

Ticketmaster and Snapchat Partnership

FAQs

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Why has Ticketmaster partnered with Snapchat?

At Ticketmaster, we're continuing to improve how fans discover the events they love, on the platforms that mean the most to them, and give them a streamlined way to buy tickets. Snap has one of the most engaged Gen Z and Millennial audiences, with more than 250M people opening the app—on average 20 times a day—to stay in touch with their close friends. Ticketmaster and Snap have collaborated on a "Mini" called **Ticketmatcher**: a gamified concert discovery app distributed on two of Snapchat's most trafficked surfaces—Chat and Map.

As digital natives, Gen Z is highly influenced by what they discover and share online with their friends. Ticketmaster's partnership with Snap extends the live event experience beyond a single moment in time, from discovery and collecting your friends through Snap Memories. Working with Snap enables Ticketmaster to engage with a new generation of eventgoers.

What is a Snapchat Mini, and why does Ticketmaster have one?

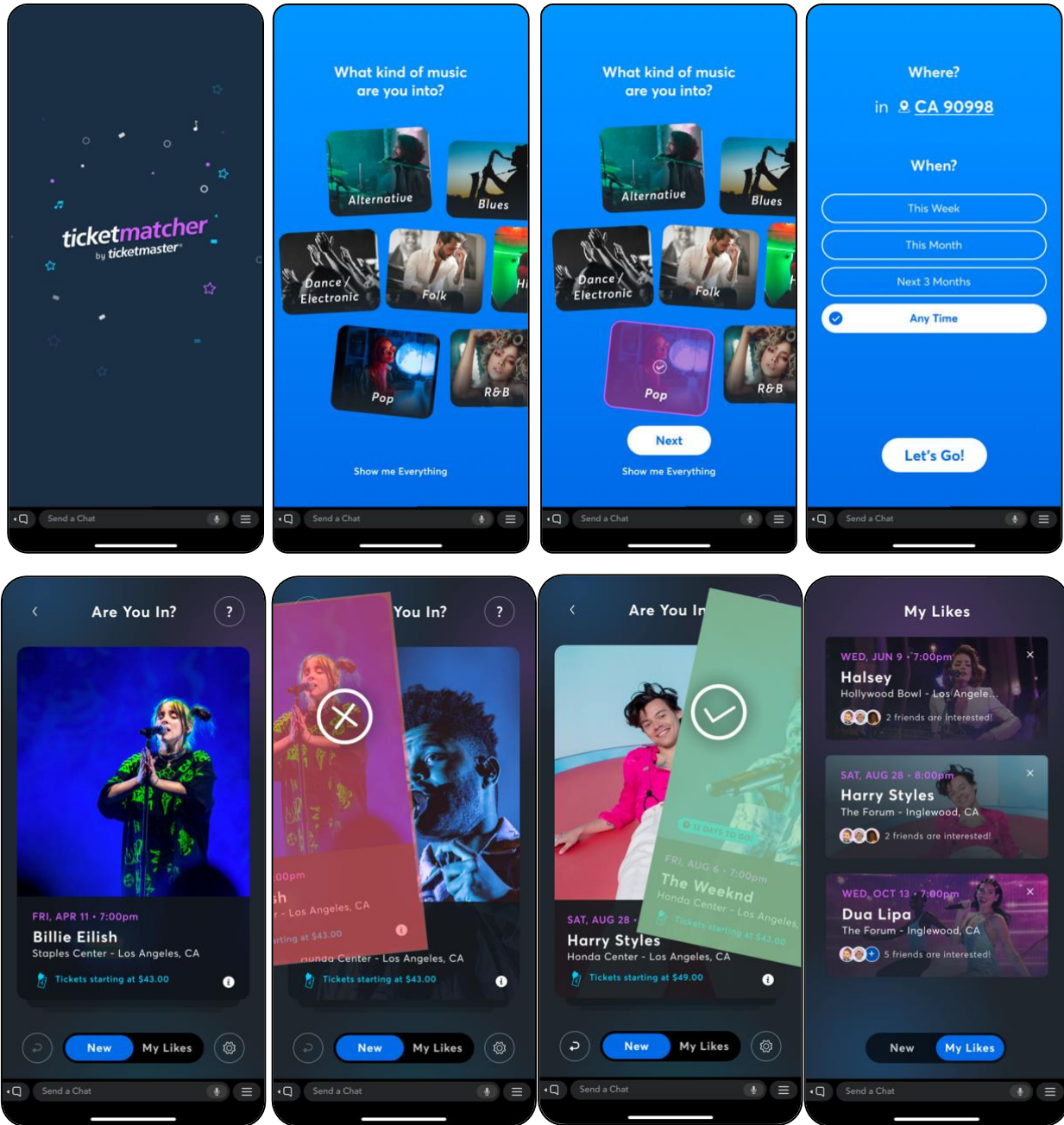
Snapchat Mini is a platform for developers to build social games and experiences on Snapchat. Snap Minis are HTML5 "mini applications," triggered via the chat, allowing Ticketmaster to connect with Snap's user community while leveraging the fun, social and engaging power of Snapchat. Minis tap into real friend networks and allow companies to leverage innovative features (AR, BitMoji, Stories, Maps) to create entirely new social experiences with Snapchatters.

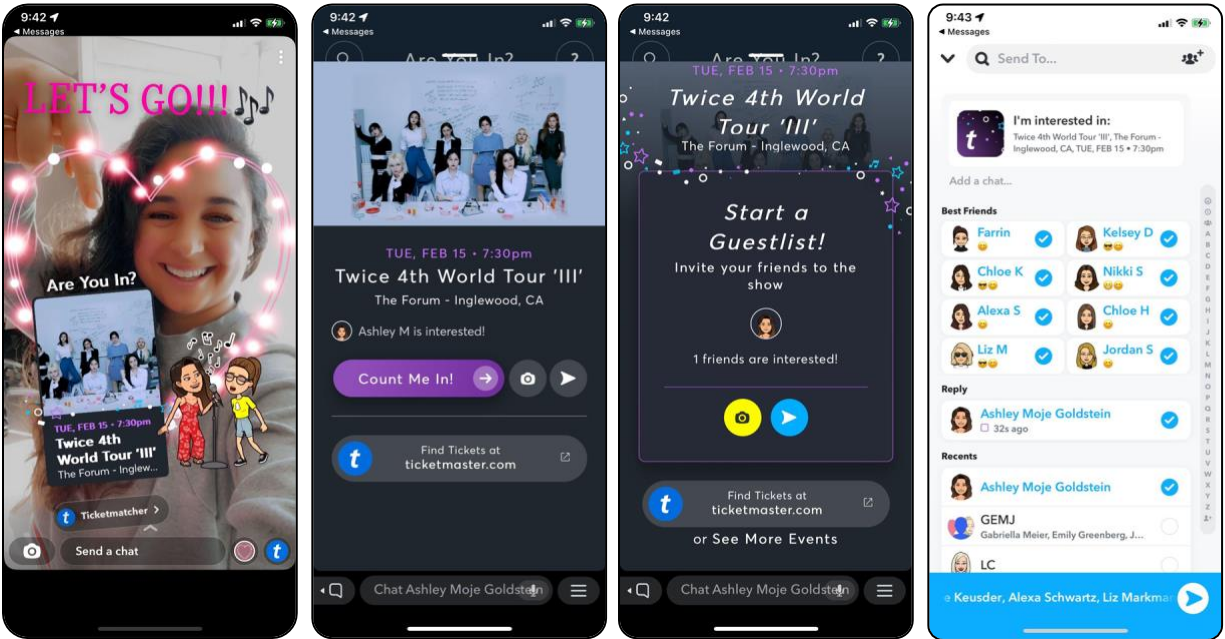
Can you tell me more about the specific TM Snap Mini?

Ticketmaster's Mini—**Ticketmatcher**—is an interactive experience that allows fans to discover, share, and find friends to attend concerts. Snapchatters swipe through Ticketmaster Event Cards surfaced to them, based on genre preference, time, and location—all powered via Ticketmaster APIs. Snapchatters signal interest in Event Cards by right- or left-swiping. At any point, Snapchatters can share an Event Card to their friend network via Direct Chat or Stories, which subsequently invites friends into Ticketmatcher for their own event discovery journey. Users can return to their event picks and find friends who have also expressed interest in those events, creating an entirely new way to organize a concert crew.

What does the TM Snap Mini look like?

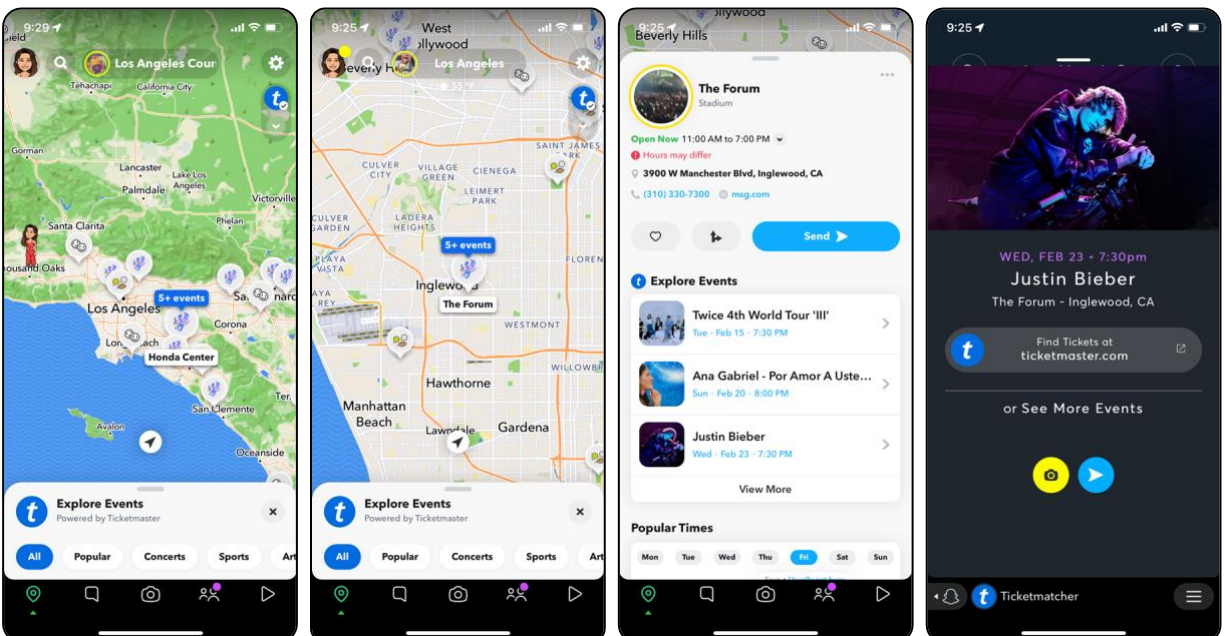
The experience involves onboarding fans by sharing their preferred genres, event cards, and sharing and snapping functionality. Below are a few screenshots of the experience:





What is the Snap Map, and how does it relate to Ticketmaster Mini?

Snap Map is a living, breathing map that shows users what's happening nearby and around the world. Unlike traditional maps, this map helps you connect with people, places, and events—no matter where they are! Every month 250M Snapchatters use Snap Map to discover the world around them. Now,





Ticketmaster is featured as one of Snap's new layers on the map for users to find upcoming events or who's playing at a favorite venue nearby. When fans discover an event they are interested in, they will be directed to the Ticketmaster Mini for more details and connect with friends who also want to see the show.

How does a user discover Ticketmaster events on Snapchat?

There will be three core paths to discover a Ticketmaster event on Snapchat:

1. Music fans discover and use the Ticketmaster Mini in the Chat surface by opening the Mini shelf denoted by the rocket icon at the bottom-right of the Chat UI. There, they can find tailored Ticketmaster concerts based on geography, genre, and timing.
2. Fans can share those events with friends either by (a) "sending a chat" to one or multiple friends on Snap or (b) "taking a Snap" and broadcasting to their friend network. Friends who engage with the shared content will be brought back to the original event—and now those friends are connected by their mutual fandom!
3. Snap Map will enable an "events layer" to display notable events worldwide. When fans are interested in an event and click on the layer, they will be redirected to an event page in the Ticketmaster Mini.

What clients will gain exposure through this partnership?

Currently, discovery on the Ticketmaster Mini is focused exclusively on the Concerts and Music category. Clients ticketing live music events may be featured within the experience as fans explore concerts within their vicinity and based on time and genre preferences.

Separately, the Snap Map experience will include various categories (i.e., Sports, Attractions, etc.) within their maps experience. For example, when a fan encounters a sports event of interest, they will click on that event and be directed into the Snap Mini, which will surface an event card for that given event. Fans will then be redirected to Ticketmaster to purchase.

How do events appear in the Snapchat Mini?

Ticketmaster Mini pulls data from the Discovery Feed to power event discovery, including shell events. Exposure is driven through a combination of fan genre-level interest, geography, and time range. If a client is hosting an event that matches a fan's interest, there is a likelihood—though no guarantee—that the event will appear in the Ticketmaster Mini event discovery journey.



If an event is announced erroneously, handling of those events will be consistent with other standard TM affiliates. There is no manual deletion process with Snap for events that are inadvertently released to the Map. However, the event should drop off within 12 hours following re-indexing of fresh data.

My event is not showing up on Snap Map. What should I do?

There is no guarantee of inclusion on Snap Map. Snap Map will surface a select sub-segment of notable events based on Snap POI ("Point of Interest") data and specific user interests. However, if a client is hosting an event that matches a fan's interest, there is a high likelihood that the event will appear in that fan's concert discovery journey.

At launch, Snap Map will include more event categories than the Mini, by including Sports, Theater and other categories. Non-concert events found on the Map will render correctly in the Ticketmatcher Mini, but further swiping on the Mini is only available within the Concerts category.

Is there a cost to clients to access this opportunity?

No. Currently, Snapchat is acting as a partner within Ticketmaster's Distributed Commerce platform, offering incremental fan reach at no additional costs to Ticketmaster clients.

When will this partnership be live?

The integration launches on February 16, 2022.

What geographies will this partnership be available?

This partnership will be live in most markets that Ticketmaster currently tickets around the globe.

Can I buy a ticket directly within the Snapchat app?

Currently, this is not a native sales integration. We are tapping into Snap's user base who love live events and connecting with friends both in the digital and real-world as a way of inspiring more concert discovery. Users will be redirected to Ticketmaster or its affiliate websites (Front Gate, Universe) within an in-app browser to complete their purchase.



Are Snapchat or its users getting any exclusive or special offer tickets as part of this partnership?

No. Fans are redirected to Ticketmaster.com for purchase of standard open inventory.

Will livestream events be available?

Livestream events may be discoverable in the Ticketmaster Mini. However, Snap will not include them on Snap Map because it is geography-based for live events at physical venues.

Who will service customers if they have an issue with their purchase?

All fans on Snap are referred to Ticketmaster to browse and purchase tickets. Therefore, Ticketmaster will be the merchant of record on sales, and Ticketmaster will handle all customer service.

How are sales from Snapchat reported in TM1 Reports?

Referrals via this partnership will track under the Affiliate sales channel in TM1 Reports. Currently, sales specific to Snapchat, separate from other affiliate partners, are not available.

Who can I contact for more information?

Please contact your Ticketmaster representative or distributedcommerce@ticketmaster.com for more information.