

2024 YEAR IN REVIEW

Bringing Innovation to Fans

DISTRIBUTED COMMERCE REPORT

ticketmaster



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Live Finds You is more than a theme; it's our guiding principle.

Live Finds You

Fans aren't limited to just one platform; your tickets shouldn't be either. Today, attention is at a premium as fans navigate an endless choice of digital channels like Spotify, Snap and TikTok. This inspired our Clio Award-winning [#MusicFindsYou campaign](#), starring Meghan Trainor, Peach Tree Rascals, and NIKI, which captured the power of meeting fans where they are and our unique opportunities to connect to these growing platforms.

Live Finds You is more than a theme; it's our guiding principle. Fans move seamlessly throughout digital spaces, and the Distributed Commerce program's Affiliate and Channel Partners ensure live events move with them — and finds them where they are. Whether fans are looking to cheer on their favorite team, check out an upcoming band, or spend a night at the theatre, we connect the dots to make sure every fan finds their moment.

Ticketmaster makes buying tickets effortless by integrating clients' events into the platforms and spaces that fans already are. With the world's most diverse partner ecosystem, we don't just expand reach — we redefine discovery.

Affiliate Partners

Channel Partners


Affiliates

1,200+ always-on affiliate partners, including industry leaders such as:

facebook  **YouTube** **The New York Times**

 **DELTA** **Rakuten**  **TikTok**  **bandsintown**

CONDÉ NAST  **BuzzFeed** **Google** 

songkick **pandora**  **Spotify** **GOVX**

...and more

Channel Partners

A suite of opt-in, native e-commerce sales partners including:

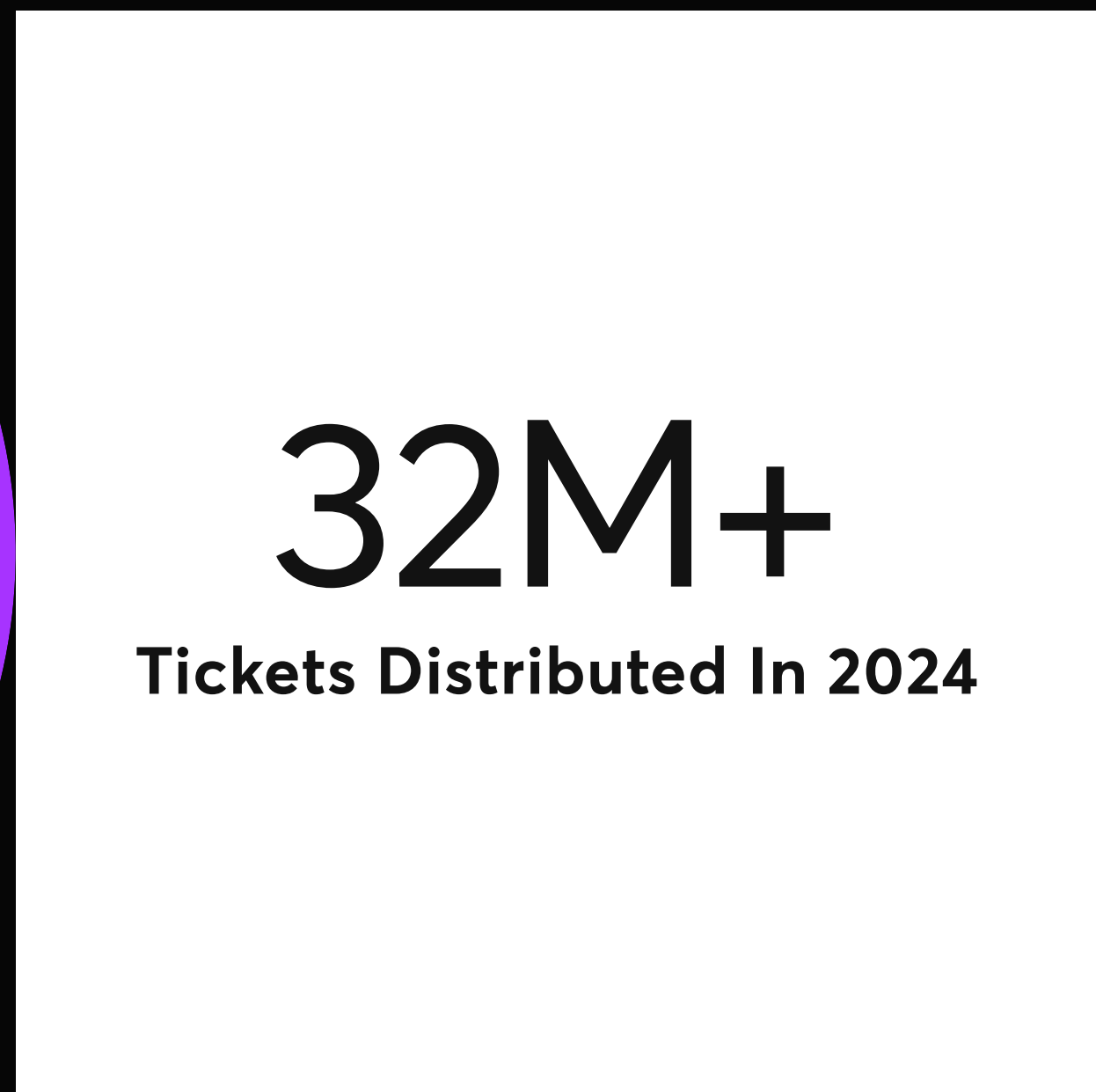


...and more

2.0

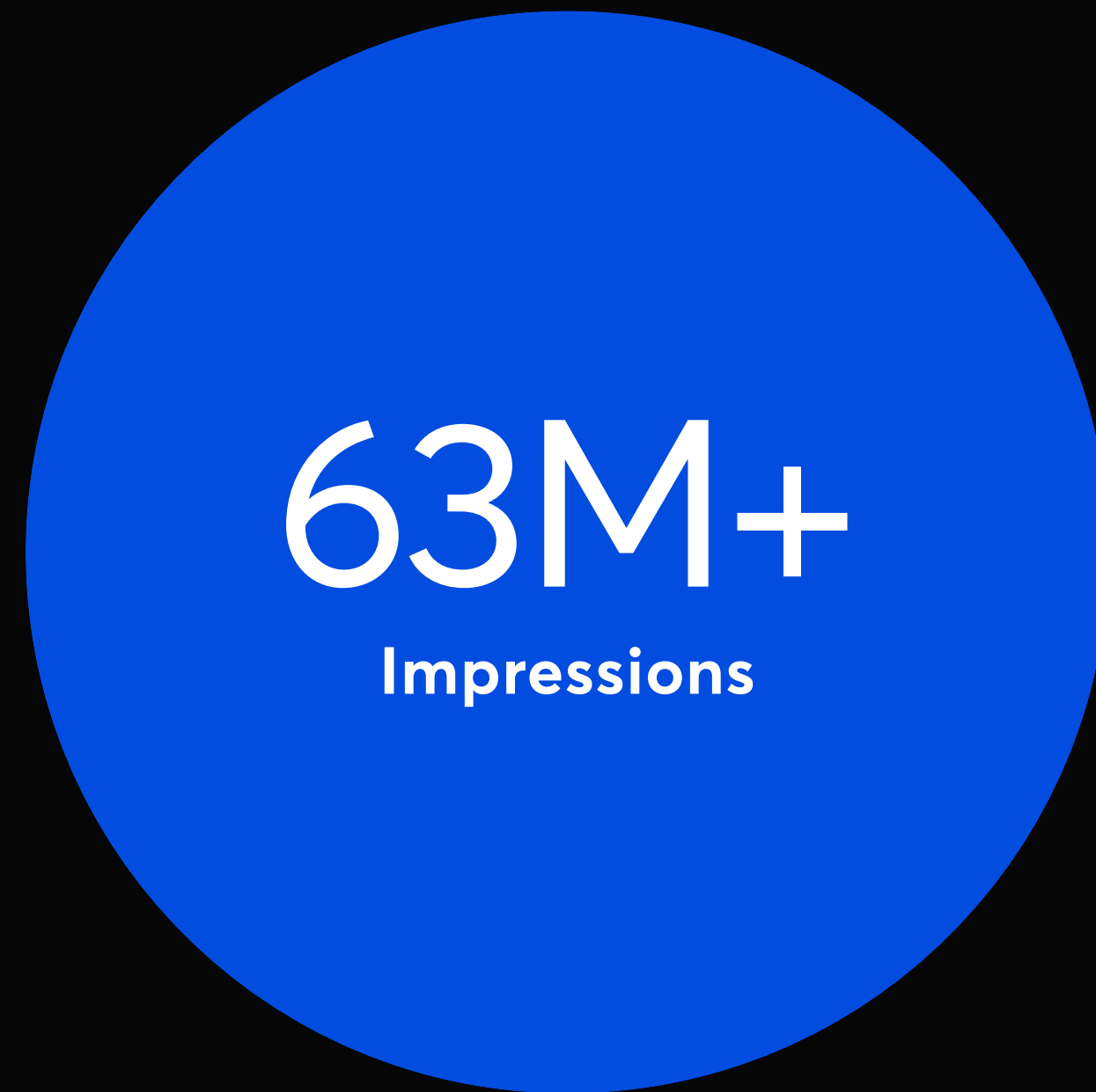
EXECUTIVE SUMMARY

Key Wins





#MusicFindsYou



As many as 1 in 8 tickets sold on Ticketmaster globally are attributed to Distributed Commerce.

3.0

REACH: AFFILIATE PARTNERS

Sell more tickets in more places without lifting a finger.

Our Affiliate Partner Program transforms event discovery by connecting clients with fans through some of the world's largest and most impactful platforms. **With access to a network of over 1 billion monthly addressable fans across more than 25 markets, events gain automatic, off-platform exposure the moment they go live.**

A commitment to innovation and simplicity is at the core of the Affiliate Partner Program. Our discovery technology seamlessly integrates client events with platforms fans visit most. Our automated tools make distribution at scale frictionless, requiring no additional effort on the client's end.

From tech giants like TikTok, Meta, Spotify, Snapchat, discovery services like Bandsintown and Songkick, to regional and genre specialist partners, it's easy for fans to find events — often before they know they're looking.

Reach: Affiliate Partners

This year, the Affiliate Partner Program reached new heights, reshaping how fans discover and engage with live events.

Global Reach

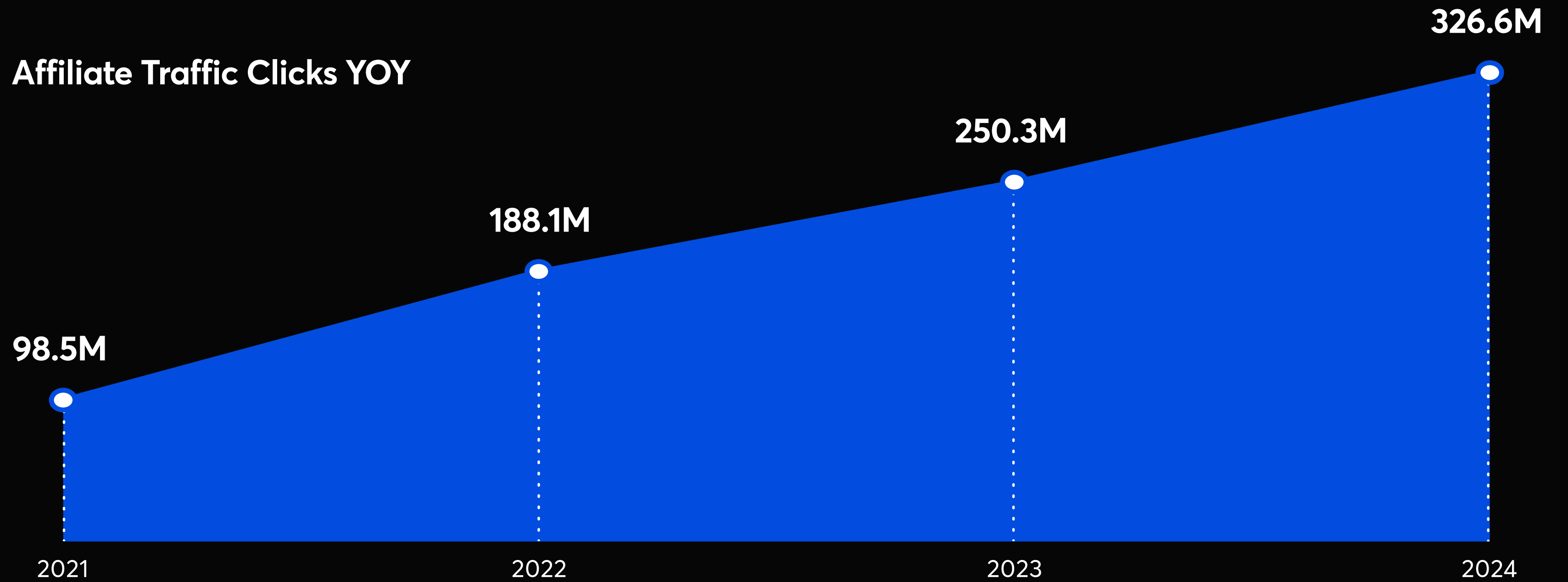
Expanding the Partner Network

Enhanced Affiliate Model

Global Reach

Traffic across the Affiliate Network surged 32% year-over-year, reaching 330 million visits globally. Notably, the Affiliate Network has been instrumental in driving last-minute ticket sales, with North America showing **18% of tickets sold through the network were purchased within 14 days of an event**. With automatic integration across leading platforms and local providers, events reach more fans and drive engagement with no additional action required.

Affiliate Traffic Clicks YOY



Global Reach

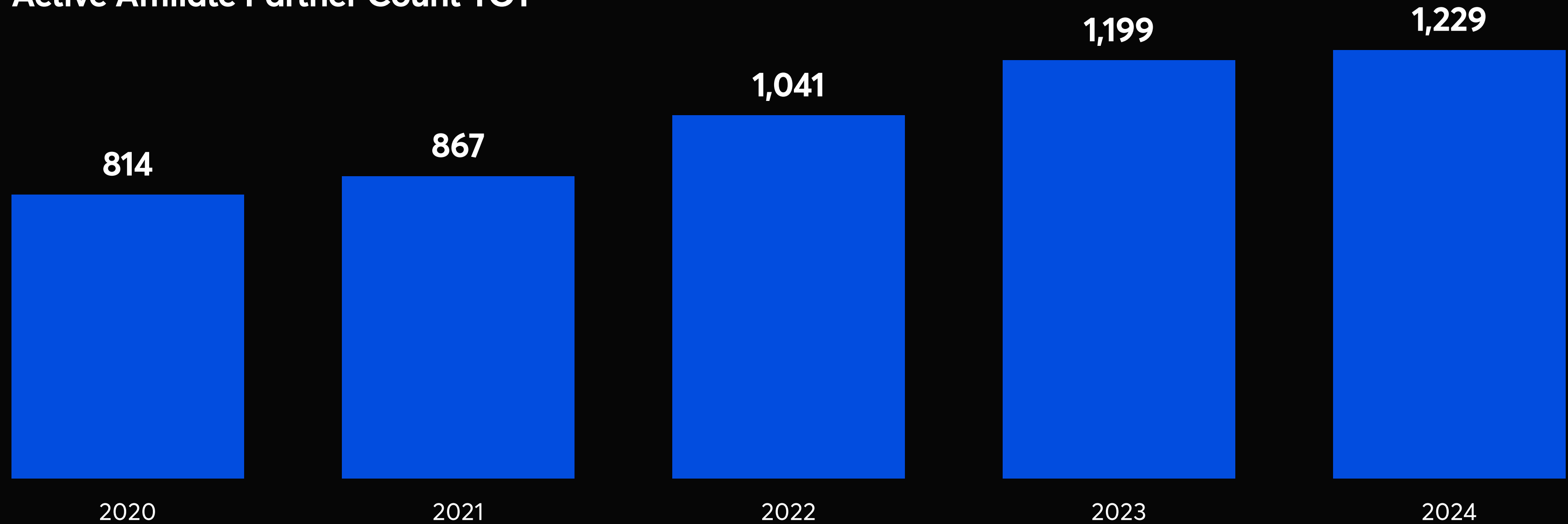
Expanding the Partner Network

Enhanced Affiliate Model

Expanding the Partner Network

By streamlining the onboarding process, we've ensured higher-quality partnerships that drive more qualified traffic and meaningful engagement for our client's events. Last year, **we grew the global network by 5% to surpass 1,200 affiliate partners.** This year, we're continuing to extend event reach further than ever with new footprints in Latin America, Europe and the Middle East.

Active Affiliate Partner Count YOY



Global Reach

Expanding the Partner Network

Enhanced Affiliate Model

By utilizing innovation and increasing access to tickets at every touchpoint, we're helping clients stay ahead in an ever-evolving digital landscape.

Google Events

Google Events accounted for over 25M total visits, underscoring its role as a leading entry point for event discovery while ensuring well-structured event data is ingested and presented by Google. Fans commonly begin their journey through search, and we make sure our clients' events are part of that journey.



Platform Amplification

- TikTok visits rose by 45%, reaching younger, highly engaged fans. Whether through an artist's promotion or organic discovery, we're turning interest into action on one of the fastest-growing platforms. Even more, any TikTok creator with more than 1K followers can add events to their videos!
- On Meta, visits grew by 55% year-over-year. We published over 152,000 Facebook Official Events in 2024 across 15 countries and increased the number of event organizers available to publish 48% and global venues by 22%.
- Platforms like Spotify, Bandsintown and Songkick continue increasing concert visibility with a 53% increase in traffic, connecting music fans with tickets through the apps they use every day.







Global Reach

Expanding the Partner Network

Enhanced Affiliate Model

Enhanced Affiliate Model

We continued testing an Enhanced Affiliate Model last year. This new approach elevates our standard affiliate network, giving clients opportunities for incremental marketing exposure beyond the usual placements. So far, these tests have **delivered an impressive 12X return on ad spend (ROAS)**. We encourage interested clients to talk with the Distributed Commerce team to learn more about the Enhanced Affiliate Model.

12X

Return on ad spend

4.0

DISTRIBUTION: CHANNEL PARTNERS

Unlock new audiences and revenue with flexible, targeted partners.

Not all fans discover live events the same way. That's where our Channel Partner Program comes in. By partnering with leading e-commerce and travel platforms, we enable our clients to reach new, incremental audiences through curated placements and specialized promotions.

The Channel Partner program is a client-driven, opt-in model that gives flexibility to distribute ticketing inventory through e-commerce channels like Groupon and Spotlight Vegas, and specific user groups through communities like EBG and Costco. Clients can work directly with their chosen channel partners to customize inventory, pricing and offers to match their specific goals and unlock new revenue streams. **Whether the goal is price segmentation, driving sales for specific events or tapping into unique audiences, our Channel Partners bring unmatched flexibility and reach.**

This year, the Channel Partner Program delivered significant growth and innovation, helping clients reach new audiences and drive incremental sales.

Market Expansion

Expanding Opportunities

Different Tools for Custom Needs

Market Expansion

We continue growing our online travel system, with partners like Redeam, Ingresso and Broadway Inbound seamlessly distributing to leading travel sites like Get Your Guide and Viator to showcase client events when fans are planning their next trip. These partners are especially valuable for clients in destination markets like New York and Las Vegas, where events are an attraction in their own right!

Building on this momentum, we've begun expanding channel partner capabilities to the Universe ticketing system, particularly for long-running attractions and immersive experiences. **Early access Universe clients across North America and key international markets such as the UK, Ireland and Australia have sold 100K+ tickets through distribution channels since launch.**

100K+

tickets sold through distribution channels since launch in the UK, Ireland, and Australia

Market Expansion

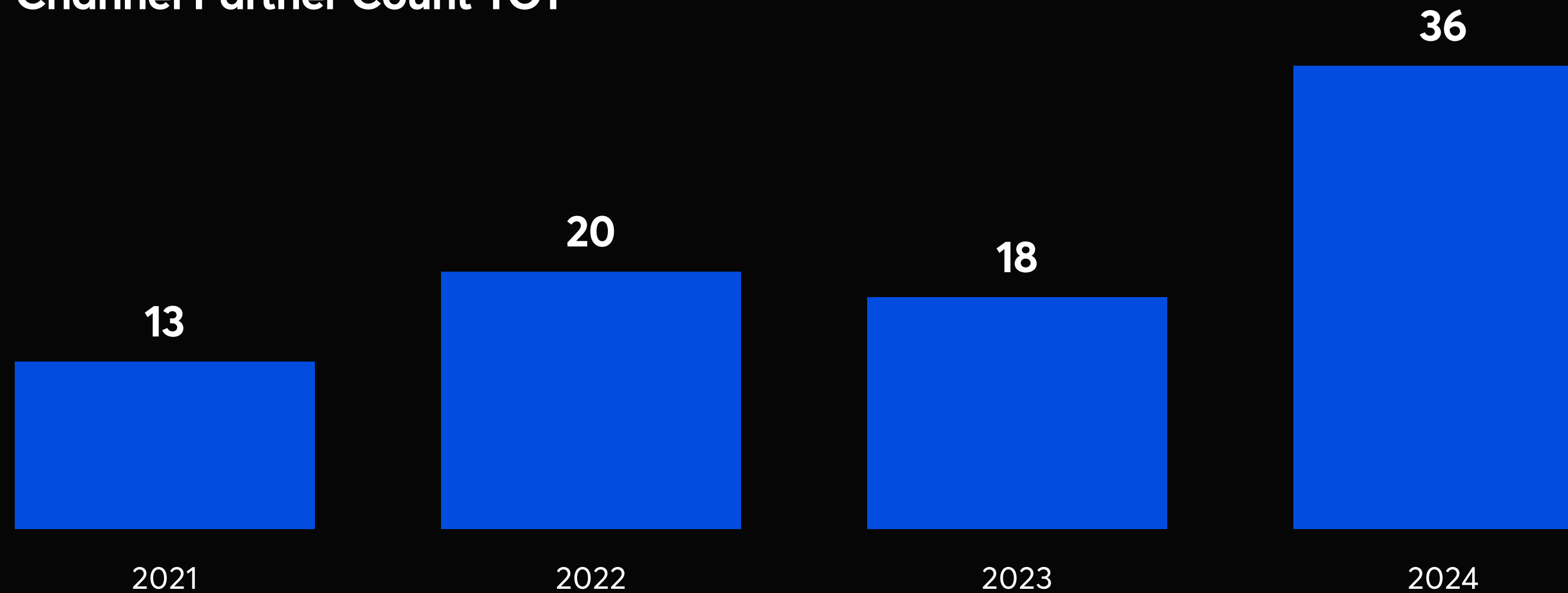
Expanding Opportunities

Different Tools for Custom Needs

Expanding Opportunities

The number of **active Channel Partner outlets grew by an impressive 100%**, opening up more avenues for distribution and allowing clients to connect with fans in new and unexpected ways. Channel sales outside Broadway increased by 24%, demonstrating the program's ability to drive net new sales for events in markets around the globe.

Channel Partner Count YOY



Market Expansion

Expanding Opportunities

Different Tools for Custom Needs

-  New to Ticketmaster in 2024
-  New to UK in 2024

Different Tools for Custom Needs

Distributed Commerce is committed to helping clients solve unique distribution challenges, and we have recently onboarded or expanded a number of technology solutions, whether bringing FEVO's client-driven solutions to the UK, expanding in-person kiosk sales with Plan a Day and Tix4, empowering comp ticket solutions that give back to teachers and nurses like Tickets for Good, or supporting last-minute theater lotteries through Lucky Seat – we've got tools and outlets that can fit any need.

Regional Partners

Leverage regional partners who specifically target events in iconic markets.



Travel & Tourism

Put events on the map right when fans plan their next trip.



Local Audiences

Help find incremental audiences in your own backyard.



Donated

Give back to communities that shape us, and help fill distressed, last minute inventory.



Whether through innovative technology or strategic guidance, we help clients unlock new opportunities to expand their reach, drive sales, and engage with fans effectively.

Technology-Driven Growth

In 2024, the launch of the Refunds API in the U.S. streamlined customer support processes and enhanced operational efficiency for clients and partners. By integrating this advanced technology, we made it easier for clients to maintain customer trust and engagement while expanding their reach. As we continue to innovate, these solutions help clients streamline operations and maintain a competitive edge in a rapidly evolving landscape.

Your Partner for Strategic Engagement

Every partner brings unique value depending on the sales cycle. Some excel at maximizing exposure during early sales, while others specialize in last-minute ticket sales, addressing distressed inventory or targeting specific audience segments. Our team works closely with clients to map their sales cycle and identify the right partners at the right times to maximize results. By analyzing trends, sharing case studies and offering tailored support, our collaborative approach ensures clients can confidently navigate the partner ecosystem.

In 2024, we didn't just adapt to the changing landscape—we shaped it. Through strategic guidance, innovative tools, and powerful partnerships, we've proven that smarter distribution leads to better outcomes.

Live Leads the Way

In 2024, Distributed Commerce redefined how live events connect with fans. From expanding reach through the Affiliate Partner Network to driving precision and impact through Channel Partners, we delivered solutions that moved faster, reached further, and worked smarter.

Looking ahead to 2025, we're focused on expansion. The Affiliate Partner Program will break new ground in emerging markets like Latin America, Southeast Asia and the Middle East. At the same time, we remain dedicated to expanding partnerships in mature markets like North America and Europe, finding new opportunities to deliver even greater value to clients and ensuring live finds fans wherever they are.

As the landscape shifts, so do we — embedding innovation and accessibility into every touchpoint. The future of live isn't just about reaching more fans; it's about reaching the right fans at the right time and in the right way.



ticketmaster

WORK WITH US

If you're interested in learning more about the Distributed Commerce program, please reach out to your Ticketmaster representative or email us at distributedcommerce@ticketmaster.com.