



Testimony of Hope Ledford
Policy Analyst
Chamber of Progress
Re: CO HB 24-1378

April 10, 2024

Dear Chair Amabile and members of the Committee:

Thank you for the opportunity to submit testimony for the record regarding HB 1378. On behalf of the Chamber of Progress, a tech industry coalition promoting technology's progressive future, I urge you to **support HB 1378**. This bill would protect consumers in the ticketing industry.

HB 1378 will empower consumers through transparent pricing

HB 1378 includes extensive language promoting disclosure. We support this goal and appreciate your attention to empowering consumers. The best practice for all-in pricing disclosure is to make the total price visible from the beginning to end, with an itemized breakdown available at the end of the purchase flow. This also prevents deceptive ticket price increases after the customer has begun the purchase flow. HB 1378 upholds this reasonable and consumer-benefiting approach.

HB 1378 will protect consumers from unscrupulous actors

Consumers benefit from a vibrant and competitive ticketing marketplace. Ideally, consumers should be able to purchase verified tickets either on the primary or secondary market. Moreover, venues should honor them, no matter how they were bought. Venues have occasionally denied resale customers with ticket entry by raising concerns about whether they were purchased through authentic channels.

HB 1378 takes an important step to increase confidence in the ticketing through the inclusion of language limiting the use of deceptive URLs that can mislead ticket buyers, or worse, sell them inauthentic tickets.

HB 1378 will increase ticket buyer confidence

We also commend the inclusion of clear language guaranteeing ticket buyers a refund in the event of an event cancellation. This is a common-sense approach that also promotes confidence in the ticket buying process.

For these reasons, we urge you to **support HB 1378**.

Thank you,

A handwritten signature in cursive script that reads "Hope Ledford".

Hope Ledford
Policy Analyst
Chamber of Progress