

Question for written answer E-001624/2024

to the Commission

Rule 144

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Subject: ‘Dynamic pricing’ practices in the EU and protecting the rights of EU consumers

‘Dynamic pricing’ – a practice used to modify the price of goods and services based on real-time supply and demand – has become widespread in a number of sectors.

The latest example is the sale of tickets for the Oasis concerts taking place in Ireland in 2025. Fans who had waited hours saw ticket prices quadruple (from EUR 96.50 to over EUR 400) as a result of the dynamic pricing applied by Ticketmaster.

Dynamic pricing has been shown to be bad for consumers and risks running counter to the principles of equity and accessibility upon which the single market was founded.

In light of the above:

1. Does the Commission believe that dynamic pricing, and how it is being used by Ticketmaster, is in line with the consumer protection regulations, especially in view of Article 102 of the Treaty on the Functioning of the European Union, which prohibits dominant companies from imposing excessive prices?¹
2. In the scope of the ‘Fitness Check of EU consumer law on digital fairness’, has the Commission determined whether any action is needed to regulate dynamic pricing?
3. Will it commit to introducing rules to control this practice and protect consumers, particularly where culture, sports and entertainment are concerned?

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¹ <https://competition-cases.ec.europa.eu/cases/AT.40394>