International Journal of Applied Sports Sciences
2026, Vol. 38, No. 1, 49-67.
https://doi.org/10.24985/ijass.2026.38.1.49
ISSN 2233-7946 (Online)
ISSN 1598-2939 (Print)

Structural Characteristics of Sport Ticket Scalping and Policy Implications

Min Soo Kim[a], Ja Young Kim[b], & Joo Young Kim[c*]

[a]*Research Department of Sport Industry, Senior Research Fellow, Korea Institute of Sport Science, Republic of Korea*
[b]*Department of Sport Industry, Instructor, Korea National Sports University, Republic of Korea*
[c]*Department of Physical Education, Instructor, Gyeongin National University of Education, Republic of Korea*

Abstract

This study examines sports ticket scalping in the expanding digital platform environment and proposes policy directions for ticket transaction management following recent legal reforms. Using a qualitative policy analysis based on literature review, institutional analysis, and case studies, the study investigates ticket transaction concepts, the Korean regulatory framework, market conditions, and international policy approaches. The findings reveal several limitations of current policies. First, regulations focused primarily on illegal activities such as the use of automated purchasing programs are insufficient to address the diverse transaction patterns emerging in digital platform markets. Second, digital platforms have transformed ticket transactions into a complex ecosystem in which purchasing and resale activities are closely interconnected. Third, although multiple stakeholders-including government agencies, platforms, event organizers, and consumers-play important roles, existing policies do not adequately reflect their responsibilities. Fourth, recent legal reforms have expanded regulatory coverage by introducing platform accountability and reporting mechanisms, creating a foundation for policy change. Based on these findings, sports ticket management should move beyond enforcement-centered regulation toward a comprehensive operational management approach. Recommended measures include stronger purchase controls, platform-based data management, consumer education, participatory enforcement systems, technological monitoring tools, and official resale platforms. Ticket scalping should therefore be understood as a structural issue within the digital marketplace requiring integrated management of the overall transaction environment.

Key words: sport ticket, ticket scalping, sport policy, digital platform

Introduction

In the contemporary sports industry, attending sporting events has evolved beyond a mere leisure activity to become a critical component of the revenue structure of sports event operations and a key determinant of fan experience. In particular, ticket sales serve not only as a primary source of revenue for professional sports clubs and event organizers but also as an important point of interaction connecting fans and sports organizations (Ban & Moon, 2024). From this perspective, ensuring fair access to ticket purchasing and utilization opportunities has been recognized as a significant policy issue for maintaining

Submitted : 1 June 2026
Revised : 18 June 2026
Accepted : 29 June 2026
* Correspondence : kjm3409@naver.com

the credibility and fairness of sports event management (Jin, 2025).

Meanwhile, the widespread adoption of online reservation systems and mobile-based digital tickets has fundamentally transformed the ticket transaction environment. The traditional offline distribution structure has rapidly shifted toward an online platform-based marketplace, improving accessibility and convenience for consumers. However, this transition has also generated new forms of ticket-related misconduct, including intense competition during ticket releases, large-scale purchases through automated programs, ticket hoarding using multiple accounts, and the expansion of peer-to-peer resale transactions (G. W. Jeon, 2025).

In particular, various forms of ticket transactions facilitated by automated purchasing tools, multiple-account strategies, and secondary resale markets have emerged within the online environment. These practices have raised concerns regarding the fairness of access to sporting events and potential consumer harm, thereby becoming a subject of considerable social controversy. In response, the Korean government has introduced legal and regulatory measures to address illicit ticket transactions and strengthen enforcement efforts. More recently, amendments to the National Sports Promotion Act and the Performance Act have expanded the scope of regulation to cover unauthorized ticket purchases and resale activities while introducing reporting mechanisms and management systems to enhance policy effectiveness (Shin, 2026). As these reforms are scheduled to take effect in 2026, the current period represents a transitional stage in which policy outcomes have yet to be fully reflected in the market, making it necessary to examine the anticipated operation and potential limitations of the new regulatory framework.

Despite these developments, existing policy responses have largely focused on regulating specific technologies or individual illegal activities. Such approaches have been criticized for their inability to adequately address the rapidly evolving digital platform environment in which ticket transactions occur (Kim, 2026). In online marketplaces, ticket purchasing and resale activities are closely interconnected, creating a complex ecosystem involving multiple stakeholders. Under these circumstances, reliance solely on ex post enforcement measures may be insufficient to ensure a stable and orderly market environment.

Furthermore, the sports ticket marketplace is characterized by a complex network of stakeholders, including government agencies, event organizers, ticketing platforms, and consumers. Nevertheless, existing policy frameworks have not fully established clear divisions of responsibility and accountability among these actors (Jeon, 2026). Consequently, ticket scalping should not be viewed merely as an issue of illegal conduct but rather as a broader policy challenge that requires consideration of both the distribution structure of sports tickets and the overall market environment in which transactions occur.

Similar discussions have recently emerged in the international sports and entertainment industries. The United States and several European countries have institutionalized ticket resale markets through online platforms and adopted platform-centered management approaches. In contrast, countries such as the United Kingdom, France, and Japan have implemented more regulation-oriented policies, including price restrictions and resale prohibitions, to maintain market order (G. W. Jeon, 2025; The Korean Association of Sports and Entertainment Law, 2025). These diverse policy approaches suggest that ticket transaction management should evolve beyond traditional enforcement-oriented regulation toward a more comprehensive framework that takes into account market structures and transaction environments.

Against this backdrop, the present study aims to analyze the changing structure of sports ticket transactions and the evolving policy environment within the context of digital platforms. In addition, the study seeks to examine the future direction of sports ticket management policies following recent legislative reforms and to derive policy implications for addressing ticket scalping. Specifically, this study adopts an integrated perspective by examining both the institutional and structural dimensions of the ticket transaction market, evaluating the limitations of existing anti-scalping regulations, and proposing directions for future policy improvement.

To achieve these objectives, this study reviews the conceptual and institutional foundations of sports ticket transactions and ticket scalping, analyzes the current ticketing environment and policy framework in Korea, and investigates the changing market structure and stakeholder relationships resulting from the expansion of digital platforms. Based on this analysis, the study identifies limitations in the current regulatory system and develops recommendations for policy operation and institutional reform.

Previous studies have approached ticket scalping from the perspectives of individual illegal activities, technological prevention measures, and legal and institutional reforms (Choi et al., 2019; Hong & Jeong, 2025; Kwon, 2025; Lim & Lee, 2022; Nam & Hwang, 2020; Nam & Park, 2024; Yoon et al., 2021). However, despite the transformation of sports ticket transactions in the digital platform environment into a market structure in which the initial purchase stage and the resale stage are closely interconnected, limited research has comprehensively examined both the transaction structure and the policy governance system. Therefore, this study aims to analyze the evolving structure of sports ticket transactions in the digital platform environment and the policy landscape following recent legal and institutional reforms, while critically examining the limitations of the existing anti-scalping regulatory framework. Based on this analysis, the study seeks to identify future directions for sports ticket management policies. In doing so, this research distinguishes itself from previous studies by providing an integrated analysis that simultaneously considers both the market structure through which sports ticket transactions occur and the policy environment governing such transactions. Furthermore, by systematically reviewing domestic ticketing institutions alongside international policy cases, this study highlights the need to shift sports ticket management policy from an enforcement-centered regulatory model toward a transaction environment management approach. In doing so, the study contributes both academically and practically to the development of sports ticket governance. Finally, as this research is based on a government-funded policy research project, it seeks to extend the findings of the original policy report into an academic discussion and provide a foundation for future research and policy design concerning sports ticket transaction management.

Theoretical Background

The Concepts of Ticket Scalping and Ticket Resale

In sporting events, tickets serve not only as an essential means of access to games but also as a significant source of revenue within the sports industry. However, when limited seating capacity is combined with high consumer demand for popular events, opportunities arise for individuals to profit through ticket resale. When such transactions involve excessive price markups, large-scale purchasing, or practices that restrict ordinary consumers' access to tickets, they may develop into ticket scalping activities that undermine fair access to sporting events (Ban & Moon, 2024; Jin, 2025). Therefore, a clear distinction between ticket scalping and ticket resale is necessary to understand issues related to sports ticket transactions.

The National Institute of Korean Language defines ticket scalping as the clandestine buying and selling of tickets in violation of legal regulations, while the Oxford English Dictionary defines it as the resale of tickets at prices higher than their face value, typically through illegal or dishonest means. Accordingly, ticket scalping generally refers to transactions that bypass legitimate sales procedures or violate legal standards, particularly those involving resale at inflated prices.

Current legislation, however, does not directly define the term "ticket scalping." Instead, it regulates specific forms of unlawful conduct occurring within the ticket transaction process through concepts such as "unauthorized resale" or "ticket touting." Under the National Sports Promotion Act, the habitual or commercial resale or brokerage of tickets above the original purchase price without the consent of the ticket issuer or authorized seller is classified as unauthorized resale. Similarly, the Minor Offenses Act defines the act of reselling tickets at a premium in designated places as ticket touting. These provisions indicate that legal regulation focuses primarily on the illegality of transaction behavior rather than on the term “ticket scalping” itself.

In contrast, ticket resale refers to the act of a ticket purchaser transferring or selling a legitimately acquired ticket to a third party. Such transactions are not inherently illegal. For example, when an individual is unable to attend an event due to personal circumstances, transferring or reselling a ticket at a reasonable price may be considered legitimate. Indeed, legal secondary ticket markets operate through authorized resale platforms in the United States and Europe. In Korea, the Korea Baseball Organization (KBO) also operated an official resale service, KBO RESALE, from 2017 to 2022, providing a formal channel for ticket resale transactions (Lee, 2017).

Nevertheless, resale transactions may become problematic when combined with organized bulk purchasing, the use of automated purchasing programs, or excessive price inflation. Such practices can restrict consumers’ opportunities to purchase tickets and distort market prices (Kyeong, 2026). Furthermore, with the expansion of online reservation systems and mobile ticketing technologies, ticket transactions increasingly occur through diverse online platforms. As a result, the boundary between legitimate resale activities and ticket scalping has become progressively blurred (Bae, 2018; Nam & Hwang, 2020).

Therefore, discussions of ticket scalping in the sports ticket market should extend beyond the simple question of whether resale transactions are legal or illegal. Greater attention should be paid to the fairness of ticket acquisition processes, the transparency of transaction mechanisms, and the protection of consumers. From this perspective, ticket scalping should be understood not merely as an issue of individual transactions but as a broader challenge related to market governance within the sports ticket distribution system and the digital platform-based transaction environment.

Structure of Sports Ticket Transactions and Patterns of Unauthorized Trading

The distribution of sports event tickets in Korea has undergone a rapid transition from traditional on-site sales to online reservation systems. At present, the majority of professional sports tickets are sold through online ticketing platforms, with electronic ticketing services delivered via mobile applications becoming the dominant form of access. These technological developments have significantly improved consumer convenience by enabling spectators to purchase tickets regardless of time or location. In major professional sports leagues, including professional baseball and professional football, ticket sales are primarily conducted through authorized ticketing platforms. Through these platforms, consumers can access event schedules, select seats, complete payments, and receive mobile tickets. Such systems not only enhance the efficiency of ticket sales and management but also streamline venue entry procedures. As a result, the contemporary ticket marketplace has evolved into an integrated structure in which ticket acquisition and resale activities are closely interconnected.

Despite these advantages, online ticketing environments have also intensified competition for highly demanded events, with tickets often selling out immediately after sales begin. In this context, some individuals attempt to secure tickets through automated purchasing software or multiple-account strategies with the intention of reselling them for profit. Such practices may undermine the fairness of ticket acquisition processes and restrict legitimate purchasing opportunities for ordinary consumers (Eom & Park, 2024; Kyeong, 2026).

Unauthorized ticket transactions in Korea are predominantly conducted through online channels, including secondhand marketplaces, online communities, ticket exchange websites, and social media platforms (Nam & Hwang, 2020). Within these environments, transactions are typically facilitated through online postings. In some cases, key information such as seat locations or sale prices is not fully disclosed, and transaction details are communicated privately through direct messages or external communication channels. These transaction practices make it difficult to identify actual sale prices and transaction volumes, thereby reducing market transparency. Moreover, evidence from several cases suggests that tickets are frequently sold at prices substantially higher than their original face value, raising concerns regarding price distortion within the ticket marketplace (Jang & Byeon, 2025). To address these challenges, several monitoring and enforcement initiatives have been introduced. One notable example is the operation of the Sports Ticket Scalping Online Reporting Center, which monitors ticket-related postings across secondhand trading platforms, online communities, and social media channels. The center collects information on suspected scalping activities and shares relevant reports with governmental authorities and related organizations to facilitate enforcement efforts.

Nevertheless, significant limitations remain in practice. Information contained in transaction postings is often incomplete, with seat details or prices only partially disclosed. Furthermore, many transactions are ultimately conducted through private communications outside the platform, making it difficult to verify transaction details solely through posted content (S. R. Jeon, 2025). According to monitoring and reporting statistics, approximately 480,000 cases related to professional sports ticket scalping were reported or monitored between 2020 and September 2025. However, no cases were confirmed to have resulted in criminal referral or prosecution during this period (S. R. Jeon, 2025). This outcome reflects structural and institutional limitations, including the prevalence of private transaction channels and restrictions on obtaining seller information, particularly when cooperation from transaction platforms is limited.

These circumstances indicate that unauthorized sports ticket transactions occur in a decentralized manner across multiple online platforms and that traditional enforcement-oriented approaches alone are insufficient for effectively managing the transaction environment. Accordingly, a comprehensive understanding of ticket scalping requires consideration not only of illegal conduct itself but also of the broader transaction structure and operational environment within which sports ticket exchanges take place.

Ticket Reservation and Cancellation Policies in Professional Sports

Tickets for professional sports events are predominantly distributed through online reservation systems, and sports clubs and leagues operate various booking, cancellation, and refund policies as part of their ticket management strategies. These policies serve not only to enhance consumer convenience and ensure equitable access to ticket purchases but also to maintain order and stability within the ticket distribution system. In Korean professional sports, ticket sales are conducted through multiple reservation schemes, including general public sales, priority sales for membership holders, and exclusive presales for season ticket subscribers. Such presale programs provide selected consumers with preferential purchasing opportunities and contribute to strengthening fan loyalty and engagement. However, they may also limit access for general consumers by allocating a portion of ticket inventory to specific user groups in advance. In addition, cancellation and refund policies are designed to address various circumstances, such as schedule changes or personal reasons preventing attendance. These policies typically impose cancellation fees within specified periods or establish deadlines beyond which refunds are unavailable. As a result, cancellation regulations function as an important mechanism for preventing excessive ticket hoarding and repeated reservation cancellations.

As shown in Table 1, presale systems are widely implemented across Korea’s four major professional sports leagues. In 2025, 33 out of 52 professional sports organizations operated some form of presale program, while others adopted multi-tiered priority reservation systems that provided differentiated access based on membership status or fan engagement levels. These practices illustrate the increasing institutionalization of preferential ticket access mechanisms within the professional sports industry.

Despite their intended purpose, some consumers

Table 1. Presale ticket systems in Korea's major professional sports leagues (2025)

Classification		Presale	Priority Presale	Exclusive Presale	No Presale Program
Baseball		4	3	3	-
Basketball	Men's	6	1	-	3
	Women's	3	3	-	-
Volleyball	Men's	6	1	-	-
	Women's	3	3	1	-
Soccer		11	-	-	1
Total (52)		33	11	4	4

Note: sport team homepages

strategically exploit cancellation policies by securing tickets in advance and subsequently deciding whether to retain or cancel them based on resale opportunities. This behavior is particularly evident for highly demanded events, where individuals reserve large quantities of tickets and cancel unsold inventory shortly before the event. Such practices can generate effects similar to a temporary reduction in ticket supply, thereby limiting purchasing opportunities for ordinary consumers and intensifying competition during the initial sales period.

Although reservation and cancellation policies function as institutional mechanisms for maintaining order in ticket distribution, their practical implementation creates opportunities for strategic behavior by consumers. These dynamics frequently intersect with broader issues of unauthorized ticket transactions in online marketplaces. Consequently, ticket reservation and cancellation policies should be understood not merely as consumer service mechanisms but also as important factors influencing the structure of ticket transactions and the overall governance of sports ticket markets.

Regulatory Framework and Legal Responses to Ticket Scalping in Korean Sports

To address unauthorized ticket transactions in sports, various institutional mechanisms and operational systems have been established in Korea. One representative initiative is the Sports Ticket Scalping Online Reporting Center, which monitors ticket-related postings on secondhand marketplaces, online communities, and social media platforms and collects information on suspected scalping activities. The center also facilitates information sharing with relevant governmental authorities and organizations, thereby supporting the broader enforcement framework for combating unauthorized ticket transactions. Despite these efforts, significant limitations remain in verifying actual transaction details. In many cases, ticket postings disclose only partial information regarding seat locations or sale prices, while the final transactions are conducted through private communications outside the platform. Consequently, it is often difficult to determine the existence of a transaction or accurately identify the actual transaction price based solely on publicly available postings (S. R. Jeon, 2025). Furthermore, access to seller information is frequently restricted, making it challenging to impose meaningful sanctions on individuals engaged in unauthorized ticket sales.

Monitoring and reporting statistics illustrate these limitations. Between 2020 and September 2025, approximately 480,000 reports and monitoring cases related to professional sports ticket scalping were recorded. However, no cases were confirmed to have resulted in criminal referral or prosecution during this period (S. R. Jeon, 2025). This outcome demonstrates the institutional and operational challenges associated with online ticket transactions, which are often conducted through private messages or external communication channels. In addition, the ability to verify transaction information is frequently constrained by the level of cooperation provided by online platforms. From a legal perspective, regulations governing unauthorized ticket transactions are primarily based on the National Sports Promotion Act and the Performance Act. Historically, these regulations focused on specific prohibited practices, particularly the use of automated purchasing programs (commonly referred to as macros). While such measures addressed certain forms of misconduct, they were criticized for their inability to comprehensively regulate the diverse range of unauthorized transactions occurring within contemporary digital marketplaces. In response to these concerns, recent legislative reforms have expanded the scope of regulation to encompass unauthorized ticket purchasing and resale activities more broadly, while also strengthening reporting systems and management mechanisms. These amendments represent a significant shift in Korea's approach to ticket transaction governance by moving beyond the regulation of specific technologies toward a more comprehensive management framework. Nevertheless, because the revised legal provisions have not yet been fully implemented, the current period represents a transitional stage in which policy outcomes have not yet been reflected in market behavior. Consequently, further evaluation will be required to assess the effectiveness and practical operation of the new regulatory framework once it is fully implemented.

Although the existing response framework and legal regulations provide an important foundation for controlling ticket scalping, they exhibit significant limitations in effectively managing the ticket transaction environment given the characteristics of online platform-based markets and the prevalence of private transactions. The decentralized nature of digital ticket exchanges, coupled with limited transparency and difficulties in verifying transaction information, reduces the effectiveness of enforcement-oriented approaches that rely primarily on monitoring and sanctions. Consequently, addressing ticket scalping in sports requires more than the strengthening of legal regulations alone. A comprehensive governance framework that reflects the structural characteristics of ticket distribution systems and the operational realities of digital marketplaces is necessary. Such an approach should integrate regulatory measures with transaction management mechanisms, platform accountability, consumer protection strategies, and market-monitoring systems in order to promote fairness, transparency, and sustainable operation within the sports ticket marketplace.

International Regulatory Approaches to Sports Ticket Resale

Various regulatory approaches to ticket resale markets have been adopted across the international sports and entertainment industries, reflecting differing policy perspectives among countries. These differences largely stem from whether ticket resale is regarded as a legitimate component of the marketplace or as an activity requiring regulatory restriction. In several jurisdictions, ticket resale is institutionally permitted while regulatory efforts focus on ensuring transparency throughout the transaction process. In the United Kingdom and the European Union (EU), for example, ticket resale is generally allowed, but sellers are required to disclose information such as their identity, seat location, and the original ticket price. These measures are intended to enhance consumer protection and promote market transparency rather than prohibit resale activities outright. By acknowledging the existence of secondary ticket markets, such policies seek to reduce information asymmetry between buyers and sellers while encouraging transactions to occur through regulated platforms. Consequently, these approaches aim to minimize informal or unregulated transactions and improve market accountability (G. W. Jeon, 2025; The Korean Association of Sports and Entertainment Law, 2025).

In contrast, countries such as France, Japan, and Taiwan have adopted stricter regulatory frameworks that limit or prohibit the resale of tickets above their face value. These policies are based on the view that event tickets possess certain public-interest characteristics and that excessive resale prices may distort market outcomes and undermine consumer access. Japan, in particular, has established a legal framework that restricts unauthorized ticket resale for designated sporting and cultural events, with violations subject to legal penalties. Such approaches prioritize price control and equitable access by preventing excessive profiteering from ticket transactions (The Korean Association of Sports and Entertainment Law, 2025).

The United States adopts a comparatively liberal approach to ticket resale markets. While resale transactions are generally permitted, regulatory efforts focus primarily on specific unfair practices, such as the use of automated purchasing software to acquire large quantities of tickets. This approach reflects a policy objective centered on ensuring fair purchasing opportunities rather than restricting the existence of secondary markets themselves. At the same time, transactions are often encouraged through official resale platforms, allowing policymakers and market participants to balance market flexibility with effective oversight and management (G. W. Jeon, 2025).

Overall, major countries have adopted a variety of regulatory models that combine elements of both market liberalization and regulatory control rather than imposing comprehensive prohibitions on ticket resale. These policy approaches are designed in accordance with each country's market structure, legal framework, and transaction environment. The international experience suggests that ticket transaction governance should move beyond a purely enforcement-oriented model and instead incorporate regulatory mechanisms that reflect the characteristics of contemporary digital marketplaces and ticket distribution systems.

Methods

Research Design

This study employs a qualitative policy analysis approach to examine the issue of ticket scalping in sports within the expanding digital platform environment and to explore the future direction of sports ticket management policies following recent legislative reforms. The rapid adoption of online reservation systems and mobile-based digital ticketing has transformed the structure of sports ticket transactions, creating new challenges for ticket governance and market management. Against this backdrop, the primary objective of this study is to identify the policy limitations of existing anti-scalping regulations and to propose directions for improving the management framework governing sports ticket transactions.

Whereas previous studies have tended to approach ticket scalping either as an individual illegal activity (Kwon, 2025; Nam & Park, 2024; Nam & Hwang, 2020) or as a technology-related issue associated with automated purchasing systems (Choi et al., 2019; Hong & Jeong, 2025; Lim & Lee, 2022; Yoon et al., 2021), this study adopts an integrated analytical framework that considers both the market environment in which ticket transactions occur and the policy structures governing those transactions. Through this approach, ticket scalping is conceptualized not merely as an issue of unlawful conduct but as a structural phenomenon shaped by the interaction between the sports ticket marketplace and the broader policy environment.

Data Sources and Analytical Scope

To analyze the policy environment surrounding sports ticket scalping, this study draws upon documentary, institutional, and case-based sources. In particular, the study reconstructs and further develops the findings presented in the policy research report *A Study on Strategies for Preventing Sports Ticket Scalping* and adapts them to an academic research framework.

First, documentary sources included domestic and international academic literature, policy reports, and related scholarly publications addressing sports ticket transactions and ticket scalping. These materials were reviewed to identify the characteristics of secondary ticket markets, major issues associated with unauthorized ticket transactions, and key discussions concerning ticket management policies. Second, institutional sources consisted of relevant laws and regulatory frameworks governing ticket transactions, including the *National Sports Promotion Act* and the *Performance Act*. Through an examination of these legal and institutional arrangements, the study analyzed the regulatory structure of sports ticket governance in Korea and identified recent policy developments and reform directions. Third, case materials included operational practices within Korean professional sports, such as ticket reservation systems, cancellation policies, and presale programs. In addition, regulatory approaches to ticket resale in major countries, including the United States, the United Kingdom, France, and Japan, were examined. By comparing these domestic and international cases, the study explored the relationship between ticket transaction structures and policy implementation strategies and identified differences in national approaches to ticket resale governance.

Data Analysis

To analyze the policy environment surrounding sports ticket scalping, this study draws upon documentary, institutional, and case-based sources. In particular, the study reconstructs and further develops the findings presented in the policy research report *A Study on Strategies for Preventing Sports Ticket Scalping* (Kim, 2025) and adapts them to an academic research framework. First, documentary sources included domestic and international academic literature, policy reports, and related scholarly publications addressing sports ticket transactions and ticket scalping. These materials were reviewed to identify the characteristics of secondary ticket markets, major issues associated with unauthorized ticket transactions, and key discussions concerning ticket management policies. Second, institutional sources consisted of relevant laws and regulatory frameworks governing ticket transactions, including the *National Sports Promotion Act* and the *Performance Act*. Through an examination of these legal and institutional arrangements, the study analyzed the regulatory structure of sports ticket governance in Korea and identified recent policy developments and reform directions. Third, case materials included operational practices within Korean professional sports, such as ticket reservation systems, cancellation policies, and presale programs. In addition, regulatory approaches to ticket resale in major countries, including the United States, the United Kingdom, France, and Japan, were examined. In this process, the present study established three primary analytical dimensions—ticket transaction structures, regulatory approaches, and stakeholder roles—and conducted a comparative analysis of domestic and international cases based on these criteria. Specifically, the analysis focused on the evolving patterns of ticket transaction structures, the operational mechanisms of anti-scalping regulatory systems, and the roles and responsibilities of key actors involved in ticket transactions. Through this approach, the study sought to identify the characteristics of the sports ticketing market in the digital platform environment and to reveal the structural limitations of existing anti-scalping regulatory frameworks. Furthermore, it aimed to propose future directions for policy implementation and institutional reforms to enhance the effectiveness of sports ticket management and governance.

Results and Discussion

The findings of this study indicate that the expansion of digital platforms has fundamentally transformed the structure of sports ticket transactions into a platform-centered marketplace in which ticket acquisition and resale activities are closely interconnected. As online reservation systems and mobile-based digital ticketing have become widely adopted, ticket transactions have evolved beyond simple sales processes and now operate within a complex market environment involving multiple stakeholders and transaction channels. This transformation highlights the increasing integration of primary and secondary ticket markets and the growing influence of digital platforms on ticket distribution and market governance.

Despite these structural changes, existing anti-scalping regulations have largely remained focused on ex post enforcement and punishment targeting specific forms of misconduct. In particular, regulatory efforts have concentrated on technological abuses such as the use of automated purchasing programs, while demonstrating limited capacity to address a broader range of market behaviors, including multiple-account purchasing, peer-to-peer online resale, and transactions conducted through informal channels. These findings suggest that ticket scalping should be understood not merely as an issue of individual illegal conduct but as a structural problem arising from the interaction between ticket distribution systems and market operating mechanisms. As identified in this study, the digital platform environment creates a strong linkage between ticket acquisition and ticket resale activities. Competitive purchasing conditions at the initial sales stage often facilitate large-scale ticket accumulation, which subsequently contributes to the formation and expansion of secondary resale markets. This relationship demonstrates the limitations of conventional enforcement-oriented approaches, as intervention after unauthorized transactions have occurred may be insufficient to effectively maintain market order. To address these challenges, recent amendments to the *National Sports Promotion Act* and the *Performance Act* have expanded the regulatory framework to include prohibitions on unauthorized ticket purchasing and resale, obligations for platform operators to implement preventive measures, and the establishment of reporting and investigative mechanisms (Law Times, 2026). These reforms represent a significant policy transition from regulating specific misconduct toward managing the broader ticket transaction process. Similar developments can be observed internationally. Major sports leagues and entertainment industries in the United States and Europe increasingly employ market-management approaches that incorporate official resale platforms, oversight of ticket distribution systems, and enhanced platform accountability rather than relying solely on punitive measures against unauthorized transactions (G. W. Jeon, 2025). Such approaches can be understood as preventive governance strategies that seek to reduce opportunities for ticket scalping by designing and regulating the transaction environment itself.

As discussed earlier, in the digital platform environment, the ticket purchasing stage and the resale stage are interconnected within a single transaction structure, while existing regulatory frameworks have demonstrated limitations in adequately responding to these market changes. Therefore, following recent legal and institutional reforms, sports ticket management policies should move beyond merely emphasizing the necessity of regulation and instead be restructured into an operation-oriented governance system that ensures the effective implementation and enforcement of regulatory measures within the actual market environment. First, mechanisms should be introduced at the ticket purchasing stage to identify and restrict abnormal access patterns and repeated purchasing attempts, thereby reducing imbalances in the initial allocation process. Second, ticketing platforms should assume a more active role in transaction governance by strengthening information management, detecting suspicious transactions, and analyzing user behavior. Third, official resale channels should be established to accommodate legitimate resale demand within a regulated environment. Fourth, reporting and investigative systems should be enhanced to improve the effectiveness of policy implementation and enforcement. Taken together, these findings demonstrate that sports ticket governance is evolving from an enforcement-centered regulatory model toward a management-oriented policy framework that reflects the structural characteristics of ticket transactions and the realities of digital marketplace operations. Future policy effectiveness will therefore depend not only on the design of legal regulations but also on the operational mechanisms through which those regulations are implemented and on the allocation of responsibilities among key stakeholders within the ticket transaction ecosystem.

The findings of this study indicate that ticketing platforms have evolved beyond their traditional role as sales channels and now function as key operational actors responsible for controlling access to tickets and managing transaction flows within the sports ticket distribution system. Following the digital transformation of the sports industry, ticket distribution has rapidly shifted from an offline sales model to an online platform-based marketplace. In this environment, ticketing platforms play a critical role in determining purchasing opportunities and shaping market outcomes.

Particularly for high-demand sporting events, where limited ticket supply coincides with simultaneous access attempts by large numbers of consumers, the design and operation of ticketing systems directly influence both ticket allocation outcomes and the subsequent development of secondary resale markets.

Previous discussions of ticket scalping have primarily focused on resale activities themselves (Nam & Hwang, 2020). However, the findings of this study suggest that unauthorized ticket transactions are largely shaped during the initial purchasing stage rather than during the resale stage. Practices such as bulk purchasing, the use of multiple accounts, and automated access attempts generally occur during the reservation process. Consequently, the effectiveness of management mechanisms at this stage may significantly influence the size and structure of subsequent resale markets. This finding implies that ticket scalping should be understood not merely as an issue of post-transaction regulation but as a challenge requiring proactive management at the ticket acquisition stage.

From this perspective, the role of ticketing platforms should be reconceptualized beyond simple transaction facilitation toward that of an operational governance actor responsible for ensuring fair purchasing opportunities and regulating market access. At the reservation stage, platforms should strengthen their capacity to detect abnormal access patterns and restrict activities such as multiple-account usage and repetitive purchasing attempts. Mechanisms such as virtual waiting rooms, account-based authentication systems, and purchase limits within specified time periods may contribute to reducing excessive concentration of demand during the initial sales process. Furthermore, user behavioral data collected by ticketing platforms constitute a valuable resource for understanding ticket transaction dynamics and identifying suspicious activities before unauthorized transactions occur. Information such as purchase timing, access patterns, and account activity histories can be analyzed to identify unusual behaviors associated with potential scalping activities. Based on these data, platforms can implement anomaly detection and preventive intervention systems that shift ticket governance from a reactive enforcement model toward a proactive prevention-oriented framework.

Recent legislative amendments have further reinforced this evolving role. By establishing obligations for ticket sellers and online intermediaries to implement preventive measures against unauthorized ticket transactions, the revised legal framework assigns ticketing platforms a more active responsibility in policy implementation and market governance (Law Times, 2026). This development signifies a shift in which ticketing platforms are no longer viewed merely as intermediaries but as accountable actors responsible for maintaining fair and orderly market conditions. Consequently, the effectiveness of future policy initiatives is likely to depend substantially on how effectively platforms utilize their technological and operational capabilities. Similar approaches can be observed internationally. Major ticketing platforms have introduced preventive measures at the purchasing stage, including virtual queue systems, abnormal access detection technologies, and restrictions on repetitive purchasing behavior. In some cases, membership-based verification systems are employed to restrict purchasing eligibility prior to ticket sales. These mechanisms reflect a governance approach focused on reducing opportunities for ticket scalping through the design and management of transaction environments rather than through post hoc enforcement alone. Accordingly, following recent legal reforms, the role of ticketing platforms within sports ticket governance is evolving from that of a regulated entity to that of a collaborative governance partner. This transition should be operationalized through enhanced reservation-stage management, data-driven transaction monitoring, and strengthened platform governance capabilities. Such developments represent a significant example of how sports ticket management policy is shifting from an enforcement-centered regulatory model toward a governance framework focused on transaction environment design and operational management.

The findings of this study suggest that ticket scalping in the sports ticket market should be understood not only as a supply-side issue but also as a market phenomenon shaped by consumer demand and purchasing behavior. The persistence of unauthorized ticket transactions cannot be explained solely by the actions of sellers or scalpers; rather, it reflects the interaction between limited ticket availability and strong consumer demand. In the case of highly popular sporting events, the combination of restricted seating capacity and intense demand often encourages consumers to pay additional costs in order to secure attendance opportunities. Such demand creates structural conditions that sustain secondary and informal resale markets (Kyeong, 2026).

Furthermore, the expansion of digital platforms has facilitated peer-to-peer transactions through online communities, secondhand marketplaces, and social media channels, thereby increasing opportunities for informal ticket resale (Nam & Hwang, 2020). Within this environment, some consumers perceive ticket resale not as an illegal activity but as a mutually agreed-upon transaction between private individuals. As a result, demand for informal resale transactions may persist even under strengthened regulatory frameworks. This observation suggests that ticket scalping should be approached not merely as a regulatory issue but also as a phenomenon influenced by consumer perceptions, behavioral norms, and market culture.

As discussed earlier, the informal ticket resale market is not sustained solely by the illegal activities of suppliers; rather, it persists through the interaction between supply-side actors and consumers whose demand for tickets and willingness to participate in resale transactions create and maintain market activity. Therefore, effectively mitigating ticket scalping requires not only regulatory measures targeting the supply side but also policy interventions designed to influence consumers' perceptions and behaviors. Such an approach is necessary to reduce participation in unauthorized resale markets and to foster a more sustainable and orderly ticketing environment. Given these structural characteristics, anti-scalping policies should incorporate strategies aimed at influencing consumer behavior alongside traditional supply-side regulation. First, stronger incentives should be provided to encourage the use of official ticket distribution channels. Transparent disclosure of ticket availability, sales schedules, and inventory information, combined with benefits for users of authorized channels—such as priority purchasing opportunities, loyalty programs, or membership rewards—may reduce the attractiveness of informal resale markets. Second, consumers should be provided with clear information regarding the risks and costs associated with unofficial transactions. Educational efforts that emphasize potential harms, including counterfeit tickets, denied venue access, and the absence of refund protections, may increase consumer awareness and discourage participation in unauthorized markets. Third, there is a need to cultivate a culture of fair ticket purchasing and responsible event attendance through stakeholder collaboration. Sports organizations, ticketing platforms, and public authorities can work together to implement fair-ticketing campaigns and encourage voluntary participation through fan communities. As evidenced in international cases, sustained efforts to promote official purchasing channels and communicate the negative consequences of unauthorized transactions can influence consumer norms and shape market behavior. Fourth, stronger integration between consumer participation and policy enforcement mechanisms is necessary. Encouraging user participation through reporting systems, simplifying procedures for reporting suspicious transactions, and providing feedback regarding enforcement outcomes can empower consumers to function not only as regulatory subjects but also as active contributors to market oversight. Such measures can broaden the scope of policy implementation and help address blind spots within digital transaction environments.

Taken together, these findings suggest that ticket scalping should be reinterpreted as a market governance issue involving consumer perceptions and behavioral patterns rather than solely as a matter of suppressing illegal transactions. Accordingly, future sports ticket management policies should combine regulatory interventions with strategies designed to influence consumer behavior and market norms. Such an integrated approach can enhance the effectiveness of institutional regulations and contribute to the development of a fairer and more sustainable ticket transaction environment.

The findings of this study indicate that the decentralized and often anonymous nature of digital platform-based ticket transactions creates significant challenges for policy enforcement through traditional government-led monitoring and enforcement mechanisms alone. Online sports ticket markets are characterized by high transaction speed, anonymity, and the widespread use of multiple platforms and informal communication channels. As a result, it is structurally difficult for public authorities to monitor and regulate all transactions in real time. In particular, when transactions occur through online communities, secondhand marketplaces, and social media platforms, transaction flows become highly dispersed, limiting the effectiveness of conventional enforcement-oriented approaches based primarily on ex post monitoring and sanctions (Nam & Hwang, 2020).

To address these limitations, recent amendments to the *National Sports Promotion Act* and the *Performance Act* established the legal foundation for reporting systems and reward programs targeting unauthorized ticket purchasing and resale activities (Law Times, 2026). These reforms signify a shift from an enforcement model centered exclusively on governmental authorities toward a more participatory framework that relies on reporting and cooperation from market participants. In this context, consumers are no longer viewed merely as subjects of regulation but also as active contributors to market oversight. Such participation may serve as an important mechanism for extending the reach of policy enforcement within digital transaction environments.

From this perspective, reporting reward programs should be understood not simply as tools for increasing the number of reported violations but as collaborative governance mechanisms that encourage stakeholder participation in maintaining market order. Given that transaction information is often fragmented across multiple digital platforms, information provided by consumers can help reduce enforcement blind spots and improve the effectiveness of regulatory interventions. However, the success of such programs depends heavily on the design and operation of the implementation framework. First, reporting procedures should be simplified and made easily accessible. Excessive complexity or administrative burdens may discourage participation and reduce the practical utilization of the system. Second, transparency throughout the reporting process and feedback regarding enforcement outcomes are essential. If participants receive little information about how their reports are handled, their willingness to engage with the system may decline. Third, effective information-sharing mechanisms between regulatory authorities and digital platforms should be established to facilitate verification of transaction information and identification of sellers. Such cooperation represents a critical component of effective enforcement in platform-based marketplaces.

Moreover, the effectiveness of reporting reward systems can be enhanced when integrated with other policy instruments. When combined with reservation-stage management measures, platform-based preventive mechanisms, and consumer awareness initiatives, reporting systems can function not only as reactive enforcement tools but also as components of a broader preventive governance framework. This integration reflects a transition away from policy implementation models that depend on a single authority toward governance structures in which multiple stakeholders share responsibilities and contribute to market oversight.

Ultimately, reporting reward programs have the potential to play a pivotal role in transforming sports ticket governance from a one-sided, enforcement-centered regulatory approach into a collaborative system involving market participants, digital platforms, and public authorities. The effectiveness of these programs will likely depend less on their formal introduction than on the quality of their operational design and stakeholder participation mechanisms. These findings suggest that policy implementation in digital platform environments should increasingly be reconstructed on the basis of collaborative governance principles.

The findings of this study indicate that the speed, anonymity, and complexity of digital ticket transactions make it difficult to effectively control ticket scalping through traditional enforcement-oriented regulations alone. Sports ticket transactions in digital environments occur rapidly through online platforms, while the diversity of transaction channels and the anonymity of users make real-time monitoring and intervention increasingly challenging (Nam & Hwang, 2020). With the widespread adoption of mobile-based ticketing systems, ticket purchasing and resale activities now occur simultaneously across multiple digital channels, limiting the effectiveness of regulatory approaches that rely primarily on ex post detection and punishment. Consequently, there is a growing need for technological management tools capable of preventing unauthorized transactions during the transaction process itself (Hong & Jung, 2025; Jang & Kwon, 2025). As identified in this study, a variety of technological solutions can be utilized to enhance transparency and control within sports ticket markets. First, systems capable of managing ticket issuance, distribution, and usage histories can improve transaction reliability. The ability to trace transaction records reduces the likelihood of duplicate sales, counterfeiting, and unauthorized transfers, thereby contributing to the suppression of informal and unauthorized markets (Choi et al., 2019; Hong & Jung, 2025). Second, digital ticketing technologies that incorporate ownership management and transfer restrictions can serve as effective mechanisms for controlling transaction pathways. Restricting ticket transfers to specified conditions or limiting resale activities to authorized platforms may reduce the migration of tickets into unofficial secondary markets. Such measures represent a technological approach designed to maintain ticket transactions within a regulated and manageable framework. Third, identity verification technologies can play a significant role in ticket governance. Authentication procedures linked to mobile tickets, including account verification and user identification systems, can help confirm the consistency between ticket purchasers and actual attendees. These mechanisms may reduce opportunities for proxy purchasing and organized resale activities while extending oversight beyond the purchasing stage to the point of ticket usage. As a result, they contribute to more comprehensive control throughout the ticket transaction lifecycle. Furthermore, user data accumulated by digital platforms provide valuable resources for identifying suspicious transaction patterns and preventing unauthorized activities before they occur. Information such as login times, purchasing attempts, transaction histories, and account activities can be analyzed to detect abnormal behaviors associated with ticket scalping. Data-driven anomaly detection systems can therefore function as a critical technological tool for preventing unauthorized transactions and maintaining market integrity.

Nevertheless, technological approaches should not be viewed as substitutes for legal regulation. Rather, they should be understood as operational tools that enhance the effectiveness of existing regulatory frameworks. The primary value of technology lies not in strengthening punitive measures but in reducing opportunities for unauthorized transactions through preventive management. At the same time, the implementation of technological solutions must balance multiple considerations, including user convenience, privacy protection, operational costs, and system feasibility. Accordingly, a phased and carefully designed approach to technology adoption is required.

In conclusion, technology-based management systems should be regarded as complementary policy instruments for the proactive governance of sports ticket transactions in digital environments. Their increasing importance reflects a broader shift in sports ticket governance from a regulation-centered approach toward a data-driven and technology-enabled management framework. As digital transaction environments continue to evolve, technological solutions are likely to become an essential component of future sports ticket management policies.

The findings of this study indicate that legitimate demand for ticket resale consistently exists within sports ticket markets and that the absence of institutional mechanisms to accommodate such demand may contribute to the expansion of informal resale activities. In the context of sports event attendance, legitimate resale demand naturally arises due to schedule changes, personal circumstances, or unforeseen constraints that prevent ticket holders from attending events. Given the characteristics of sports consumption, such demand represents a normal market phenomenon, and policies that uniformly restrict all forms of resale may fail to reflect the realities of consumer behavior and market conditions (Jeong, 2019). Consequently, the issue of ticket scalping is closely related not only to the suppression of unauthorized transactions but also to the broader question of how legitimate resale demand should be managed within an institutional framework.

When adequate official resale channels are unavailable, consumers are more likely to rely on informal transaction channels such as online communities, secondhand marketplaces, and social media platforms (Nam & Hwang, 2020). These transactions often involve risks associated with information asymmetry, including price opacity, counterfeit tickets, and transaction fraud. In addition to generating consumer harm, informal resale activities may contribute to market distortions and facilitate the expansion of unauthorized ticket trading. This finding suggests that ticket scalping should not be viewed merely as a form of illegal activity but rather as a structural market issue associated with the absence of legitimate channels for ticket resale. It highlights the need to establish institutional mechanisms capable of accommodating and regulating legitimate resale demand within the formal market framework. By providing authorized and transparent resale pathways, policymakers may reduce incentives for participation in unauthorized secondary markets while improving both market efficiency and consumer protection. From this perspective, official resale platforms can serve as a key policy instrument for incorporating informal resale demand into a regulated market environment and transforming ticket transactions into a more manageable and transparent system. In particular, integrating primary ticket sales and secondary resale activities within a single platform can enhance transparency and accountability through transaction tracking, disclosure of pricing information, and consumer protection measures (G. W. Jeon, 2025). Such integration provides a foundation for reducing consumer risks associated with unofficial transactions while enabling more effective oversight of market pricing dynamics.

Official resale platforms also offer opportunities to implement controlled transaction conditions. Policy measures such as resale price caps, limitations on the number of resale transactions, and restrictions on resale within specified periods can help prevent excessive price inflation and speculative behavior. Rather than prohibiting resale outright, this approach seeks to maintain market order by regulating transactions within a controlled and transparent environment. Furthermore, the effectiveness of official resale platforms can be enhanced through integration with ticketing systems and technology-based management frameworks. Linking user information and transaction data collected during the initial purchasing stage with subsequent resale activities allows transaction flows to be monitored consistently throughout the ticket lifecycle. Such integration can strengthen market surveillance capabilities and facilitate the identification of suspicious transaction patterns. In addition, when combined with reporting systems and enforcement mechanisms, official resale platforms can create incentives for consumers to utilize regulated channels rather than informal marketplaces.

In conclusion, the promotion of official resale platforms should be understood not simply as a strategy for suppressing ticket scalping but as a market-based governance mechanism that recognizes legitimate resale demand and incorporates it into a controllable and transparent transaction structure. This development reflects a broader shift in sports ticket governance from a regulation-centered approach toward a market-oriented management framework. The effectiveness of future policy initiatives will therefore depend substantially on the design, operation, and integration of official resale systems within the broader ticket transaction ecosystem.

Conclusions and Implications

This study examined the changing structure of sports ticket transactions within the digital platform environment and explored the future direction of sports ticket management policies following recent legislative reforms. The findings indicate that ticket scalping is not merely a matter of individual illegal conduct but rather a market phenomenon emerging from platform-based transaction structures. Consequently, conventional enforcement-oriented regulatory approaches are insufficient to effectively govern contemporary ticket markets. Based on these findings, the study draws the following conclusions. First, sports ticket management policies should transition from an enforcement-centered regulatory model to a transaction environment management approach. In digital platform-based markets, ticket purchasing and resale activities are closely interconnected, making access control and transaction design at the initial reservation stage critical determinants of policy effectiveness. Second, ticketing platforms should be recognized as active market governance actors rather than simple sales channels. By implementing access controls, detecting suspicious transactions, and utilizing data-driven analyses of consumer behavior, platforms can play a proactive role in preventing unauthorized ticket transactions before they occur. Third, ticket scalping should be understood as a market phenomenon shaped by consumer demand and purchasing behavior. Therefore, consumer awareness, responsible purchasing practices, and the promotion of fair attendance culture should become central components of sports ticket governance. Encouraging the use of official distribution channels and increasing awareness of the risks associated with unofficial transactions are particularly important. Fourth, participatory enforcement mechanisms, including reporting and reward systems, should be utilized to expand the scope of policy implementation. Given the decentralized nature of online transactions, enforcement efforts relying solely on public authorities face inherent limitations. Collaborative governance structures that encourage consumer participation can significantly strengthen market oversight and regulatory effectiveness. Fifth, technology-based management tools and official resale platforms should be established as core infrastructures for maintaining order in sports ticket markets. Transaction tracking systems, identity verification mechanisms, and data-driven anomaly detection technologies can enhance transparency and prevent unauthorized activities. In addition, official resale platforms can channel legitimate resale demand into regulated markets, thereby reducing reliance on informal transaction channels. In conclusion, ticket scalping in sports represents a complex policy challenge embedded within the transaction structures of digital platform environments and cannot be effectively addressed through a single regulatory instrument. Future sports ticket governance should therefore be constructed as an integrated management framework encompassing reservation-stage controls, platform accountability, consumer participation, technology-based monitoring, and official resale mechanisms. Ultimately, policy effectiveness will depend not merely on the existence of regulatory measures but on how they are operationalized and how responsibilities are distributed among stakeholders within the sports ticket ecosystem.

This study has several limitations arising from its primary focus on policy and institutional analysis. First, this study primarily relied on policy and institutional analysis and did not incorporate empirical data collected from key stakeholders, such as sports organizations, ticketing platforms, and spectators, through interviews, surveys, or other field-based research methods. Consequently, the study is limited in its ability to fully capture and reflect the perceptions, experiences, and practical concerns of stakeholders directly involved in the sports ticketing market. Future research should therefore incorporate empirical approaches, including surveys, interviews, and case studies involving sports clubs, ticketing service providers, event organizers, and spectators, in order to develop a more comprehensive understanding of ticket transaction environments and stakeholder interactions. Second, while this study focused on the policy implications of recent legislative reforms and proposed future directions for sports ticket governance, it was unable to empirically assess the actual market effects of these reforms because the revised regulations have not yet been fully implemented. Consequently, the effectiveness of the new regulatory framework remains uncertain. Future studies should examine post-implementation outcomes, including changes in ticket transaction structures, reductions in unauthorized ticket resale activities, shifts in consumer behavior, and the effectiveness of platform-based management mechanisms. Such research would provide important evidence regarding the practical impact of recent policy reforms and contribute to the development of more effective sports ticket governance strategies. Despite these limitations, this study provides a foundational framework for understanding ticket scalping as a structural issue embedded within digital platform-based transaction environments and offers policy implications for the future development of sports ticket management systems.

Based on the findings of this study, several policy recommendations can be proposed for improving sports ticket transaction governance in the digital platform era. First, ticket transaction management policies should be designed according to a stage-based governance framework. During the reservation stage, access controls and purchasing restrictions should be implemented to mitigate excessive concentration of demand. During the transaction stage, platform-based monitoring systems and data analytics should be utilized to identify and control suspicious activities. Finally, during the post-transaction stage, reporting mechanisms and enforcement systems should be employed to maintain market order and ensure regulatory compliance. Second, clear delineation of responsibilities among platform operators, sports organizations, and public authorities is necessary. Ticketing platforms should assume responsibility for transaction data management, user behavior analysis, and the detection of abnormal transactions. Sports organizations should establish ticketing structures and operational standards that promote fairness and accessibility. Government agencies, in turn, should provide regulatory oversight and enforcement while coordinating collaborative governance arrangements among stakeholders. Third, operational strategies should integrate technological management tools with institutional regulations. Authentication-based ticketing systems, transaction history management mechanisms, and data-driven monitoring technologies should be progressively introduced and expanded to enhance the effectiveness of ticket governance and reduce opportunities for unauthorized transactions. Fourth, a market governance framework centered on official resale platforms should be established. By incorporating legitimate resale demand into regulated channels and controlling transaction conditions within official marketplaces, policymakers can reduce reliance on informal resale markets while strengthening consumer protection and market transparency. Fifth, policies that encourage active consumer participation should be expanded. Greater utilization of reporting systems, fair-ticketing campaigns, and consumer education initiatives can encourage users to participate in maintaining market order. By fostering stakeholder engagement and increasing awareness of responsible ticket purchasing practices, consumers can become important contributors to the governance of sports ticket markets. Taken together, these policy recommendations support a transition from an enforcement-oriented regulatory approach toward an integrated governance framework that combines platform accountability, technological innovation, stakeholder collaboration, and consumer participation in managing sports ticket transactions.

Acknowledgments

This work was funded by the Ministry of Culture, Sports, and Tourism(MCST).

Author Contributions

Conceptualization: Min Soo Kim & Joo Young Kim
Data curation: Ja Young Kim & Joo Young Kim
Formal analysis: Ja Young Kim & Joo Young Kim
Investigation: Min Soo Kim, Ja Young Kim & Joo Young Kim
Project administration: Min Soo Kim
Writing-original draft preparation: Joo Young Kim
Writing-review and editing: Min Soo Kim, Ja Young Kim & Joo Young Kim

Conflict of Interest

The author declare no conflict of interest.

References

Bae, J. H. (2018, December 21). [Exclusive] KBO wasted 500 million won in government funding on ticket resale legalization project; led by an employee previously disciplined for ticket scalping. *The Gate*. Retrieved March 21, 2026, from https://www.spochoo.com/news/articleView.html?idxno=46020

Ban, J. W., & Moon, J. M. (2024, October 1). The economics of baseball in the era of 10 million spectators [Special report]. *Maeil Business Newspaper*. Retrieved March 19, 2026, from https://www.mk.co.kr/news/economy/11126776

Choi, J. E., Yoon, H. W., Kim, G. B., Jin, J. M., & Hong, C. S. (2019). Blockchain-based ticketing system for preventing ticket scalping and premium resale. *Proceedings of the Korean Institute of Information Scientists and Engineers Conference,* **2019(6)**, 1987–1989.

Eom, C. H., & Park, C. W. (2024). Emergence and development of sports ticket scalping: Focusing on Korean professional baseball. *Convergence and Consilience,* **7(2)**, 32–45.

Hong, Y. W., & Jung, H. J. (2025). Anti-scam system using smart track control: focusing on concert shoe-level locations. *Journal of Korean Institute of Information Technology*, **23(5)**, 177-187.

Jeon, G. W. (2025, July 18). [Desk column] The future of fierce ticket competition (Part II): Suppliers, consumers, and intermediaries. *Sports World*. Retrieved March 25, 2026, from https://www.sportsworldi.com/newsView/20250718509891

Jeon, S. R. (2025, October 29). Online ticket scalping reporting center reduced to a "monitoring show": Zero enforcement despite 480,000 reports. *Today Newspaper*. Retrieved March 23, 2026, from https://www.ntoday.co.kr/news/articleView.html?idxno=120926

Jeon, Y. J. (2026, January 30). "Sports and concert ticket scalping subject to surcharges up to 50 times the profit": Anti-ticket scalping bill passes National Assembly. *Sports Chosun*. Retrieved March 20, 2026, from https://www.sportschosun.com/baseball/2026-01-30/202601300100175890023163

Jeong, Y. H. (2019). Ticket resale markets and consumer issues: Focusing on international discussions including the 97th OECD CCP meeting. *Consumer Policy Trends,* **98**, 1–23.

Jin, D. Y. (2025, October 20). Korean Series Game 7 ticket scalping prices already reach 1 million won; ruling party pushes anti-ticket scalping legislation. *Seoul Economic Daily*. Retrieved March 22, 2026, from https://www.sedaily.com/article/14136135

Jang, H. S., & Byun, S. H. (2025, April 8). "Scammer disappeared after receiving 360,000 won for Kim Yeon-koung's retirement match ticket": Weak penalties despite rampant ticket scalping and fraud. *Segye Ilbo*. Retrieved March 20, 2026, from https://www.segye.com/newsView/20250408516827

Jang, W. Y., & Kwon, J. Y. (2025). Analysis for prevention and improvement of ticket scalping in professional baseball. *Korean Journal of Sports Science,* **34(5)**, 279–291.

Kim, J. H. (2026, January 29). Amendment bill including the Anti-Ticket Scalping Act proposed by Rep. Jang Cheol-min passes the National Assembly. *Break News*. Retrieved March 20, 2026, from https://www.breaknews.com/1180938

Kim, M. S. (2025). *A study on measures to prevent sports ticket scalping*. Korea Institute of Sport Science.

Kyung, Y. E. (2026, March 15). BTS Gwanghwamun concert standing tickets sold for 1.5 million won? Can K-pop ticket scalping really be stopped?

[Crypto360]. *Herald Business*. Retrieved March 20, 2026, from https://biz.heraldcorp.com/article/10694397?ref=naver

Kwon, O. S. (2025). Structural analysis of proxy ticketing and ticket resale and a review of regulations for each activity. *Sports Entertainment and Law,* **28(1)**, 117–142.

Law Times. (2026, March 5). Major contents and implications of amendments to the Copyright Act, Performance Act, and National Sports Promotion Act. *Law Times*. Retrieved March 20, 2026, from https://www.lawtimes.co.kr/news/articleView.html?idxno=217253

Lee, C. Y. (2017, October 1). Ticket resale app launched for professional baseball postseason games. *The Hankyoreh*. Retrieved March 23, 2026, from https://www.hani.co.kr/arti/sports/baseball/813234.html

Lim, J. G., & Lee, G. Y. (2022). A study on the blockchain utilization in the sport industry. *Journal of Korea Society for Wellness*, **17(4)**, 251–256.

Nam, K. Y., & Hwang, Y. J. (2020). A study on the problems and improvement measures of performance ticket resale. *Hongik Law Review,* **21(1)**, 293–314.

Nam, K. Y., & Park, J. I. (2024). A study on amendments to the Performance Act for improving ticket distribution order in the performing arts industry. *Ajou Law Review,* **18(2)**, 317–346.

National Institute of Korean Language. (2026, March 17). *Am-pyo (ticket scalping)*. *Standard Korean Language Dictionary*. https://stdict.korean.go.kr/main/main.do

Shin, S. M. (2026, February 24). Government strengthens crackdown on ticket scalping: Up to 50 times surcharge imposed. *Gonggam Newspaper*. Retrieved March 19, 2026, from https://www.gokorea.kr/news/articleView.html?idxno=858790

The Korean Association of Sports and Entertainment Law (2025). *A comparative study of international cases on ticket resale*. The Korean Association of Sports and Entertainment Law.

Yoon, A. H., Yoon, J. H., Jin, S. H., & Lee, G. J. (2021). Implementation of a blockchain-based e-ticket purchase and transfer system. *Proceedings of the Korean Institute of Electrical Engineers Conference*, **7**, 60–63.