



Bandsintown

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Bandsintown Expands Integration with Ticketmaster to Introduce In-App Ticket Purchases

Ticketmaster embeds ticket transaction technology into market leading concert discovery app, Bandsintown

NEW YORK, NY (March 23, 2016) — Bandsintown, the premiere destination where artists and fans connect, and Ticketmaster, the global leader in ticketing technology, have enhanced their partnership to introduce in-app ticket sales within the Bandsintown app. Enabled by Ticketmaster's transactional Partner API, this new functionality will streamline the fan experience allowing for easier discovery and purchase of concert tickets. Available on both iOS and Android, this new feature will be introduced with select events in late March.

"At Ticketmaster, we're continuing to build our platform to make it easier for artists to find and reach more fans. Our goal is to integrate with key partners that make the buying experience simpler for fans and are complimentary to our artist and venue clients," said Jared Smith, president of Ticketmaster North America. "The Bandsintown integration creates a seamless experience allowing the fan to 'buy here and now' at the point of event discovery instead of clicking through multiple apps."

"Our main goal at Bandsintown is getting more music fans to concerts. Today, the app drives 7 million leads a month to primary ticketing sites," said Fabrice Sergent, CEO of Bandsintown. "By building on Ticketmaster's new capabilities, we have dramatically improved the user experience, strengthening artists' and promoters' ability to sell out shows."

Bandsintown provides a personalized way for music fans to track their favorite artists so they never miss a live show and to discover new touring artists, based on their music preferences and location. Bandsintown notifies fans via the app and by email when artists they like are touring in their area. Adding 700,000 new concert goers a month, it is the largest concert recommendation application in the world, and the top concert app for iOS, Android and Facebook. More than 340,000 artists are also registered on the Bandsintown platform to better share tour dates with their fans, which is 65 percent of all artists on tour in the U.S. at any time, and 80 percent of the Billboard top 100 artists.

About Bandsintown Group

Bandsintown is a digital media company powered by music. With over 23 million registered concert-goers, and over 340K touring artists connected to the Bandsintown community, we are the premiere destination where artists and fans connect. To learn what we do for fans, [click here](#). For artists, [click here](#). For promoters, [click here](#), and for brands, [click here](#).

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About Ticketmaster

Ticketmaster is the global market leader in live event ticketing, digital marketing, and mobile fan engagement

tools that drive over 530 million ticket transactions per year. Through exclusive partnerships with thousands of venues, artists, sports leagues, and arts and theater tours, Ticketmaster delivers unparalleled access to the most iconic live events to millions of fans worldwide. Ticketmaster is a division of Live Nation Entertainment, the world's leading live entertainment company.

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