

## **The Broadway League Supports HB 2794**

The Broadway League is the trade association for the American commercial theatre industry and counts more than 700 producers, venue owners and road presenters among its members. Together, our membership brings Broadway theatre to audiences across North America and around the world. We proudly represent Portland's Centers for the Arts.

We urge the legislature to support H.B. 2794, a bill that takes a deftly measured approach to addressing one of the most flagrant misuses of the internet and largest sources of complaints from our consumers: websites designed to confuse patrons intending to purchase tickets from the original source. With the advent of web-based sales, ticket brokers have developed sophisticated systems for confusing patrons about who they buying from, the availability of tickets from the primary source's inventory and about a ticket's true price.

Brokers often advertise inventory they have not obtained ('speculation') and advertise ticket prices without disclosing their exorbitant markups. They insert venue names into their internet URLs and post copyrighted logos on their websites. This is all done in an effort to mislead the public into believing they are transacting with an authorized agent of the venue and/or that the primary source has already exhausted its inventory.

Satisfying our patrons and ensuring they have an enjoyable experience throughout the entire process is our number one priority. However, when patrons receive scalped tickets and learn the seats are not in the location promised, or the broker advertised a \$65 ticket for \$165, the venue's staff is left to satisfy confused, angry customers who are less likely to purchase tickets in the future.

The audience's experience is our product. The way we grant customers access to our facilities and how we price our tickets are marketing decisions carefully made by the individuals who have invested their time and resources into creating the content of that experience. Third-parties intervene into that relationship, without solicitation, with the express intent to defrauding consumers. Accordingly, we once again urge adoption of H.B. 2794, legislation which mandates a series of much-needed consumer disclosures that no legitimate business operator would find objectionable.