The secondary market is where fans can get tickets for sold-out events, and where they can usually get tickets cheaper, easier, and with a level of customer service that they never get from ticket issuers like Live Nation/Ticketmaster.**

### **Strategic Solutions**

NATP has always advocated for the promotion and protection of consumer choice. In 2026, we continue to advance and advocate for the following strategic solutions and legislative actions:

- **Transparency on ticket availability (“artificial scarcity”).** High prices are often a symptom of supply restriction rather than ticket-reseller manipulation. It is estimated

that over 50% of tickets are often held back by the venue or promoter. Importantly, require the total number of sellable tickets to be disclosed at the on-sale. This transparency helps consumers distinguish between market demand and artificial scarcity.

- **Codify ticket transferability as a property right.** Much of the fraud and lack of control in the ticketing lifecycle stems from a “black hole” where visibility is lost after the initial sale. By defining a ticket as personal property, we ensure the buyer owns the asset and the data trail. This solves the “control” issue without handing the primary issuer a monopoly on the data, creating a standardized layer where ticket validity can be verified across platforms.
- **Clearly define and apply stiff fines and penalties for non-delivery of purchased tickets.** NATP pioneered the gold-standard of consumer protection—requiring members to adhere to a 200% money back if a guaranteed ticket is not delivered. To protect fans, we support regulation in favor of ticket buyers’ ability to bring forward civil action when a guaranteed ticket is not refunded.
- **Enforcement of "clear and conspicuous" disclosures.** To combat consumer confusion and “white label” websites that mislead fans, we advocate for strict enforcement of disclosures rather than bans on independent commerce.
- **Avoid price caps to prevent black markets.** We reject price caps, which drive transactions to illegal black markets—like unregulated social media channels—where fraud is rampant as one in eight buyers report being scammed when looking for tickets on social media. Regulated, open marketplaces are the only safety net against fraud. Driving sales underground removes consumer protections. A recent UK study found that in Ireland and Victoria, Australia, jurisdictions with strict resale ticket price control regulations, “ticketing fraud rates are almost four times higher [...] than the UK, with this result holding across essentially all ticket types, from sport events to concerts to exhibitions.” *Ticket fraud: its impact and the cost of market regulation*, Bradshaw Advisory, March 16, 2025.

**The NATP champions consumer choice and we are committed to building a fairer industry for everyone.** By fighting for these priorities, we ensure consumers can access tickets safely, transparently, and competitively.