

Rt. Hon. Liam Byrne MP
Chair, Business and Trade Committee
House of Commons
London
SW1A 0AA

From: Sarah Cardell
Chief Executive

25 September 2025

Dear Mr Byrne,

I know the Business and Trade Committee has taken a close interest in the impact of pricing practices on consumers, including in the live events sector. With this in mind, and building on the CMA's previous oral and written evidence to the Committee, I wanted to write personally to inform you that we have today secured formal commitments (undertakings) from Ticketmaster to avoid a repeat of the concerns that followed the sale of tickets for the Oasis Live '25 Tour.

The CMA first opened an investigation into the way Ticketmaster sold Oasis tickets on 4 September 2024. After a thorough investigation, we identified concerns in two areas:

- Ticketmaster did not tell fans waiting in lengthy queues that standing tickets were being sold at two different prices, and that prices would jump as soon as the cheap tickets sold out.
- Ticketmaster sold some 'platinum' tickets at almost 2.5 times the price of 'standard' tickets – without sufficient explanation that these offered no additional benefits over some 'standard' tickets in the same areas of the venue.

The CMA did not find evidence that Ticketmaster used an algorithmic pricing model to adjust ticket prices in real time according to changing conditions like high demand – also known as 'dynamic pricing'.

Due to the date on which the Oasis sale occurred, the CMA was required to take forward this investigation using its historic powers under Part 8 of the Enterprise Act 2002 (EA02). This meant that we had to consult with Ticketmaster and try to seek a voluntary resolution to our concerns.¹

¹ Under the Digital Markets, Competition and Consumers Act, for conduct occurring on or after 1 April 2025, the CMA is now able to decide whether certain key consumer protection legislation has been breached without having to take businesses to court. Where the law has been broken, the CMA may impose fines up to 10% of annual worldwide turnover, as well as directly enforcing undertakings agreed with firms to resolve a problem affecting consumers.

The CMA has now secured undertakings from Ticketmaster to ensure fans buying tickets are treated fairly. These undertakings require Ticketmaster to:

- **Tell fans 24 hours in advance if a tiered pricing system is being used (as it was for Oasis standing tickets).** This means fans will know beforehand if there are multiple prices for the same type of ticket, and that more expensive ones will be released once the cheapest sell out.
- **Provide more information about ticket prices during online queues, helping fans anticipate how much they might have to pay.** This includes setting out the range of prices available for the event when people join the queue and updating fans swiftly when the cheaper tickets sell out. Additional information to help fans make the best decisions for them will also be given about the prices of tickets sold using tiered pricing.
- **Not use any misleading ticket labels.** Ticketmaster will ensure that tickets are described accurately and do not give the impression that one ticket is better than another when that is not the case.
- **Provide regular reports to the CMA.** Ticketmaster will regularly report how it has implemented the undertakings over the next two years to ensure robust compliance. Failure to take forward these measures could result in enforcement action.

The undertakings we have secured will give fans more information about prices and clear descriptions of exactly what they are getting for their money. If Ticketmaster fails to deliver on these changes, we will not hesitate to take further action.

They also send a clear message to all ticketing websites that fans must have access to clear and timely pricing information with accurate ticket descriptions, especially where there are different pricing models and queues in play. The CMA recognises the importance of live events for fans and will continue to monitor practices building on previous work in this area.

I hope you find this information helpful and please do not hesitate to get in touch if you have any questions. More information about the announcement can be found in the [press release](#).

Yours sincerely,



Sarah Cardell
Chief Executive

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