

Cofece opens investigation into live entertainment (events) market

- Mexico is one of the most important countries globally for live entertainment events.
- 1 in every 2 adults attended a live entertainment event in Mexico during the past year.

Mexico City, December 9, 2024.- The Investigative Authority (AI) of the Federal Economic Competition Commission (Cofece) initiated today an investigation into key live entertainment markets, as it has gathered elements that suggest a lack of competition in the following markets:

1. Events production and promotion,
2. Venue operation and management,
3. Ticket distribution and marketing at a national level, and
4. Services related to these activities.

The objective of this investigation is to determine whether there are, in fact, obstacles that prevent greater competition in these markets, which could negatively impact the pockets of the millions of consumers of live entertainment events in Mexico.

Between 2023 and 2024, **1 in 2 adults in the country attended live entertainment events such as concerts**, live music or dance performances, theater productions, and art or history exhibitions. In 2023 alone, **Mexicans spent over 7 billion pesos to purchase online tickets for music events**. This positions **Mexico as the largest Latin American country in terms of ticket sales for music events** and number 16 in the world.

The extract from the agreement to initiate investigation IEBC-004-2024 indicates that there are elements that suggest the absence of effective competition conditions in these markets. However, the start of this investigation does not imply any prejudice by the AI.

For the development of this investigation, the AI has a period of between 30 to 120 business days, starting from the publication of the extract of the resolution, which can be extended up to two times.

Through such investigations, Cofece aims to identify and eliminate barriers that prevent these markets from functioning competitively, which results into harm for consumers. Therefore, if the existence of barriers to competition or essential inputs is found, the Plenary of Cofece may:

- i. Order the removal of barriers that unduly affect the competition process.
- ii. Issue recommendations to the authorities in the event that legal provisions that hinder or distort competition and free market access were to be found.

- iii. Determine the existence of essential inputs and, if necessary, issue guidelines to regulate them.
- iv. Order the divestiture of assets, rights, shares, or stock for the benefit of efficient market functioning.

The extract of the initiation resolution can be found [here](#).

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