



LIVEANALYTICS LAUNCHES TO DELIVER RICH FAN INSIGHTS IN LIVE ENTERTAINMENT FOR VENUES, TEAMS, ARTISTS AND SPONSORS

LOS ANGELES – March 15, 2011 – Ticketmaster today announced the launch of a new venture called *LiveAnalytics*. Led by John Forese, a research and marketing industry veteran, the new group will focus on turning Ticketmaster's global fan database into rich data analytics products that provide clients fan insights for their business. *LiveAnalytics* will drive increased ticket sales for clients, generate high value sponsorships, and benchmark competitive performance across venues, teams, leagues, categories and geographies.

Ticketmaster has formed a partnership with **Teradata Corporation** (NYSE:TDC). Teradata will support Ticketmaster on further building out the underlying architecture to expand and improve utilization of its robust fan database.

"The launch of *LiveAnalytics* is a key step in our plan to further build on the value we bring to our clients in helping them connect with fans and to ultimately sell more tickets," said Nathan Hubbard, CEO of Ticketmaster. "We plan on being the global leader in fan data insights and consulting that will bring a new level of service and knowledge to our client base."

"These are just the types of services and solutions that will help us run our business better," said Peter Wilhelm, Chief Financial Officer for the Los Angeles Dodgers. "These tools enable us to be more efficient with our fan acquisition and retention efforts and allow us to measure and benchmark our performance against the industry, thereby ensuring that the Dodgers continue to provide a world class experience for our fans and sponsors."

Forese brings more than 15 years of professional experience at technology companies focused on information services and analytics. He was previously an executive at the Nielsen Company, serving as senior vice president of product leadership for their mobile and telecom division. Most recently, Forese was CEO of Motally, an analytics service for mobile applications that was acquired by Nokia. He holds an MBA from the Stanford Graduate School of Business, and received his Bachelor of Arts in Economics from Princeton University.

Through the company's online properties Ticketmaster has sold more than one billion tickets in the last decade, attained more than 100 million registered users, and has 11,000 clients ranging from the largest concert promoters to sports teams and venues.

LiveAnalytics today released a few top-line results from its *2010 Live Entertainment Year In Review* report. Despite the tough economic conditions, live attendance remains healthy and a mainstream activity with 61% of Americans reporting they attended at least one live event in the past year*. Of that 61%, fans attended just over eight live events on average across Ticketmaster's four major event categories: Concerts, Sports, Arts & Theater, and Family. As would be expected, the 35-44 year old demographic had both a higher share attending events at 65%, and a higher average number of events attended, at nearly 10 per year. The study also noted strong cross-over effects across categories, for example those attending a sports event were 1.7 times more likely to attend a concert compared to non-sports attendees. The industry

report outlines 2010 trends from Ticketmaster's global fan database and gives insights from primary fan research surveys across the four major event categories.

*The specific data from the *2010 Live Entertainment Year In Review* cited in this release is from a live attendance study that was conducted in September 2010. The survey data was collected through RDD phone interviews with U.S. residents ages 18-65, with a total number of respondents of 4,392. The responses were then weighted to represent the 2009 U.S. population as reported by the U.S. Census.

About Live Nation Entertainment:

Live Nation Entertainment is the world's leading live entertainment and eCommerce company, comprised of four market leaders: Ticketmaster.com, Live Nation Concerts, Front Line Management Group and Live Nation Network. Ticketmaster.com is the global event ticketing leader and one of the world's top five eCommerce sites, with over 26 million monthly unique visitors. Live Nation Concerts produces over 20,000 shows annually for more than 2,000 artists globally. Front Line is the world's top artist management company, representing over 250 artists. These businesses power Live Nation Network, the leading provider of entertainment marketing solutions, enabling over 800 advertisers to tap into the 200 million consumers Live Nation delivers annually through its live event and digital platforms. For additional information, visit www.livenation.com/investors.

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