Senator Terrence Murphy's Ticket Sale Transparency Bill Signed Into Law

TERRENCE MURPHY   July 2, 2018

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The legislation, S8501B, signed into law by the Governor on Sunday, extends protections in the market that expired on June 30 and adds new safeguards for consumers against deceptive tactics and price gouging. The new measures represent the most significant change to the ticket sale law in over a decade.

"Any hardworking New Yorker who purchases a ticket to the world class entertainment and sporting events in our state should never fear being ripped off. This law provides consumers with the confidence and peace of mind that when they are purchasing tickets to see a Broadway show, a ballgame, or a musical performance, they will not be scammed. I thank Governor Cuomo for signing my legislation into law to protect the integrity of this industry," said Senator Murphy.

In 2016, the Senate Republican Majority successfully battled against "bots," or automated ticketing software, from mass purchases that resulted in everyday consumers from being locked out of buying tickets at face value.

Expanding on that effort, the new law focuses on tactics used to deceptively sell overpriced admissions to New York venues.

The Office of the Attorney General provided dozens of reports by consumers detailing businesses creating websites with strikingly similar names to a venue's, but under the law a reseller would now be required to disclose clearly to the public that they are a secondary agent. Websites reselling tickets must also conspicuously share license numbers and disclosures if sales are transferred to another agent.

Operators would also be required to disclose total fees and surcharges associated with a ticket purchase prior to completion of the sale.

While bots or similar ticket purchasing software are banned under current law, the law now adds a penalty for using a bot that could result in the loss of a reseller's license for up to three years.