

1 **Ticketing Delivery Amendments**

2025 GENERAL SESSION

STATE OF UTAH

Chief Sponsor: Todd Weiler

House Sponsor:

3 **LONG TITLE**

4 **General Description:**

5 This bill enacts provisions relating to the delivery of an e-ticket.

6 **Highlighted Provisions:**

7 This bill:

- 8 ▶ defines e-ticket;
- 9 ▶ provides that e-tickets are subject to state law prohibitions for ticket sales;
- 10 ▶ prohibits a primary ticket seller from delivering an e-ticket more than 72 hours after a
- 11 consumer purchases the e-ticket;
- 12 ▶ requires a primary ticket seller to deliver an e-ticket to a consumer as soon as reasonably
- 13 possible, if the consumer purchases the e-ticket less than 72 hours before an event; and
- 14 ▶ makes technical changes.

15 **Money Appropriated in this Bill:**

16 None

17 **Other Special Clauses:**

18 None

19 **Utah Code Sections Affected:**

20 AMENDS:

21 **13-54-102**, as last amended by Laws of Utah 2023, Chapter 251

22 **13-54-202**, as last amended by Laws of Utah 2023, Chapter 251

24 *Be it enacted by the Legislature of the state of Utah:*

25 Section 1. Section **13-54-102** is amended to read:

26 **13-54-102 . Definitions.**

- 27 (1) "Consumer" means a person [~~who~~] that purchases a ticket for use by the person or the
- 28 person's invitee.
- 29 (2) "Division" means the Division of Consumer Protection in the Department of Commerce.
- 30 (3) "Domain" means the portion of text in a URL that is to the left of the top-level domain.

- 31 (4) "E-ticket" means digital evidence of an individual's right of entry to an event that a
32 seller delivers through electronic means.
- 33 ~~[(4)]~~ (5) "Event" means a single, specific occurrence of one of the following, that takes
34 place at a venue:
35 (a) a concert;
36 (b) a game;
37 (c) a performance;
38 (d) a show; or
39 (e) an occasion similar to the occasions described in Subsections ~~[(4)(a)]~~ (5)(a) through
40 (d).
- 41 ~~[(5)]~~ (6) "Event participant" means any of the following persons [who is] that are associated
42 with an event or on behalf of [whom] which a person sells a ticket to an event:
43 (a) an artist;
44 (b) a league;
45 (c) a team;
46 (d) a tour group;
47 (e) a venue; or
48 (f) any person similar to the persons described in Subsections ~~[(5)(a)]~~ (6)(a) through (e).
- 49 ~~[(6)]~~ (7) "Person" does not include a government entity.
- 50 ~~[(7)]~~ (8) "Primary ticket seller" means the person [who] that first sells a particular ticket.
- 51 ~~[(8)]~~ (9)(a) "Reseller" means a person [who] that sells or offers for sale a ticket after [it]
52 the ticket is sold by a primary ticket seller.
53 (b) "Reseller" includes a person [who] that engages in conduct described in Subsection [
54 ~~(8)(a)]~~ (9)(a), regardless of whether the person is also the primary ticket seller of the
55 ticket or the primary ticket seller of another ticket to the same event.
56 (c) "Reseller" does not include a person [who] that transfers a ticket to another person
57 without reimbursement or consideration.
- 58 ~~[(9)]~~ (10)(a) "Ticket" means evidence of an individual's right of entry to an event.
59 (b) "Ticket" includes an e-ticket.
- 60 ~~[(10)]~~ (11) "Ticket aggregator" means a person [who] that aggregates the prices for which
61 other persons offer tickets for sale or resale.
- 62 ~~[(11)]~~ (12) "Ticket purchasing software" means software that is primarily designed for the
63 purpose of:
64 (a) interfering with the sale of tickets by circumventing controls or measures on a ticket

65 website to bypass posted event ticket purchasing limits; or

66 (b) undermining the integrity of posted online ticket purchasing order rules.

67 ~~[(12)]~~ (13) "Ticket website" means:

68 (a) with respect to a reseller, a website on which the reseller sells or offers for sale or
69 resale one or more tickets; or

70 (b) with respect to a ticket aggregator, a website on which the ticket aggregator
71 aggregates the prices for which other persons offer tickets for sale or resale.

72 ~~[(13)]~~ (14) "Top-level domain" includes .com, .net, and .org.

73 ~~[(14)]~~ (15) "URL" means the uniform resource locator for a website on the Internet.

74 ~~[(15)]~~ (16)(a) "Venue" means real property located in the state where one or more
75 persons host a concert, game, performance, show, or similar occasion.

76 (b) "Venue" includes an arena, a stadium, a theater, a concert hall, an amphitheater, a
77 fairground, a club, a convention center, a public assembly facility, or a mass
78 gathering location.

79 Section 2. Section **13-54-202** is amended to read:

80 **13-54-202 . Prohibited practices.**

81 (1)(a) It is unlawful for any person ~~[who]~~ that is not a primary ticket seller to represent,
82 directly or indirectly, that the person is a primary ticket seller.

83 (b) If a presiding officer or court determines appropriate after considering other relevant
84 factors, the following actions by a person ~~[who]~~ that is not a primary ticket seller
85 establish a presumption that the person is representing that the person is a primary
86 ticket seller in violation of Subsection (1)(a):

87 (i) using the name of an event in the domain of the person's ticket website, unless the
88 person has written authorization from an agent of the event;

89 (ii) using the name of an event participant in the domain of the person's ticket
90 website, unless the person has written authorization from the event participant or
91 an agent of the event participant;

92 (iii) using, in paid search results, the name of an event or event participant in a
93 manner described in Subsection (1)(b)(i) or (ii); or

94 (iv) using on the person's website any of the following that individually or in
95 combination is substantially similar to a primary ticket seller's, venue's, or event's
96 website, with the intent to mislead a potential purchaser, without written
97 authorization:

98 (A) text;

- 99 (B) images;
- 100 (C) website graphics;
- 101 (D) website design; or
- 102 (E) Internet address.
- 103 (2) It is unlawful for a person [~~who~~] that lists or offers a ticket for sale to:
- 104 (a) accept payment for the ticket; and
- 105 (b) fail to deliver to the consumer [~~who~~] that purchases the ticket a ticket that reflects the
- 106 transaction to which the parties agreed.
- 107 (3) It is unlawful for a person to:
- 108 (a) knowingly sell more than one copy of the same ticket; or
- 109 (b) use ticket purchasing software to circumvent any portion of the process for
- 110 purchasing a ticket on a ticket website, including:
- 111 (i) circumventing:
- 112 (A) security measures;
- 113 (B) identity validation measures; or
- 114 (C) an access control system; or
- 115 (ii) disguising the identity of a ticket purchaser for the purpose of purchasing a
- 116 number of tickets that exceeds the maximum number of tickets allowed for a
- 117 person to purchase.
- 118 (4) It is unlawful for a person to fail to comply with a provision of Section 13-54-201.
- 119 (5)(a) It is unlawful for a primary ticket seller to fail to deliver an e-ticket to a consumer
- 120 within 72 hours after the consumer purchases the e-ticket.
- 121 (b) Notwithstanding Subsection (5)(a), if a consumer purchases a ticket less than 72
- 122 hours before an event, a primary ticket seller shall deliver the e-ticket as soon as
- 123 reasonably possible after the purchase.
- 124 [~~5~~] (6) Nothing in this section prohibits a person from including the name of an event or an
- 125 event participant in a URL after the top-level domain.

126 Section 3. **Effective Date.**

127 This bill takes effect on May 7, 2025.