



Europe Has a Window of Opportunity to Ban Dynamic Pricing in Live Events

Brussels, 23 June 2026 – As the European Commission's Digital Fairness Act is expected to come under review by the Regulatory Scrutiny Board on 1 July, Euroconsumers, Football Supporters Europe and Live DMA are calling on EU legislators to introduce a ban on dynamic pricing in live events. With the legislative process entering a crucial phase, now is the moment to ensure fair and transparent access to culture and sport for all.

Recent ticket sales for major events, including the FIFA World Cup and concerts by some of the world's biggest artists, have once again highlighted concerns about dynamic pricing. Across the live entertainment sector, consumers increasingly face unpredictable price increases that put live experiences out of reach for many.

Why dynamic pricing is unfair in live events

Dynamic pricing, where ticket prices increase in real time according to demand, may have a role in competitive markets. But live events are fundamentally different. There is only **one organiser, one event, one date and often one dominant ticketing platform**. Consumers have no meaningful alternative when prices suddenly increase.

As a result, fans are effectively penalised for their passion. The ticket remains the same, the seat remains the same, but the price can soar within minutes. This **reduces access to culture and sport**, excludes many fans and undermines trust in the market.

Already in October 2025, Euroconsumers, Football Supporters Europe, Live DMA and Reset! Network [jointly wrote to the European Commission](#) urging it to address this issue as part of the Digital Fairness Act. The organisations warned that **dynamic pricing in live events transforms consumer loyalty into a bidding contest** and risks further concentrating power in the hands of dominant market players.

The issue is also at the heart of Euroconsumers' ["The Real Price of Priceless"](#) campaign, which highlights how the experiences that bring people together – concerts, football matches, festivals and other live events – are becoming increasingly inaccessible due to unfair pricing practices. You can see the position paper [here](#).



European citizens deserve fair, transparent access to culture and sports. We therefore call on regulators and legislators to seize the opportunity by introducing a targeted ban on dynamic pricing in live events in the Digital Fairness Act and ensure that ticket prices are clear, predictable and fair from the moment they go on sale.

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About Euroconsumers

Gathering six national consumer organisations and giving voice to a total of more than 7 million people in Italy, Belgium, Spain, Portugal, Poland and Brazil, Euroconsumers is the world's leading consumer group in innovative information, personalised services and the defence of consumer rights.

About 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.

About 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 18 countries.