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1060 Brussels  
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[help@ticketmaster.be](mailto:help@ticketmaster.be)

**By registered post and email**

Brussels, 03/07/2025

**Re: Misleading commercial practices (Platinum Tickets) - Misleading communication on the use of dynamic pricing (Platinum Tickets) - Bait pricing**

Dear Madam or Sir,

The Belgian consumer rights organisation, Testachats/Testaankoop, and its umbrella organisation, Euroconsumers, have examined the prices and communication for certain concert tickets sold by Ticketmaster on its Belgian website,<sup>1</sup> in particular Platinum tickets sold for concerts such as Bad Bunny - DeBí TiRAR Más FOToS World Tour, or Drake with PARTYNEXTDOOR: \$ome \$pecial \$hows 4 EU.<sup>2</sup>

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<sup>1</sup> <https://www.ticketmaster.be/>

<sup>2</sup> Problems with Platinum tickets had been reported to us previously, for example in September 2024 for Dua Lipa's concert at the Sportpaleis: "Ik ga 1 à 2 keer per week naar concerten en heb een vraag over de tarieven van Ticketmaster. Ik wil vandaag tickets kopen voor presale Dua Lipa in Sportpaleis de tarieven zijn 60-120; er waren 2000 mensen voor mij. het enige beschikbare tarief is PLATINUM 190 euro





We have identified problematic practices from the point of view of consumer rights and legislation, which are described below.

Although this analysis is limited to Ticketmaster's Belgian website, we are observing the sale of Platinum tickets and the possible use of dynamic pricing in other Member States, such as Spain,<sup>3</sup> Denmark,<sup>4</sup> Germany,<sup>5</sup> Austria,<sup>6</sup> Poland,<sup>7</sup> Sweden,<sup>8</sup> France<sup>9</sup> and the Netherlands<sup>10</sup>. The breaches of European consumer law detailed in this letter could therefore be more widespread and affect more purchasers across the European Union, leading to a reasonable suspicion that a widespread infringement, as defined in Regulation (EU) 2017/2394, is taking place.

### A. Lack of information on the sale and price of Platinum tickets

We note that either the list of the different ticket categories does not include Platinum tickets (e.g. concert of Bad Bunny), or this list is missing from the concert description page (e.g. concert of Drake).

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*voor een ticket op balkon 145, rij 4, wat dus een van de goedkoopste categorieën. Kan dit zo maar, nl goedkope tickets aan prijs x2 verkopen onder de noemer Platinum.”* (Free translation: “I go to concerts once or twice a week and have a question about Ticketmaster rates. I want to buy tickets today for presale Dua Lipa in Sportpaleis the rates are 60-120; there were 2000 people before me. the only available rate is PLATINUM 190 euros for a ticket on balcony 145, row 4, which is thus one of the cheapest categories. Can this just be, en cheap tickets at price x2 sold under the Platinum banner.”)

<sup>3</sup> On 12 May 2025, the Spanish consumer rights organisation OCU, which is also a member of Euroconsumers, filed a complaint against Ticketmaster Spain with the consumer authority, *i.a.* for the sale of Platinum tickets and the use of dynamic pricing for Bad Bunny concerts. This complaint is attached.

<sup>4</sup> <https://www.ticketmaster.dk/feature/platinum-billetter/?language=en-us> (last accessed on 27 June 2025). For example, Ticketmaster is selling Platinum tickets for the concert of Drake (24 August 2025, Copenhagen). A price range is indicated at the time of seat selection.

<sup>5</sup> <https://www.ticketmaster.de/help/terms.html?language=en-us> (last accessed on 27 June 2025). For example, Ticketmaster is selling Platinum tickets for the concert of Kendrick Lamar (2 July 2025, Cologne).

<sup>6</sup> <https://www.ticketmaster.at/help/terms.html?language=en-us> (last accessed on 27 June 2025). For example, Ticketmaster is selling Platinum tickets for the concert of Justin Timberlake (14 July 2025, Vienna).

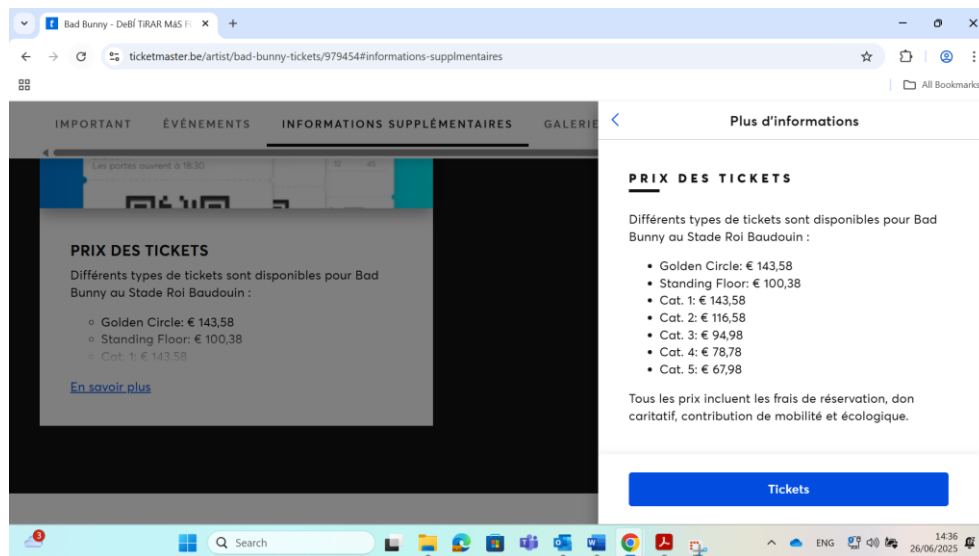
<sup>7</sup> <https://www.ticketmaster.pl/help/terms.html?language=en-us> (last accessed on 27 June 2025). For example, Ticketmaster is selling Platinum tickets for the concert of AC/DC (4 July 2025, Warsaw).

<sup>8</sup> For example, Ticketmaster is selling Platinum tickets for the concert of Drake (21 August 2025, Stockholm).

<sup>9</sup> For example, Ticketmaster is selling Platinum tickets for the concert of Imagine Dragons (5 July 2025, Paris).

<sup>10</sup> <https://www.ticketmaster.nl/feature/platinumtickets/av/index.en-us.html?language=en-us> (last accessed on 27 June 2025). For example, Ticketmaster is selling Platinum tickets for the concert of Kendrick Lamar (13 July 2025, Amsterdam).





In both cases, the sale and the precise price or price range of Platinum tickets<sup>11</sup> are not communicated to consumers in a proper and timely manner, which prevents them to compare different prices and seats, and to make a fully informed transactional decision.

We consider this to be a misleading commercial practice, more specifically a misleading omission as regards the indication of the sale and price of Platinum tickets, within the meaning of Article 7 of the Directive 2005/29/EC of 11 May 2005 concerning unfair business-to-consumer commercial practices in the internal market (the 'UCPD') (Article VI.99 of the Belgian Code of economic law), as it omits a material information that the average consumer needs to take an informed transactional decision, and thereby causes or is likely to cause him/her to take a transactional decision that he/she would not have taken otherwise.

## B. Misleading communication about the alleged additional benefits of Platinum tickets

Ticketmaster's communication on Platinum tickets gives the misleading impression that these tickets are special or offer additional benefits to consumers compared to non-Platinum tickets:

- the General Terms and Conditions<sup>12</sup> state that "*Platinum tickets are some of the best tickets available for concerts and other events. [...] They give fans guaranteed access to the best available tickets for the event*" (Article 7);
- the feature page<sup>13</sup> states that "*the purpose of Platinum Tickets is to offer the most dedicated fans access to a particular event*";

<sup>11</sup> The price range for Platinum tickets is (only) shown under the 'Search for tickets' tab. For example, for the Bad Bunny concert, the price range is EUR 99.10– EUR 469.05 (on 1 July 2025). However, we are of the opinion that this essential information is not being provided to consumers in a timely, visible and prominent manner.

<sup>12</sup> <https://www.ticketmaster.be/help/terms.html?language=en-us> (last accessed on 26 June 2025).

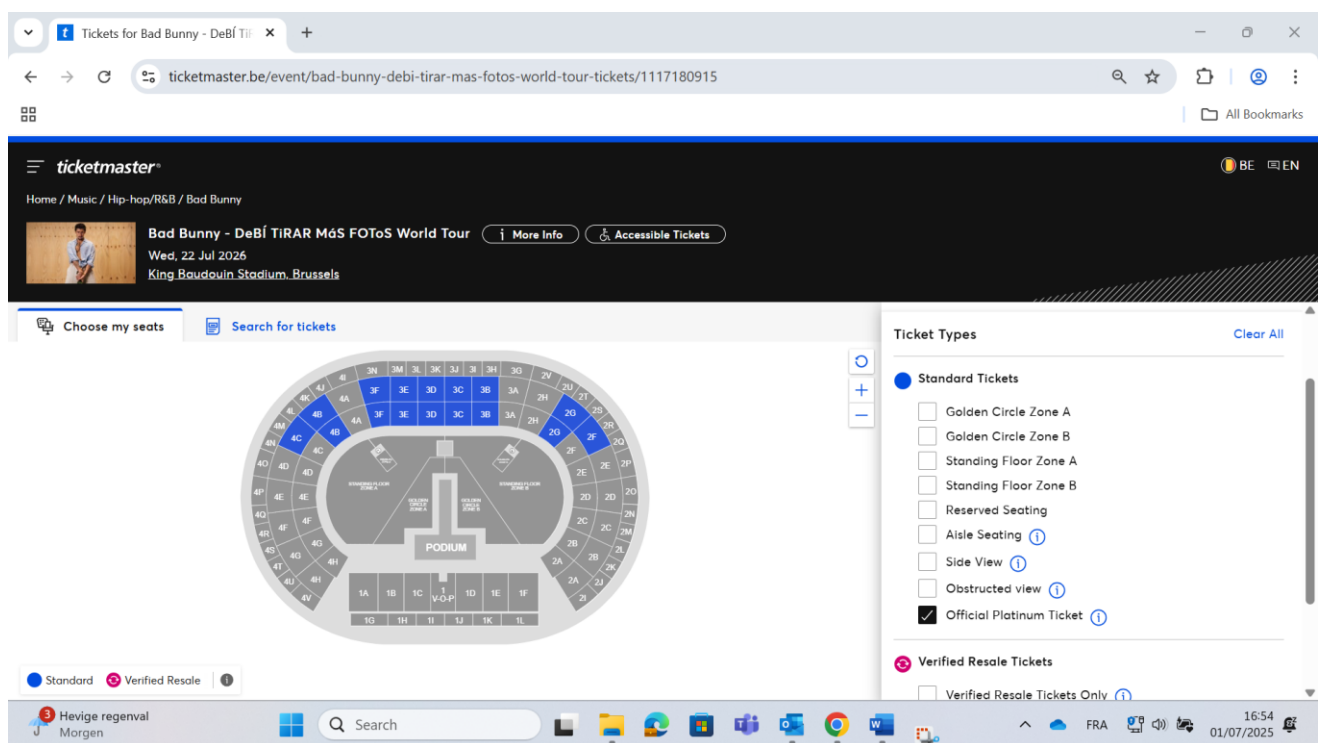
<sup>13</sup> <https://www.ticketmaster.be/feature/platinum/?language=en-us> (last accessed on 26 June 2025).

- the Help Center page<sup>14</sup> states that “*Platinum tickets give fans access to some of the most popular tickets at a price set by the event organizer*”.

We have however observed that Platinum tickets are Standard tickets, and offer no additional benefit compared to non-Platinum tickets:

- it goes without saying that all tickets sold by Ticketmaster “*offer the most dedicated fans access to a particular event*”;
- Platinum seats are located in the same area of the stadium than non-Platinum seats, and in some cases are even less well located than the latter which are (significantly) cheaper.

Four examples are given below. In the first example, for the Bad Bunny concert, the sections of the stadium in which the Platinum seats are located are much less well placed than the Standing Floor and the Golden Circle. Yet the price of tickets for these two categories is much lower than the current price of Platinum seats:



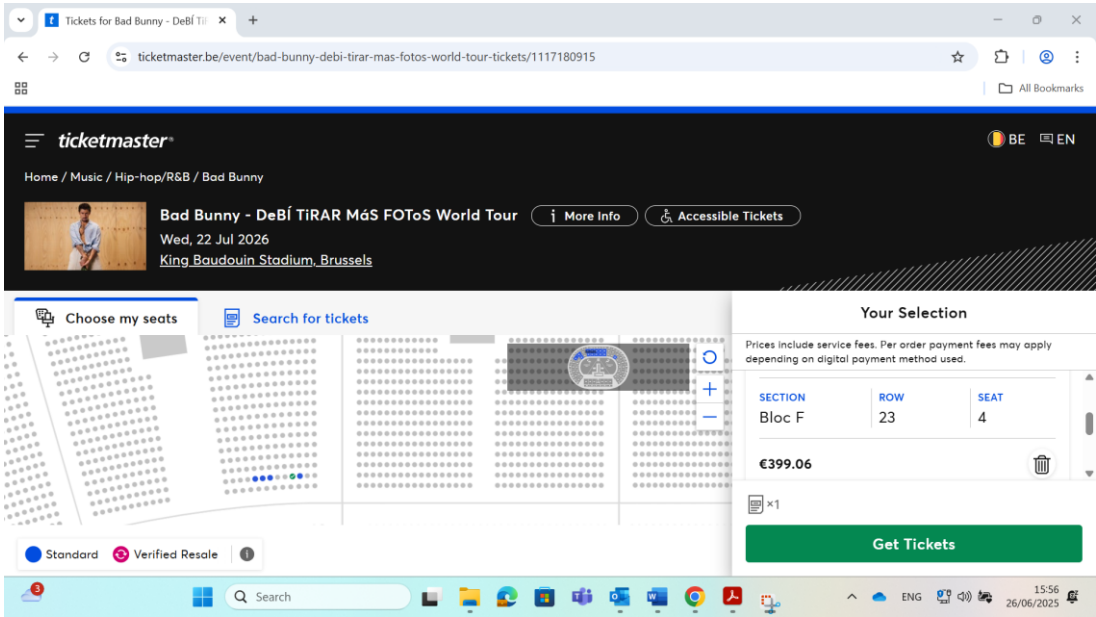
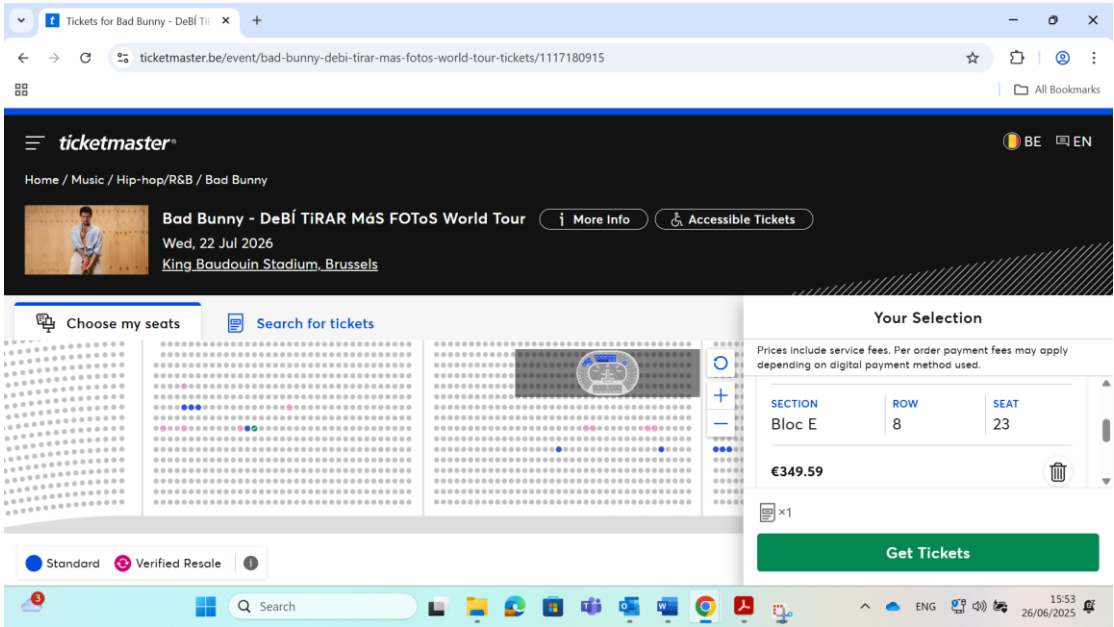
In the following two examples, we see that between two Platinum seats, the most expensive is by far the least well located:

<sup>14</sup> <https://help.ticketmaster.be/hc/en-us/articles/11004356983825-What-are-Platinum-Tickets> (last accessed on 26 June 2025).

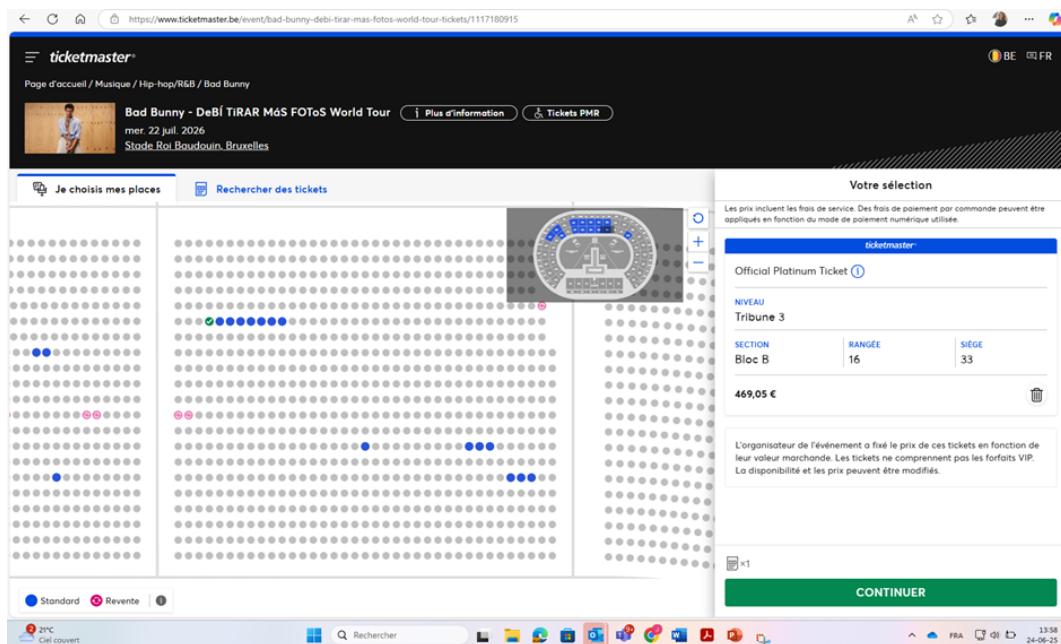
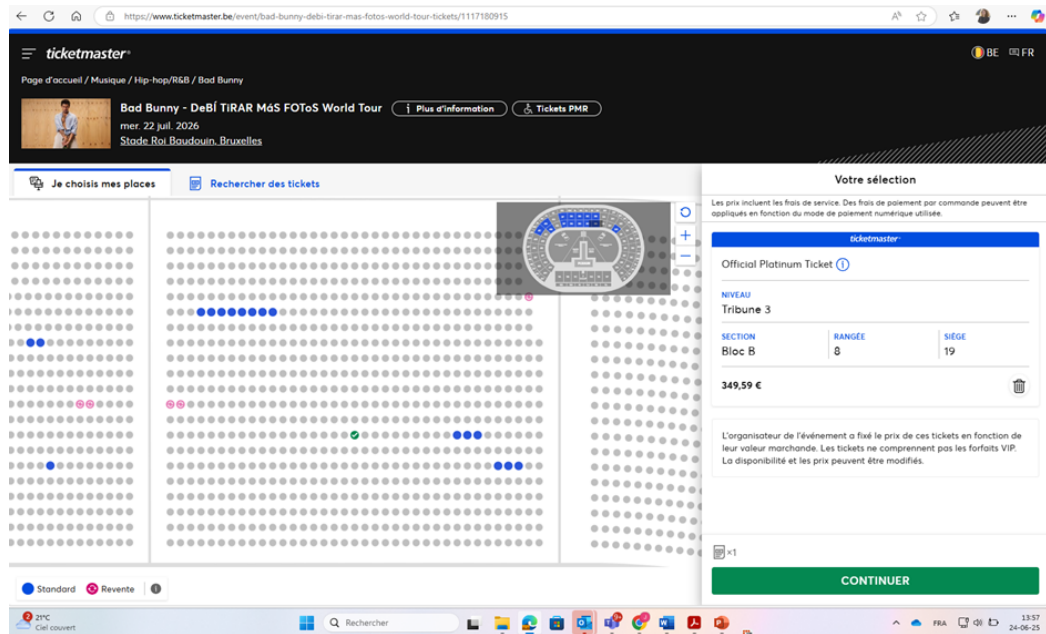




Example 2

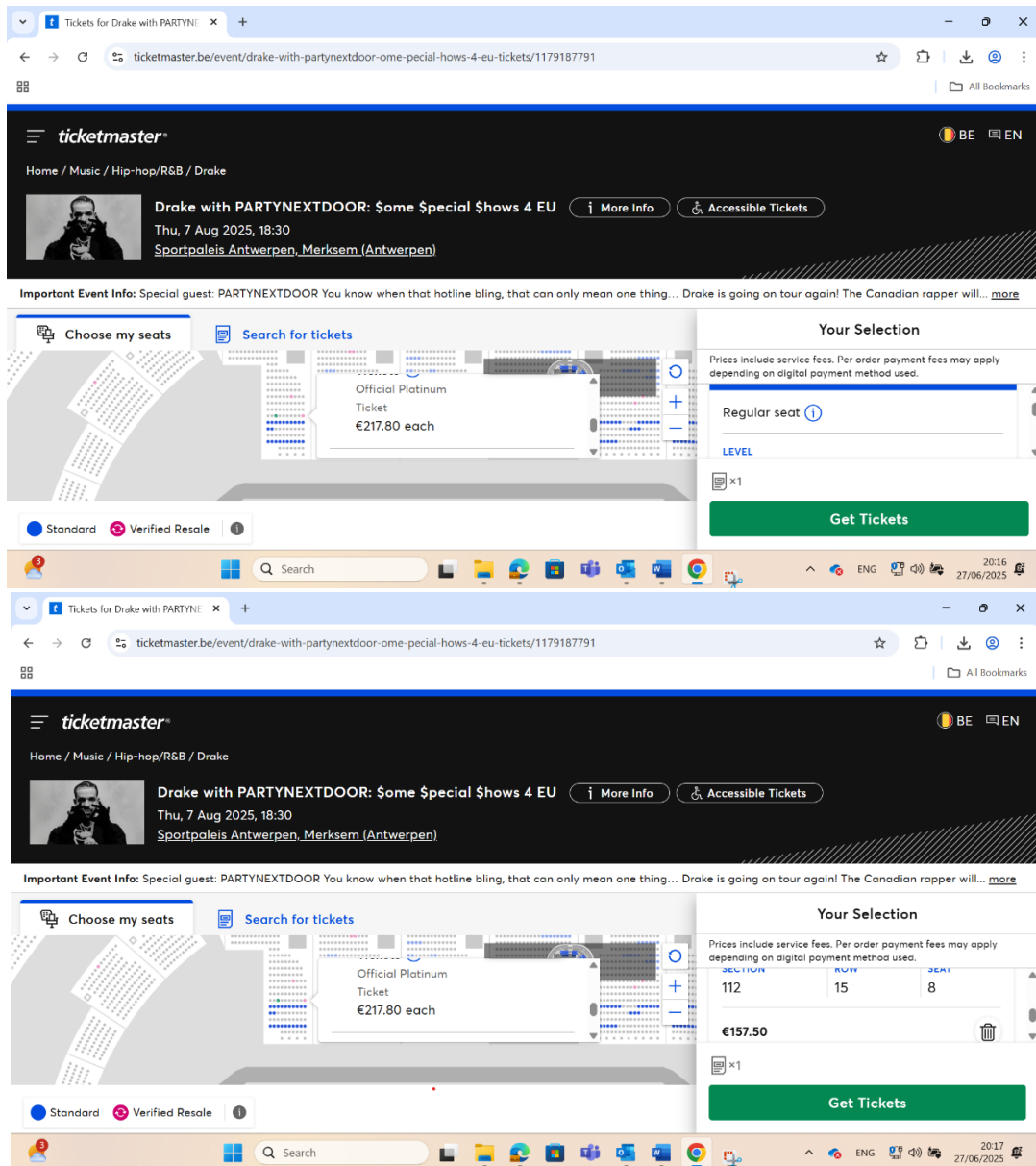


### Example 3



In the last example, for the concert of Drake, we note that a Platinum seat (pink dot - verified resale ticket)<sup>15</sup> is located in the same row as a Regular seat (green dot – standard ticket), but costs significantly more:

<sup>15</sup> According to Ticketmaster, “*Verified Resale Tickets are tickets sold by other fans **at the price they paid or less***”: “*This is a ticket verified resale service. These are tickets sold by fans and verified by Ticketmaster.*” (emphasis added)



The screenshot shows the Ticketmaster website for the event "Drake with PARTYNEXTDOOR: \$ome \$pecial \$hows 4 EU". The event is scheduled for Thursday, 7 Aug 2025, at 18:30 at Sportpaleis Antwerpen, Merksem (Antwerpen). The page displays "Official Platinum Ticket" for €217.80 each. A "Your Selection" sidebar shows a "Regular seat" selected. The bottom of the page shows a Windows taskbar with the date 20:16 27/06/2025.

We consider this to be a misleading commercial practice, more specifically a misleading action as regards the manner in which Platinum seats are presented to consumers as being ‘special’ or ‘better’ (thereby justifying their significantly higher prices), within the meaning of Article 6 of the UCPD (Article VI.97 of the Belgian Code of economic law), as it deceives or is likely to deceive the average consumer in relation to the main characteristics of the product or the existence of a specific price advantage, and causes or is likely to cause him/her to take a transactional decision that he/she would not have taken otherwise.

### C. Misleading communication on the use of dynamic pricing for the sale of Platinum tickets



Ticketmaster's Belgian website contains contradictory and confusing information about the use of dynamic pricing for calculating the price of Platinum tickets:

- the General Terms and Conditions state that “*for such tickets Ticketmaster uses a ‘dynamic pricing’ system which means that the price is determined by the size of the offer and the level of current demand*” (Article 7);
- the feature page states that “*Platinum Tickets give fans the opportunity to purchase the most in demand tickets to an event, at a market-driven price. A number of the tickets is set aside for this purpose by the artist or promoter. [...] The prices are dynamic and are set in real-time based on variables of supply and demand – similar to how ticketing works in the hotel and airfare industries*”;
- the information pop-up on the Official Platinum Ticket states that “*the Event Organiser has priced these tickets according to their market value. [...] Availability and pricing are subject to change*”;
- Ticketmaster Purchase Policy (Special provisions for Platinum Tickets)<sup>16</sup> states that “*the price of Platinum Tickets is set according to demand at the time you purchase, so it may vary – you pay the price displayed at the time you make your purchase, but the price of similar Platinum Tickets may increase or decrease after you have purchased. You won’t be entitled to a refund if the price of similar Platinum Tickets subsequently falls. Platinum Tickets are some of the best seats or tickets available for each event, so the numbers of available Platinum Tickets may be extremely limited and can sell out quickly*.”
- the Help Center page however mentions that “*Ticketmaster does not use any algorithmic surge pricing technology*”.

We consider this to be a misleading commercial practice, more specifically a misleading omission as regards the manner in which the price of Platinum tickets is determined or calculated, within the meaning of Article 7 of the UCPD (Article VI.99 of the Belgian Code of economic law), as Ticketmaster provides in an unclear, unintelligible and ambiguous way this material information, and this causes or is likely to cause the average consumer to take a transactional decision that he/she would not have taken otherwise.

#### **D. Bait pricing (or advertising)**

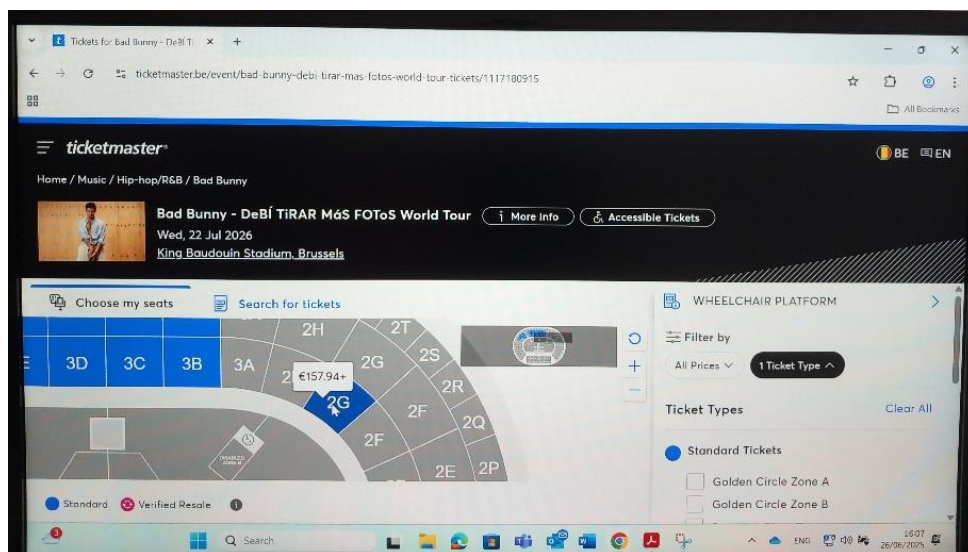
We have noted that Ticketmaster uses bait pricing (or advertising) in certain cases. By way of examples, for the Bad Bunny concert:

- section 2G shows a price starting at EUR 157.94, while all standard tickets are sold at EUR 399.06 and the cheapest resale ticket is EUR 296.56:<sup>17</sup>

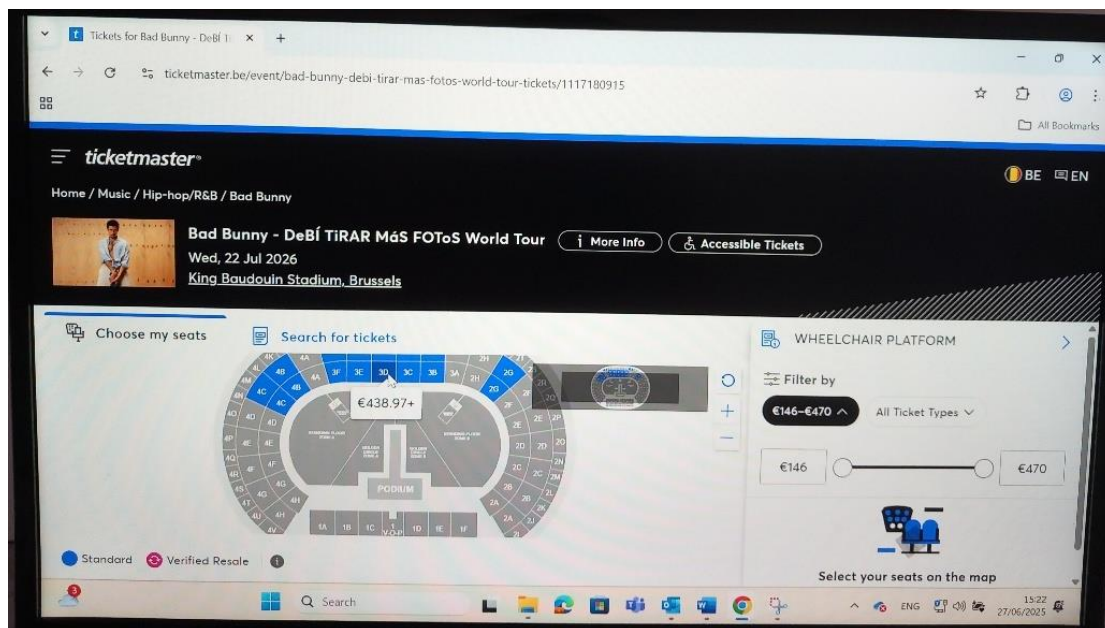
<sup>16</sup> <https://www.ticketmaster.be/help/purchase.html?language=en-us> (last accessed on 1 July 2025).

<sup>17</sup> Screenshots of the price of each of the remaining seats in this section can be found in Annex I to this letter.

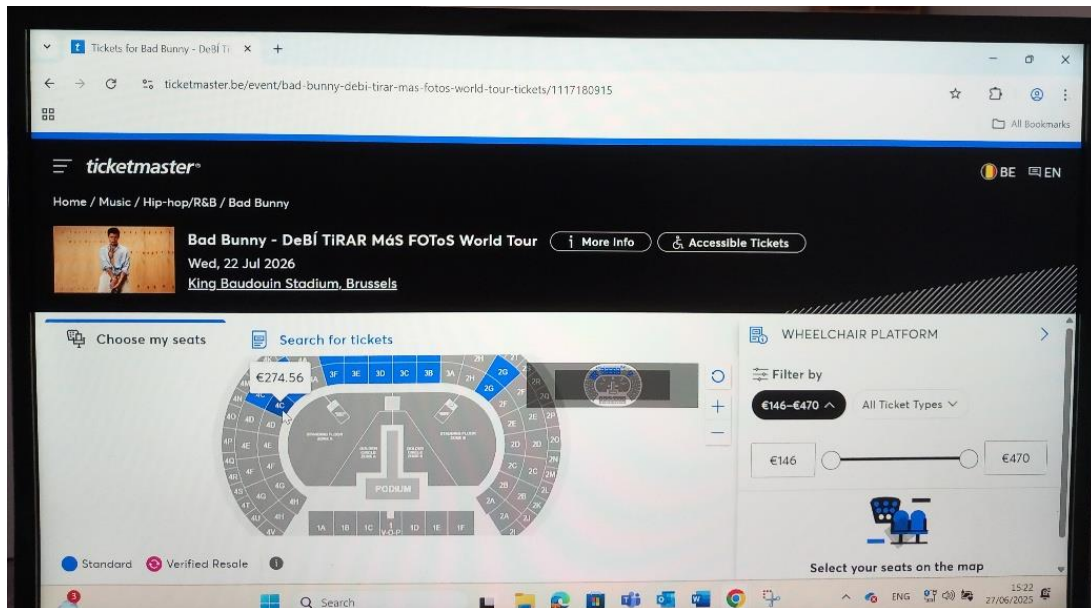




— the price filter shows that some tickets are still available at EUR 146 in various sections of the stadium. However, if we click on one of them (e.g. section 3D), the lowest price is EUR 438.97:



In section 4C, the price is EUR 274.56:



Bait pricing (or advertising) is a commercial practice which is, in all circumstances, considered unfair based on Annex I of the UCPD (no. 5) (Article VI.100 (5°) of the Belgian Code of economic law), and is therefore prohibited.

## E. Requests of Testachats/Testaankoop and Euroconsumers

We kindly request that Ticketmaster provides us, **by 18 August 2025 at the latest**, with explanations on:

- the use of dynamic pricing (algorithmic or otherwise) to determine the price of certain concert tickets,
- its proposed actions to rectify the situation described in this letter, under Sections A to D, such as and without being limited to:
  - informing in a clear and transparent manner the consumer of the price, or at least of the price range, for each ticket category, including Platinum tickets, regardless of the choice of pricing system, in particular in a concert-related advertising or on the concert presentation page on the website,
  - informing in a clear and transparent manner the consumer about the use of any specific pricing system and how it may affect prices, to enable him/her to make an informed choice, in particular in a concert-related advertising or on the concert presentation page on the website,
  - stopping misleading consumers by using the term 'Platinum' for standard tickets,
  - stopping misleading consumers about the main characteristics of Platinum tickets, such as making them believe that Platinum seats would be better than non-Platinum seats,



- stopping all forms of bait pricing or advertising,
- if dynamic pricing (algorithmic or otherwise) is used for certain concert tickets, implementing
  - a ‘reservation’ or ‘locking-in’ system of initially-advertised prices until the end of the purchasing process, to avoid consumers feel pressured to make quick decisions because prices may rise suddenly,
  - checks and balances to prevent prices rising very steeply and/or to very high levels (e.g. price caps).

We thank you in advance for your attention to this letter and our requests.

Sincerely,

**Marco Scialdone**  
*Head Of Litigation*  
Euroconsumers



Firmato da:  
  
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**Carine Seron**  
*Legal Counsel*  
Euroconsumers



Signed by:  
  
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**Jean-Philippe Ducart**  
*Manager Public Affairs & Media Relations*  
Testachats/Testaankoop



DocuSigned by:  
  
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**Sara Vermeulen**  
*General Legal Advisor*  
Testachats/Testaankoop



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**Julie Frère**  
*Domain Head Communication & Public Affairs*  
Testachats/Testaankoop



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CC:

- Mr. Angelo Grieco and Ms. Gabrielle Jouët-Pastré, European Commission - DG Justice and Consumers - JUST.B.3: Consumer enforcement and redress
- Managing Director Wim Van Poucke – Belgian SPF Economie - Directorate General for Economic Inspection





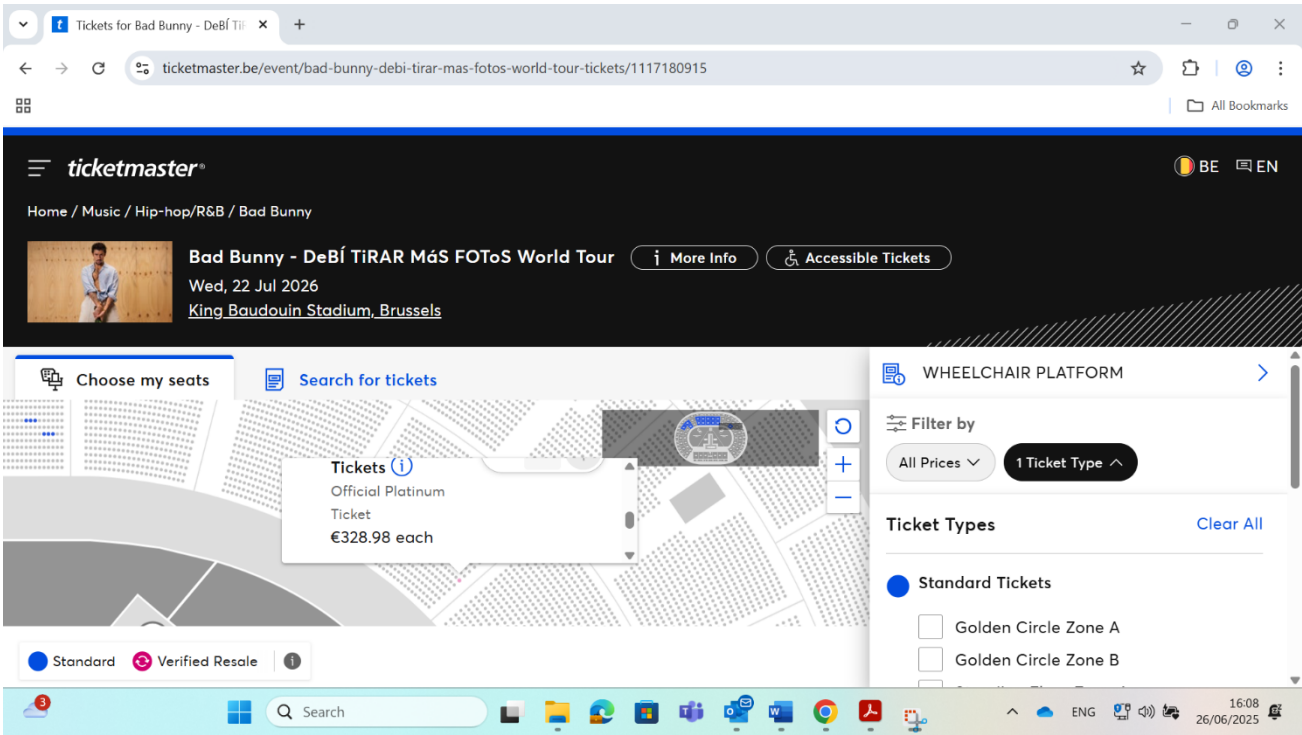
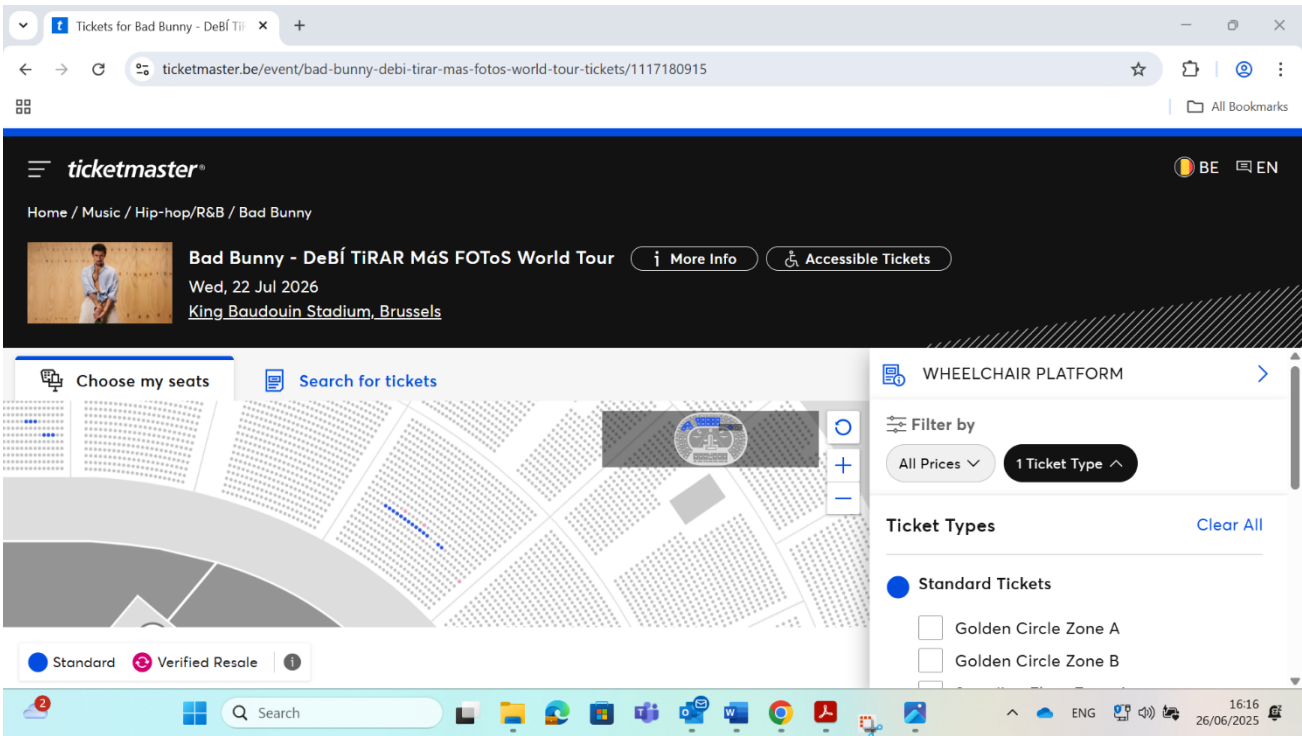


**About Euroconsumers:** *Gathering five national consumer organisations and giving voice to a total of more than 1 million people in Italy (Altroconsumo), Belgium (Testachats/Testaankoop), Spain (OCU), Portugal (DECO and DECOProteste) and Brazil (Proteste), Euroconsumers is the world's leading consumer cluster in innovative information, personalised services and defence of consumer rights. Our European member organisations are part of the umbrella network of BEUC, the European Consumer Organisation. Together we advocate for EU policies that benefit consumers in their daily lives.*





ANNEX I







Tickets for Bad Bunny - DeBí Tirar Más Fotos World Tour

ticketmaster.be/event/bad-bunny-debi-tirar-mas-fotos-world-tour-tickets/1117180915

ticketmaster

BE EN

Home / Music / Hip-hop/R&B / Bad Bunny

Bad Bunny - DeBí Tirar Más Fotos World Tour

Wed, 22 Jul 2026

King Baudouin Stadium, Brussels

More Info

Accessible Tickets

Choose my seats

Search for tickets

Standard

Verified Resale

Prices include service fees. Per order payment fees may apply depending on digital payment method used.

SECTION	ROW	SEAT
Bloc G	9	24

€399.06

Get Tickets

Tickets for Bad Bunny - DeBí Tirar Más Fotos World Tour

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SECTION	ROW	SEAT
Bloc G	9	23

€399.06

Get Tickets



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Standard

Verified Resale

SECTION

Bloc G

ROW

9

SEAT

22

€399.06

Get Tickets

Prices include service fees. Per order payment fees may apply depending on digital payment method used.

SECTION

ROW

SEAT

Bloc G

9

22

€399.06

Get Tickets

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Standard

Verified Resale

SECTION

Bloc G

ROW

9

SEAT

21

€399.06

Get Tickets

Prices include service fees. Per order payment fees may apply depending on digital payment method used.

SECTION

ROW

SEAT

Bloc G

9

21

€399.06

Get Tickets





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Verified Resale

SECTION

Bloc G

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€399.06

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Standard

Verified Resale

SECTION

Bloc G

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SEAT

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€399.06

Get Tickets



ticketmaster.be/event/bad-bunny-debi-tirar-mas-fotos-world-tour-tickets/1117180915

**ticketmaster**

Home / Music / Hip-hop/R&B / Bad Bunny

**Bad Bunny - DeBÍ TirAR Más FOToS World Tour**

Wed, 22 Jul 2026

King Baudouin Stadium, Brussels

[More Info](#) [Accessible Tickets](#)

**Choose my seats** **Search for tickets**

**Your Selection**

Prices include service fees. Per order payment fees may apply depending on digital payment method used.

SECTION	ROW	SEAT
Bloc G	9	17

€399.06

Get Tickets





Tickets for Bad Bunny - DeBí Tirar Más Fotos World Tour

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Standard

Verified Resale

SECTION

Bloc G

ROW

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SEAT

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€399.06

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15

€399.06

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Bloc G

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10

€399.06

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9

€399.06

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Get Tickets