

Myth vs. Reality

Ticket Resale Price Caps

Resale price caps don't work. Decades of economic evidence show they do little to improve affordability for fans while reducing competition and consumer choice.

Before imposing new regulations, policymakers should ask: Are we actually helping fans, or just making it harder for them to get into the room?

Myth	Reality
Price caps stop price gouging and protect fans.	Ticket resale caps do not lower prices, improve service, or decrease fraud. In fact, they eliminate the healthy competition that pushes companies to compete on price and service to win fans' business. If every gas station in a city shut down except one, would that one station's prices and service get better or worse? Capped ticket prices ignore actual market demand and create artificial scarcity that drives fans toward unregulated markets where fraud is rampant.
Price caps prevent scalpers from making a quick buck.	Caps may discourage legitimate resale services from participating in the market. This would likely lead to ticket shortages among professional resellers and penalize fans who did not—or could not—participate in initial sales or presales.
Price caps can help regulate the market and reduce fraud.	The data says the opposite. Roughly 1 in 8 tickets bought on social media already involve fraud or counterfeits, and outlawing the legitimate secondary market just hands the transaction to anonymous bad actors. A 2025 Bradshaw Advisory study found that Ireland and Victoria, Australia (both under strict resale price controls) have ticketing fraud rates nearly four times higher than the UK's.
Caps guarantee fans get tickets at face value.	These caps only target the secondary market, leaving primary sellers completely unregulated. Resale caps don't create more tickets, they just force supply rations through first-come-first-served queues, lotteries, or connections/insider access. More importantly, primary sellers can raise the initial face value of a ticket at will to match or exceed market demand, price caps do nothing to control the actual cost to consumers. Without secondary market competition to keep initial prices in check, primary sellers have free rein to charge whatever they want---the sky is the limit.
High secondary prices prove resellers are ripping fans off.	Prices are the fundamental signal of a ticket's real value in the market, and a high resale price can reflect genuine demand, not just a market failure. The secondary market lets tickets flow to whoever values them most: some fans pay more to guarantee a seat the moment tickets go on sale, others wait and pay less closer to showtime.
More fans will be able to access the events they want if ticket prices are capped.	A Centre for Economics and Business Research report warns that caps are likely to result in more unsold seats and fewer ticketholders actually selling tickets they can't use. This shrinks supply rather than expanding access.
Price caps protect consumers from ticketing monopolies like Live Nation/Ticketmaster.	Price controls on resale are an invasive form of market regulation that stifles competition in the resale market. The secondary market is one of the few competitive alternatives fans have to buying directly through the Live Nation/Ticketmaster monopoly, which already controls the entire live events supply chain - venues, promotion, primary ticketing, and resale. Weakening resale competition doesn't fight that dominance, it removes one of the few checks on it.
We don't really know how resale price caps would play out, but it's worth trying.	We've seen this experiment play out before. New York enforced strict anti-resale price laws for decades before finally repealing them in 2007. Economic analysis showed the restrictions simply drove the trade underground, leaving New Yorkers paying the highest secondary ticket prices in the nation. Ontario's current price-cap law is on track to repeat the same mistake.