

Fans and Consumers Unite: Joint Call to European Commission to Ban Dynamic Pricing in Live Events

Brussels, 2 October 2025 – Concerts, sports matches, theatre shows, these are the moments that bring people together and create memories for a lifetime. But increasingly, the real price of these “priceless” experiences is being pushed out of reach. Today, Euroconsumers, Football Supporters Europe, Reset! network, and Live DMA have sent a joint letter to European Commissioner McGrath, urging the Commission to explicitly ban dynamic pricing in the live entertainment sector as part of the upcoming Digital Fairness Act.

Dynamic pricing, where ticket prices rise automatically in real time according to i.a. demand, may have a place in competitive markets. But in live events, where there is only one organiser, one date, and one ticket seller, it doesn't create efficiency. It creates exploitation.

Why dynamic pricing in live events is unfair:

- **Fans are punished for loyalty:** The more people want to attend, the higher the price.
- **No added value:** The seat is the same, only the price goes up.
- **Exclusion of many:** Inflated costs lock out supporters and culture lovers.
- **Erosion of trust:** Opaque and arbitrary price changes undermine confidence.

In live culture and sports, consumers have no real alternatives. Fans are captive to one organiser and one platform, and dynamic pricing turns their dedication into a bidding contest. Instead of rewarding artists, clubs, or cultural workers, the extra revenue often flows to dominant ticketing intermediaries and large corporations, further entrenching market concentration.

The organisations are calling on the European Commission to prohibit dynamic pricing in live entertainment under the Digital Fairness Act. Such a step would ensure transparent, fixed ticket prices, restore consumer trust, and safeguard access to culture and sport for all, not just the highest bidders.

You can read the full letter here: <https://www.euroconsumers.org/wp-content/uploads/2025/10/Letter-to-European-Commission-Joint-Call-to-Ban-Dynamic-Pricing-in-Live-Events.pdf>

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About the signatories:

Euroconsumers

Gathering five national consumer organisations and giving voice to a total of more than 6 million people in Italy, Belgium, Spain, Portugal and Brazil, Euroconsumers is the world's leading consumer group in innovative information, personalised services and the 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.

Football Supporters Europe (FSE)

FSE is an independent, non-profit, members' association of supporters recognised as a representative body on fan issues by institutions including UEFA and the Council of Europe. We are the democratic, passionate voice that represents the interests of supporters in European football. We exist to make an impact for fans by acting as a watchdog and enhancing supporter rights, while providing training, resources, and information.

Live DMA

Live DMA is a European network of national live music associations, created in 2012. Our members represent live music venues, clubs and festivals in their respective countries, and through them, we support a community of over 3000 live music scenes across 16 countries.

Reset! network

Reset! network is a European network of independent cultural and media organisations. We are designed and built to document the situation of independent culture and media across Europe and beyond, empower its members as well as to advocate for a repositioning of independence as a core value in the cultural sector.