

**Question for written answer E-002518/2026
to the Commission**

Rule 144

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Subject: Dynamic pricing for major sporting and cultural events

Ticket sales for the 2026 FIFA World Cup have renewed concerns about dynamic pricing, with some tickets reaching prices of USD 30 000. Media sources have described it as the most expensive World Cup in football history.

Dynamic pricing relies on algorithms that adjust prices in real time based on demand. Such practices risk undermining transparency, consumer trust and fair access to major sporting and cultural events. When prices are changed continuously by algorithms that consumers cannot scrutinise, markets risk becoming opaque and unfair.

In the light of the upcoming 2030 FIFA World Cup in Spain, Portugal and Morocco and the growing use of dynamic pricing across the live events sector:

1. Does the Commission consider the current EU framework to be sufficient to protect consumers from excessive and unpredictable price increases caused by dynamic pricing, or will it propose additional transparency requirements and consumer safeguards?
2. Will the Commission investigate whether the use of dynamic pricing by dominant ticketing platforms could distort competition or constitute an abuse of a dominant position under Article 102 of the Treaty on the Functioning of the European Union?
3. Ahead of the 2030 World Cup, will the Commission take action on dynamic pricing for major sporting and cultural events, including by considering restricting or, where necessary, prohibiting such practices?

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