TicketSwap asks Italian competition authority to give fans more choice in ticket resale

Amsterdam, 25 November 2026 – Plans change. But in Italy, fans who can no longer attend a concert, festival or match often have no official way to pass on their ticket. For some major sports events for example, official resale is never switched on, and football and rugby tickets are often excluded from official resale altogether. Many fans could end up turning to unprotected social media groups instead.

This is the direct result of Italy's secondary ticketing rules. As the law is currently applied, a ticket can only be resold through the company that sold it in the first place, on its own platform, and only if that company chooses to offer resale. Independent resale platforms are banned outright, even when tickets are resold at or below face value. In effect, every primary ticket seller holds a legal monopoly over the resale of its own tickets, and fans have no say in where or how they resell. And many smaller ticket sellers cannot build a resale service of their own, so their customers are left with no option at all.

TicketSwap, the fan-to-fan ticket marketplace used by 26 million fans in 36 countries, has now asked the Italian Competition Authority (AGCM) to act. In a formal request filed on 22 October 2026, TicketSwap asks the AGCM to urge Parliament and Government to reform the law, and to open a market study into ticketing in Italy. Italy's communications regulator AGCOM, which enforces the current rules, received a copy.

"We share Italy's goal of protecting fans from touts. But today, the law gives every ticket seller a monopoly over the resale of its own tickets. That does not stop touting. It only takes away fans' choice and pushes them towards social media, where there is little to no protection," says Jan van Casteren, CEO of TicketSwap.

What is at stake for fans

At its core, this is about consumer choice. When one company controls both the sale and the resale of a ticket, fans lose the ability to decide where they buy, where they sell, on what terms and costs.

Competition between resale platforms gives fans:

- Choice: fans can pick the platform that offers them the best experience, service, protection and reach, instead of being tied to the one company that sold them the ticket.
- Better prices: when platforms compete for the same ticket, fees come down. A monopoly has no reason to lower them.
- Innovation: competition pushes platforms to keep improving, from secure ticket transfer and fraud prevention to faster payouts and better customer support.
- A safe way out: plans change. Fans who cannot attend should be able to get their money back by selling to another fan, safely and at a fair price.
- Less fraud: when legal, secure options disappear, demand does not. It moves to informal channels like social media and messaging groups, where fans face inflated prices and scams with no protection.

A better alternative

TicketSwap shares the law's goals: fighting touting, price gouging and tax evasion. But a blanket ban on independent resale is not a proportionate way to reach them. TicketSwap proposes a concrete alternative: require ticket sellers to give independent resale platforms fair, non-discriminatory technical connectivity to their ticketing systems. That would let the face-value price cap be enforced automatically, tickets be verified and transferred to a new name securely, and every resale be fully traceable for tax purposes. TicketSwap already works this way with ticketing partners in other countries.

"There is a better way. Let ticketing systems and independent platforms connect, so the face-value cap is enforced automatically and every ticket can be traced. Fans get a safe way to resell and can choose the platform that suits them best. That is what competition is for, and it is what we see working in other countries every day," Van Casteren adds.

Not in line with EU law

In its request, TicketSwap argues that the Italian rules:

- give primary ticket sellers special and exclusive rights over resale, which is incompatible with EU competition law (Articles 102 and 106 TFEU);
- automatically extend the position of the dominant primary ticket seller in Italy into the resale market, shutting out competition;
- go further than necessary, because less restrictive and more effective measures are available.

Similar questions about an equivalent Belgian law are currently before the Court of Justice of the EU.

TicketSwap invites Italian policymakers, regulators and consumer organisations to work together on rules that stop touting without shutting fans out of a safe, fair resale solution.

About TicketSwap

TicketSwap is a safe, convenient, and fair place to buy and sell tickets for concerts, festivals, sports events, theatre, and day trips.

With over 20 million users and 480,000 events in 42 countries, TicketSwap protects fans from overpricing by capping resale prices at up to 20% above the original ticket price, with lower limits applying where relevant. The platform is available in 13 languages and offers a 24/7 Help Centre.

Together with its unique anti-fraud technology (SecureSwap) and partnerships with 110 ticket providers worldwide, TicketSwap is the most integrated resale solution in the world. By working closely with event organisers and artists, the organisation is dedicated to optimising the fan experience.

Contact details

PR Team
Enquiries related to company strategy, marketing initiatives, brand activations, events and sponsorship.
press@ticketswap.com

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