

CASE STUDY

Can You Sell More Tickets Without Lifting a Finger?

Yes! In 2024, Ticketmaster's Distributed Commerce Affiliate Partner Program sold 27M+ tickets, across 25 global markets and 1200+ partners, with as many as 1 in 8 applicable Ticketmaster tickets sold via the program.

The Affiliate Partner Program transforms event discovery by seamlessly connecting your events with your fans in the apps and platforms they're already using.

Our automated tools integrate your events with tech giants like TikTok, Facebook, Spotify, Snap, and discovery services like Google Events, Bandsintown and Songkick, with no additional cost or work for your teams.

And when it came to distressed inventory – 18% of tickets sold through the partner network were purchased within 14 days of an event.

