



2023-2024 General Assembly

SENATE BILL 607: Regulatory Reform Act of 2024, Sec. 24: Require Transparency in Sale or Resale of Entertainment Event Tickets

Committee:		Date:	August 29, 2024
Introduced by:		Prepared by:	Howard Marsilio Staff Attorney
Analysis of:	Sec. 24 of S.L. 2024-45		

OVERVIEW: Section 24 of S.L. 2024-45 requires a secondary ticket exchange, ticket issuer, or reseller to meet certain requirements when listing a ticket for sale or resale.

This section becomes effective January 1, 2025, and applies to tickets listed for sale or resale on or after that date.

CURRENT LAW: G.S. 75-1.1 provides that unfair methods of competition in or affecting commerce, and unfair or deceptive acts or practices in or affecting commerce, are unlawful. The Attorney General can institute a civil suit for violation of G.S. 75-1.1 and knowing violations are punishable by a civil penalty of up to \$5,000 per violation. Additionally, individuals harmed by unfair trade practices have a private right of action and may recover treble damages.

BILL ANALYSIS: Section 24 of S.L. 2024-45 requires a secondary ticket exchange, ticket issuer, or reseller to meet the following requirements when listing a ticket for sale or resale:

- When the price of the ticket is displayed to the purchaser, the listing must clearly and conspicuously disclose the total price of the ticket, including all mandatory fees and the maximum order processing fee, if any.
- The total price of the ticket displayed at the beginning of the ticketing session must not increase during the ticketing session, except by the addition of the following, which are not mandatory and must be disclosed to the purchaser:
 - Actual charges required to deliver a non-electronic ticket to the address specified by the purchaser by the delivery method designated by the purchaser.
 - Taxes or fees imposed on the transaction by any government.
 - A reasonable fee for processing the order.
- The listing must clearly and conspicuously disclose to the purchaser the existence and actual dollar amount of each mandatory fee, if any, prior to the completion of the transaction. The descriptor used to identify each mandatory fee must not be deceptive or misleading.

A violation of this section is deemed an unfair trade practice under G.S. 75-1.1.

EFFECTIVE DATE: This section becomes effective January 1, 2025, and applies to tickets listed for sale or resale on or after that date.

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Director



Legislative Analysis
Division
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