

Guidelines to Regulate Information and Advertising by Ticket Providers in the Sale of Tickets for Large-Scale Concerts

Mexico City, February 20, 2026

Background

On February 19th, 2026, the "Guidelines to Regulate Information and Advertising by Ticket Providers in the Sale of Tickets for Large-Scale Concerts" were published in the Federal Official Gazette. These entered into force on the date of its publication.

The guidelines establish directives that providers must follow regarding information and advertising related to the promotion and sale of tickets for large-scale concerts, ensuring the protection of consumer rights in compliance with the Federal Consumer Protection Law.

Key Obligations

For the Responsible Promoter

- Provide clear and truthful information at least 24 hours prior to the first ticket sale. Such information must include a description of the venue, dates, schedules, artists, terms and conditions, and cancellation and refund policies.
- Publish the event map or seating chart with clearly identified sections and the total amount payable for each section.
- In the event of cancellation, inform consumers of the refund procedure. Refunds must be issued for the full amount paid, plus a bonus of at least 20% of that amount, when applicable.
- Communicate, at least 24 hours before the event, any modification to the previously published conditions or characteristics.



For Promoters and Ticketing Companies

- Clearly inform consumers from the beginning of the purchase process about the total amount payable, including taxes, fees, and any additional charges.
- It is prohibited to increase the total price displayed during the purchase process at checkout.
- Sales systems may not include pre-selected ancillary services. Any additional service must be expressly chosen by the consumer.
- In virtual queue systems or electronic ticketing lines, consumers must be informed in advance that ticket availability is not guaranteed, the criteria governing the process, and the circumstances under which they may lose their place in line.
- Ensure the existence and validity of tickets, and protect sales systems against bots or other technologies that enable ticket forgery, duplication, or bulk purchasing.

For further information and advice on compliance with these guidelines, please do not hesitate to contact us.

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