



Republic of the Philippines
House of Representatives
Quezon City, Metro Manila

TWENTIETH CONGRESS
First Regular Session

HOUSE BILL NO. 7545



Introduced by **REPRESENTATIVE CHEENO MIGUEL D. ALMARIO**

EXPLANATORY NOTE

The surge in the volume of concerts, be it *K-pop* or *P-pop*, sporting events, and other live entertainment shows in the Philippines created an unprecedented high demand from the public - most especially from the enthusiastic fans. This surge has now created a ripple effect on the local travel industry as is now reshapes how Filipinos plan their trips with concerts and festivals as a factor to their travel decisions.¹

Unfortunately, such high demand from the fans has been continuously taken advantage to by those who hacks into the current system of the sales of tickets to these events as if the original ticket prices are at an affordable price. Those who hacks into the market engage in a unfair practice called “scalping,” wherein they will purchase the ticket at its face value, then resell it at a much higher or overprice, which could reach up to triple its value. This exploitative practice undeniably creates another funnel into the gray or informal economy of the country.

At present, while some local government units have put up initiatives to address and penalized the unscrupulous practices² relating to the reselling tickets in view of the rising clamor on the matter, the fact remains that this particular area of concern remains to be unsanctioned on a nationwide level.

As such, this proposed bill seeks to institutionalize a uniformed and comprehensive policy against unfair practices, particularly the prohibiting and penalizing reselling of tickets at high prices, and the usage of fraudulent means, such as “ticket bots”, in procuring tickets, to protect consumers and ensure fair access to entertainment events. Moreover, this bill seeks to outline duties on the part of the event organizers or producers to ensure that there are safeguards

¹ Music tourism unlocks more opportunities for Philippine travel sector. (2024, November 18). BusinessWorld. <https://www.bworldonline.com/top-stories/2024/11/18/635426/music-tourism-unlocks-more-opportunities-for-philippine-travel-sector/>

² (See: Quezon City, Ordinance No. SP-493, S-97; Pasay City, Ordinance No. 192-S-1993)

in place to ensure fair transactions in relation to the admission tickets, and to ensure their cooperation in the implementation of the policy. Finally, this bill ultimately aims to address the threat that comes with the evolving schemes that could distort the market place and adversely affect our local economy.

Without a national law prohibiting the unscrupulous practices in the sale of admission tickets, the Philippines is at risk of becoming a market where only the elite or those who has questionable access from back-end can participate, eventually discouraging international artists and producers who prefer markets with high "fan-to-seat" ratios rather than "bot-to-seat" ratios. It is important to note that if these unfair practices remain unsanctioned, it will continue to harm our economy and the entertainment industry.

In view of the foregoing, the urgent passage of this bill is earnestly sought.



CHEENO MIGUEL D. ALMARIO
Representative
2nd District, Davao Oriental



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AN ACT
PROHIBITING DECEPTIVE AND EXPLOITIVE PRACTICES IN THE
BUYING AND/OR SELLING OF ADMISSION TICKETS IN ENTERTAINMENT
EVENTS, PROVIDING PENALTIES THEREFOR AND FOR OTHER PURPOSES

Be it enacted by the Senate and House of Representatives of the Philippines in Congress assembled:

Section 1. Short Title. - This Act shall be known as the "Anti-Ticket Scalping Act of 2026".

Section 2. Declaration of Policy. - It is hereby declared the policy of the State to protect the interests of consumers, promote general welfare, and establish standards of conducts for business and industry. The State recognizes that abusive, exploitative, and deceptive practices that distort market integrity and undermine consumers' trust.

Towards this end, the State shall implement measures to protect the consumers against deceptive, unfair and unconscionable in the sale and distribution of admission tickets.

Section 3. Definition of Terms. - As used in this Act:

- a) *Admission Ticket* refers to a document or voucher, either physical or digital, that serves as a proof of entitlement to enter a venue of an entertainment event;
- b) *Entertainment Event* refers to any activity, performance, exhibition or gathering that provides amusement or recreation, open to the public, whether for a fee or not, and involves the distribution or sale of admission tickets. This includes, but not limited to,

concerts, fan meet, theatrical plays, festivals, film screenings, road shows, sports competitions, and other similar undertakings.

- c) *Event Organizer* refers to any person or corporation that produces, coordinates, manages and executes an entertainment event;
- d) *Face Value* refers to the publicized price of the ticket set by the event producer or organizer or the original purchase price of an admission ticket, including additional fees as reflected in the official receipt;
- e) *Resale* refers to the act of selling or offering for sale any admission ticket that has been already been purchased by another;
- f) *Official Ticketing Platform* refers to an outlet, whether online or physical, designated or authorized by the event organizer to conduct the official sale of admission tickets; and
- g) *Scalping* refers to the practice of buying admission tickets at face value, through unauthorized, deceptive, or fraudulent means, with the sole intent of reselling it at a significantly higher price.

Section 4. Prohibited Acts. - The following acts shall constitute ticket scalping, whether committed online or in person:

- a) *Unauthorized Resale at Excessive Prices.* – Unauthorized reselling or offering for resale any admission ticket at a price exceeding its face value;
- b) *Use of Fraudulent Means to Acquire Admission Tickets.* - Using or utilizing any software, automated programming, “ticket bots”, fake or dummy accounts, or false identities to gain unauthorized access to ticket inventories, bypass security measures, or circumvent purchase limits set by the event organizer or official ticketing platform;
- c) *Bulk Purchases.* - Acquiring admission tickets in large quantities exceeding the allowable purchase limit, whether personally or through coordination with others, for the purpose of hoarding, manipulating supply, and reselling for profit;
- d) *Misrepresentation of Authority to sell.* - Falsely representing oneself as an authorized ticket seller, agent, or representative of the event organizer or venue for the purpose of buying and/or selling admission tickets;
- e) *Sale of Fraudulent or Invalid Tickets.* - Selling or offering for sale fake, tampered, duplicated, expired, canceled, or otherwise invalid or unusable admission tickets; or

- f) *Obstruction of Legitimate Access.* - Engaging in any act, scheme, or device that interfere or prevent the general public from obtaining admission tickets at standard or published prices through legitimate means.

Section 5. Other Offenses. - The following shall also constitute as offenses under this Act:

- a) Offering or selling admission tickets for entertainment events without indicating the face value price on each ticket;
- b) Selling admission tickets on any platform other than the authorized reselling platform;
- c) Willfully aiding or abetting in the commission of any of the offenses enumerated under Section 4; and
- d) Willfully attempting to commit any of the offenses enumerated under Section 4.

Section 6. Exemptions – The following shall not be considered as violations under this Act:

- a) Occasional resale of admission tickets by private individual at or below the face value; *Provided*, that the number of tickets for resale does not exceed the purchase limit and such is not conducted in the ordinary course of trade or business;
- b) Distribution of admission tickets as part of legitimate sponsorship agreements, promotions and other legitimate activities duly authorized and/or sanctioned by the event organizers; or
- c) Block ticket purchases for religious, charitable, or educational purposes.

Section 7. Duties and Responsibilities of Entities Engaged in the Business of Event Ticketing, Event Production, and Event Services. - All entities engaged in the business of event ticketing, event production, and event services that organizes, sells, distributes or resells admission tickets shall:

- a) Post, publish or display digital and/or physical signages on their websites and on conspicuous places within their premises, a general warning and/or notices against ticket scalping;
- b) Adopt, implement and enforce respective internal policy guidelines on the prevention and reporting mechanisms on ticket scalping; and
- c) Report with the law enforcement agencies any suspected violations and/or violators of this Act, committed through or in connection with their official platforms.

Section 8. Institution of Complaint- The Department of Justice (DOJ), the Department of Trade and Industry (DTI) through its relevant bureaus or attached agencies, and the Department of Interior Local Government (DILG), including all other law enforcement agencies, may institute a complaint for violation of this Act before the appropriate court.

Section 9. Penalties. – The following penalties shall be imposed as follows:

a) For any violations under Section 4:

- (1) For the first offense, a fine of One Hundred Thousand Pesos (PHP 100,000.00) or imprisonment of six (6) months, or both, at the discretion of the court;
- (2) For the second offense, a fine of Two Hundred Thousand Pesos (PHP 200,000.00) or imprisonment of one (1) year, or both, at the discretion of the court.
- (3) For third and subsequent offenses, a fine of Five Hundred Thousand Pesos (PHP 500,000.00), or imprisonment of three (3) years, or both, at the discretion of the court.

b) For any violations under Section 5:

- (1) For the first offense, a fine of Fifty Thousand Pesos (PHP 50,000.00);
- (2) For the second offense, a fine of One Hundred Thousand Pesos (PHP 100,000.00) or imprisonment of six (6) months, or both, at the discretion of the court;
- (3) For the third and subsequent offenses, a fine of Two Hundred Fifty Thousand Pesos (PHP 250,000.00) or imprisonment of one (1) year, or both, at the discretion of the court.

c) If the offender is a corporation, partnership or a juridical person, the penalty shall be imposed upon the officers responsible for the violation.

Section 10. Implementing Rules and Regulations - Within ninety (90) days from the effectivity of this Act, the DILG, and DTI, in coordination with other relevant agencies, shall promulgate the rules and regulations necessary for implementing the law.

Section 11. Separability Clause - If any provision of this Act is declared invalid or unconstitutional, the remainder thereof not otherwise affected by shall remain in full force and effect.

Section 12. Repealing Clause. - All laws, presidential decrees, executive orders, letters of instruction, proclamations, or administrative regulations that are inconsistent with any of the provisions of this Act, are hereby repealed, amended, or modified accordingly.

Section 13. Effectivity. - This Act shall take effect after fifteen (15) days following its publication in the Official Gazette or in a newspaper of general circulation.

Approved,