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23 January 2025

Lord Foster of Bath  
House of Lords  
London  
SW1A 0PW

INT2025/00834/DC

Dear Lord Foster,

## **LIVE EVENTS TICKETING: RESALE AND PRICING PRACTICES**

I am writing in response to two issues you raised in the House of Lords on 16 January, during Questions on the Oral Statement made in the House of Commons on 13 January on 'Live Events Ticketing: Resale and Pricing Practices'.

You asked for greater clarity about some of the proposals outlined in our consultation. The consultation is the first step towards delivering our manifesto commitment to introduce new consumer protections for fans in the ticket resale market. In the consultation, we have set out a range of potential measures under consideration – including a price cap on ticket resales, a licensing system for resale platforms and new requirements on resale platforms relating to the accuracy of information about tickets listed on their websites.

We want to use the consultation to gather evidence and views from those with an interest in the live events sector so that we can determine the best route forward to bring about lasting, meaningful change for fans. That is why the consultation does not present a preferred set of measures at this stage. We will carefully consider what we hear in response to our consultation before taking decisions on precisely how to act in the best interests of fans and the live events sector.

You also raised the relationship between our call for evidence on pricing practices in the live events sector, including the use of dynamic pricing, and the consultation on ticket resale in the sector. The live events sector has been evolving, adopting new technologies and pricing approaches including so called 'dynamic pricing'. The government recognises that these practices are changing both how the system works and also the experiences of fans when buying tickets, but we want to get a better understanding of how these changes are impacting on fans, and to consider the findings from the Competition and Markets Authority's work into how dynamic pricing is being used in different sectors of the economy, before deciding what further action may be needed. For that reason, we have not set out any specific proposals in the call for evidence on the live events sector primary market at this stage.




It is important to recognise that dynamic pricing is not itself illegal, and it can lead to benefits and savings for consumers. However, ticket retailers must comply with all relevant consumer protection legislation and provide clear and transparent information to consumers ahead of purchase.

As with our consultation on the resale of live events tickets, the call for evidence was launched on 10 January and will run for 12 weeks. I welcome continued engagement from Peers to support fairness for fans, and an economically successful live events sector.

I will place a copy of this letter in the Libraries of both Houses.

With best wishes,

A handwritten signature in black ink, appearing to read 'Baroness Twycross', written in a cursive style.

Baroness Twycross  
**Minister for Gambling**