# StubHub warns it may exit UK if government enforces ticket resale price cap



StubHub International has issued a stark warning that it may cease its operations in the United Kingdom should the government move forward with plans to implement a cap on the resale prices of event tickets. The Department for Culture, Media and Sport is considering regulations that would limit tickets from being resold either at their original purchase price or at a maximum of 30 percent above that face value. These measures come amid growing political momentum to tackle what is seen as exploitative ticket reselling, particularly in the wake of widespread fan frustration following incidents like the Oasis reunion tour ticket fiasco.

Bob Kupbens, StubHub International’s CEO, expressed to the Financial Times that even a 30 percent markup ceiling would present significant operational challenges. He stated that under such conditions, StubHub could no longer offer its hallmark FanProtect guarantee, alongside its customer service and refund policies, which incur real costs and rely on resale margins to be financially sustainable. Kupbens warned that restrictive pricing policies would likely push consumers to informal resale channels on social media, often dubbed "black markets," where buyer protections and fraud prevention measures are minimal or nonexistent. This, he argued, would increase risks for fans rather than reduce them.

The UK government’s move to impose resale price caps reflects wider efforts to safeguard fans from ticket touts who bulk buy tickets only to profit by reselling them at vastly inflated prices, often many times above face value. These legislative proposals also include limiting the number of tickets resellers can list for sale and enhancing the responsibility of resale websites to provide accurate information, as enforced by Trading Standards and the Competition and Markets Authority (CMA). The CMA has been particularly vocal after investigations into dynamic pricing practices, which saw tickets for high-profile events like the Oasis reunion sold at artificially high prices through primary vendors before subsequently appearing at exorbitant rates on secondary sites.

Industry insiders recognise that StubHub’s threat to leave the UK market would be a major blow to the resale ecosystem, as the country constitutes the company’s single largest market in Europe. This is largely due to the Premier League’s global appeal and the UK’s vibrant live music circuit, exemplified by venues such as Wembley Stadium and the O2 Arena. Analysts note that resale platforms operate on narrow margins once fees, payment processing, and customer service costs are taken into account. With a cap in place, platforms may either withdraw from the market or reduce the protections they currently offer fans, neither of which would benefit consumers.

Critics of price caps argue that such regulations do not address the root causes of inflated ticket prices, notably primary market tactics like dynamic pricing. Instead, they contend that capping resale prices drives ticket sales underground, fostering unregulated markets where scams are rife. Supporters, including many fans and consumer protection advocates, maintain that professional speculators unduly profit at the expense of genuine enthusiasts and welcome the government’s intervention as a way to usher in greater fairness and transparency.

The UK government has initiated a public consultation to gather opinions on these proposed measures, emphasising its intent to create a fairer resale market and to curb profiteering from live event tickets. This consultation, which runs until April, also explores possibilities such as setting limits on the number of resale tickets per seller and creating new obligations for ticket resale platforms to accurately represent ticket information. These efforts build on the government’s previously announced crackdown on ticket touting and the push to protect fans from exploitative practices.

In sum, the unfolding debate over ticket resale regulation in the UK highlights the complex balancing act between protecting fans, maintaining business viability for resale platforms, and addressing exploitative practices both in the primary and secondary markets. StubHub’s warning underscores the commercial realities faced by resale operators, while policymakers continue to grapple with how to craft rules that curb excesses without inadvertently pushing fans towards riskier, unregulated ticket exchanges.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.ticketnews.com/2025/06/stubhub-warns-it-may-quit-u-k-market-if-resale-price-cap-is-adopted/), [[2]](https://www.ft.com/content/7cbab211-fac6-43b4-aa74-d60577c3d70b), [[3]](https://www.theguardian.com/business/2025/jan/10/uk-music-industry-government-crackdown-ticket-touting), [[4]](https://www.reuters.com/world/uk/uk-targets-ticket-resellers-with-new-rules-protect-fans-2025-01-10/)
* Paragraph 2 – [[1]](https://www.ticketnews.com/2025/06/stubhub-warns-it-may-quit-u-k-market-if-resale-price-cap-is-adopted/), [[2]](https://www.ft.com/content/7cbab211-fac6-43b4-aa74-d60577c3d70b), [[4]](https://www.reuters.com/world/uk/uk-targets-ticket-resellers-with-new-rules-protect-fans-2025-01-10/)
* Paragraph 3 – [[3]](https://www.theguardian.com/business/2025/jan/10/uk-music-industry-government-crackdown-ticket-touting), [[4]](https://www.reuters.com/world/uk/uk-targets-ticket-resellers-with-new-rules-protect-fans-2025-01-10/), [[5]](https://www.euronews.com/culture/2025/01/10/uk-government-plan-30-price-cap-on-resold-tickets)
* Paragraph 4 – [[1]](https://www.ticketnews.com/2025/06/stubhub-warns-it-may-quit-u-k-market-if-resale-price-cap-is-adopted/), [[2]](https://www.ft.com/content/7cbab211-fac6-43b4-aa74-d60577c3d70b), [[5]](https://www.euronews.com/culture/2025/01/10/uk-government-plan-30-price-cap-on-resold-tickets)
* Paragraph 5 – [[1]](https://www.ticketnews.com/2025/06/stubhub-warns-it-may-quit-u-k-market-if-resale-price-cap-is-adopted/), [[2]](https://www.ft.com/content/7cbab211-fac6-43b4-aa74-d60577c3d70b), [[3]](https://www.theguardian.com/business/2025/jan/10/uk-music-industry-government-crackdown-ticket-touting)
* Paragraph 6 – [[3]](https://www.theguardian.com/business/2025/jan/10/uk-music-industry-government-crackdown-ticket-touting), [[4]](https://www.reuters.com/world/uk/uk-targets-ticket-resellers-with-new-rules-protect-fans-2025-01-10/), [[6]](https://www.gov.uk/government/consultations/putting-fans-first-consultation-on-the-resale-of-live-events-tickets/putting-fans-first-consultation-on-the-resale-of-live-events-tickets-html)
* Paragraph 7 – [[1]](https://www.ticketnews.com/2025/06/stubhub-warns-it-may-quit-u-k-market-if-resale-price-cap-is-adopted/), [[2]](https://www.ft.com/content/7cbab211-fac6-43b4-aa74-d60577c3d70b), [[3]](https://www.theguardian.com/business/2025/jan/10/uk-music-industry-government-crackdown-ticket-touting), [[4]](https://www.reuters.com/world/uk/uk-targets-ticket-resellers-with-new-rules-protect-fans-2025-01-10/)

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## Bibliography

1. <https://www.ticketnews.com/2025/06/stubhub-warns-it-may-quit-u-k-market-if-resale-price-cap-is-adopted/> - Please view link - unable to able to access data
2. <https://www.ft.com/content/7cbab211-fac6-43b4-aa74-d60577c3d70b> - StubHub International, the UK's second-largest secondary ticket reseller, has warned it may exit the UK market if the government implements proposed price caps on ticket resales. Following the Oasis ticket controversy, officials are considering limiting resale prices to the original ticket value or a maximum of 30% above it. StubHub CEO Bob Kupbens argues that such caps would undermine the platform's business model, which includes fraud protection, customer service, and resale guarantees. He warned that a capped market could push consumers to unsafe black markets with less buyer protection. The UK is StubHub’s largest market, and the company, backed by Digital Fuel Capital, claims that price restrictions would make its services financially unviable. A government spokesperson affirmed the culture secretary's intent to crack down on ticket touts and create a fairer resale market. ([ft.com](https://www.ft.com/content/7cbab211-fac6-43b4-aa74-d60577c3d70b?utm_source=openai))
3. <https://www.theguardian.com/business/2025/jan/10/uk-music-industry-government-crackdown-ticket-touting> - The UK government has announced plans to cap the price of resale tickets in a clamp-down on ticket touts who bulk buy tickets and then resell them for huge profits. The cap would apply to tickets in the live events industry including sport, music, comedy and theatre. It was one of the government's election promises, after complaints from fans and concert-goers about the massively inflated cost of some resale tickets. A public consultation will now be launched to consider the cap and how much it will be - anywhere from the ticket's face value or up to 30% on top of the original price. Separately, the government is also putting out a call for evidence on dynamic pricing, which is where the price of tickets rise at times of high demand. They also want to create new legal obligations for ticket resale websites and apps to oversee the accuracy of information they provide to fans - with Trading Standards and the Competition and Marketing Authority responsible for enforcement. ([theguardian.com](https://www.theguardian.com/business/2025/jan/10/uk-music-industry-government-crackdown-ticket-touting?utm_source=openai))
4. <https://www.reuters.com/world/uk/uk-targets-ticket-resellers-with-new-rules-protect-fans-2025-01-10/> - The UK government announced new measures to protect fans from exploitative ticket resellers. Proposals include capping resale prices at 30% above face value, limiting the number of tickets resellers can list, increasing the accountability of resale websites, and imposing tougher penalties on violators. The move aims to make ticket resales fairer and more transparent, addressing consumer frustration over quickly sold-out tickets reappearing at inflated prices. This proposal follows technical issues experienced during the sale of Oasis reunion tickets, prompting the Competition and Markets Authority to investigate practices like dynamic pricing. Public consultation on these plans will run until April. ([reuters.com](https://www.reuters.com/world/uk/uk-targets-ticket-resellers-with-new-rules-protect-fans-2025-01-10/?utm_source=openai))
5. <https://www.euronews.com/culture/2025/01/10/uk-government-plan-30-price-cap-on-resold-tickets> - The UK government has announced plans for legislation to cap the price of resale tickets to tackle touts. Ticket touting came under major scrutiny in the UK after fast sell-out events for artists such as Coldplay and Taylor Swift saw tickets resold on secondary market sites for hugely inflated prices. Eras Tour tickets for Taylor Swift were quickly snapped up when they went on sale ahead of last summer’s UK dates only for many of the tickets to instantly reappear on resale sites for thousands of pounds. A public consultation by the UK government will determine the best way to tackle this issue. A price cap is likely to be added for resale tickets, ranging from the face value to 30% over the original price. Currently, the average ticket sold on secondary markets is sold for over 50% more than the original price, according to analysis by the Competition and Market Authority,(CMA) the UK's competition regulator. There will also be a limit on the number of tickets a reseller can sell, likely set to the maximum number allowed to be purchased at one time by the original vendor. This is intended to stop touts purchasing tickets en masse to then resell, even at a lower inflated price. The government has also announced that it has opened a call for evidence on dynamic pricing, following the scandal around the first release of 2025 Oasis tickets last summer. Due to dynamic pricing, many of the Oasis tickets with a face value of £150 (€180) were sold for more than £350 (€420) through the official vendor. Image: Liam Gallagher performs at the Reading Music Festival, England, Aug. 29, 2021Liam Gallagher performs at the Reading Music Festival, England, Aug. 29, 2021Scott Garfitt/Copyright 2021 The AP. All rights reserved. ([euronews.com](https://www.euronews.com/culture/2025/01/10/uk-government-plan-30-price-cap-on-resold-tickets?utm_source=openai))
6. <https://www.gov.uk/government/consultations/putting-fans-first-consultation-on-the-resale-of-live-events-tickets/putting-fans-first-consultation-on-the-resale-of-live-events-tickets-html> - The UK government has launched a public consultation titled 'Putting fans first: consultation on the resale of live events tickets' to gather views on proposed measures to tackle ticket touting. The consultation seeks input on capping resale prices, limiting the number of tickets resellers can list, and increasing the accountability of resale websites. The government aims to strengthen consumer protections, stop fans from being exploited, and ensure that money spent on tickets benefits the live events sector rather than going into the pockets of touts. The consultation document provides detailed information on the proposed measures and invites stakeholders to share their views. ([gov.uk](https://www.gov.uk/government/consultations/putting-fans-first-consultation-on-the-resale-of-live-events-tickets/putting-fans-first-consultation-on-the-resale-of-live-events-tickets-html?utm_source=openai))