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Testimony of the Ticket Policy Forum on Oregon House Bill 4024

Mr. Chair and Members of the Senate Committee On Labor and Business:

On behalf of the Ticket Policy Forum, an advocacy coalition of the nation's leading and most trusted online ticket marketplaces, we submit this testimony in **proud support of HB 4024**, which would put an end to deceptive speculative ticketing. Our members serve tens of millions of fans each year and include StubHub, SeatGeek, Vivid Seats, TickPick, Gametime, and Events Ticket Center. The Ticket Policy Forum was founded to advocate for our marketplace members, protect fans, and promote real competition in ticketing.

Twenty-five years ago, buying or selling resale tickets could be a gamble. If you couldn't make an event, you were often stuck with the ticket and there was no simple way to resell it. Ticketholders would scramble at the last minute to find a friend, coworker, or neighbor to take the seat. If that didn't work, the ticket and the consumer's investment went to waste, and the event venue ended up with empty seats. Meanwhile, fans trying to buy tickets outside of supposedly sold-out events had no safe options. In those days, ticket reselling took place in shady back-alley exchanges which came with no guarantees, no refunds, and no accountability. It was common to end up with counterfeit tickets.

Legitimate resale platforms changed that. Starting in 2000, StubHub introduced real consumer protections, including money-back guarantees, secure payment processing, and delivery verification, that simply didn't exist before. Other companies, including our members, entered the market to meet a significant consumer need and demand: safe and reliable access to tickets in a way that empowered fans. What was once a shadowy transaction is now one of the most transparent, secure, and flexible ways to attend a live event.

Ticket resale gives fans a safer, more reliable alternative to chaotic Ticketmaster on-sales with long queues, special access codes, and hours spent online, all the while dramatically reducing fraud and counterfeit tickets. It also gives fans freedom and flexibility to buy and sell as life changes, helps fill seats that would otherwise go empty, and often saves consumers money. In fact, more than 11 million fans nationwide paid less than the original price by buying resold tickets last year.

We support HB 4024 because we believe fans deserve clear, honest information about what they're buying, specifically if it is a ticket within constructive possession of the seller, or not (e.g., a pay-now-procure-later shopping service).

Undisclosed speculative ticketing has the potential to confuse consumers who expect to build travel around a live event. In the rare instance where a ticket seller is unable to provide the ticket in this type of transaction, though the consumer receives a full refund or an offer of comparable tickets, the fan could experience frustration. Indeed it is fortunate that our member marketplaces provide refund protection for all transactions, which is one of many reasons we advise consumers to avoid fake imposter websites where there are no guarantees or recourse. Still, the clarity provided by HB 4024 will strengthen transparency which would be an added protection afforded to consumers.

This bill will guarantee that fans are not unknowingly presented with undisclosed speculative ticket sales. Fans deserve this kind of transparency. This means knowing whether they are buying a ticket within the seller's constructive possession or a pay-now-procure-later service. If it is the latter, the consumer can then wait until the ticket is confirmed before incurring other related expenses. This is one of many reforms the Ticket Policy Forum is proud to support, in addition to cracking down on deceptive websites which impersonate venues.

A similar provision is contained in the TICKET Act in the U.S. House of Representatives, and we continue to advocate at the federal level for its passage.

Once again, thank you for the opportunity to provide our thoughts in support of this bill. We remain available to collaborate with Oregon legislators to provide stronger consumer protections in the increasingly complex ticketing ecosystem. Please don't hesitate to use us as a resource moving forward.

Sincerely,
Ian Eli Lee
Senior Policy Director
Ticket Policy Forum