

European Commission
Commissioner Michael McGrath
Rue de la Loi / Wetstraat 200 1049 Brussels
Belgium
2nd October 2025

Dear Commissioner McGrath,

Every year, millions of Europeans enjoy live entertainment, from concerts and other cultural performances to major sporting events, with the expectation of fair, transparent access and the opportunity to participate without facing unpredictable, inflated prices. However, the growing use of dynamic pricing in this sector threatens these expectations, privileging access for those with the highest willingness to pay.

We, the undersigned organisations, urge the European Commission, in drafting the *Digital Fairness Act*, to **include an explicit prohibition on dynamic pricing in the live entertainment sector**, where such practices are no longer market-efficiency tools but revenue-extraction mechanisms.

Dynamic pricing, where prices are algorithmically adjusted in real-time based on demand and other variables, can have a legitimate role in certain competitive markets. If designed transparently and fairly, it may support consumer benefits by smoothing demand, promoting access, and optimising price efficiency.¹

However, when applied in emotionally charged, high-demand markets with limited or no real competition, such as live concerts, major sporting events, domestic sports competitions, and other cultural performances, dynamic pricing is often unfairly used to extract maximum revenue from consumers. The risks posed by dynamic pricing in the live event sector are not hypothetical, but are becoming a real concern for loyal fans, as highlighted in joint actions by consumer and supporter organisations.²

Unlike other industries, these events are not generic goods or services with interchangeable options; they are unique, time and location-specific experiences offered by one single ticket seller. If a consumer wishes to attend a particular concert, see a specific theatre performance, or support their club or national team, they have no real alternative in terms of provider, date, or location and are subject to the arbitrary will of one

¹ <https://www.euroconsumers.org/wp-content/uploads/2024/11/Dynamic-Pricing-Definitely-Maybe.pdf>

² https://www.euroconsumers.org/wp-content/uploads/2025/07/Dynamic-Pricing_FIFA-letter.pdf

single ticket seller. When one player pulls all the strings and there is no real choice, dynamic pricing stops working for fans and starts working against them.

In such settings of market failure, dynamic pricing risks operating as a mechanism for squeezing the greatest possible profit from a captive audience. Scarcity and fans' dedication are exploited to create a system where cultural experiences become a bidding contest, where fans united by their love for an artist or a team are forced to compete against each other to access the most affordable tickets. This process ultimately excludes those who cannot or will not pay inflated prices and undermines trust in our digital market.

Moreover, in many cases, the additional revenues generated through dynamic pricing rarely flow back to those who create the cultural or sporting value or carry the financial risk - whether artists, cultural workers, clubs or independent organisers who carry the financial risk and create the value. Instead, for certain events, these revenues tend to be captured by dominant ticketing intermediaries and vertically integrated corporations, further deepening market concentration.

We therefore call on the European Commission to prohibit dynamic pricing in the live entertainment sector within the *Digital Fairness Act*. Not because we don't see consumer value in dynamic pricing, but because the market failure inherent to this specific sector turns fair dynamic pricing into an illusion. Such a measure would signal that consumer protection, cultural inclusion, and fairness remain central to Europe's digital economy.

We remain ready to provide further input and to support the development of legislation that safeguards both consumers and cultural access.

Yours sincerely,

Euroconsumers



Football Supporters Europe



Reset! network



Live DMA

