

## TICKETMASTER AND NFL EXTEND PARTNERSHIP TO PROVIDE LEAGUE WITH THE FIRST OPEN ARCHITECTURE, FULLY DIGITAL TICKETING SYSTEM IN SPORTS



**LOS ANGELES, CA, (OCTOBER 17, 2017)** – Today, Ticketmaster and the National Football League announced a multi-year extension of their long-standing partnership. As part of the new agreement, Ticketmaster will provide the NFL with the first open architecture, fully digital ticketing system in sports. Ticketmaster will continue to power the official NFL resale marketplace, the NFL Ticket Exchange, which will be migrated into the fully integrated primary and resale platform on [Ticketmaster.com](https://www.ticketmaster.com), providing NFL fans the widest selection of options available.

As part of the agreement, Ticketmaster will utilize its next generation venue software, Presence, to enable the new digital ticketing system throughout the NFL. By moving to digital ticketing, which can include physical and mobile options, teams will gain access to a range of real-time insights about where tickets are traded and who is attending the event to help them better serve their customers and deliver a more secure in-venue environment. Through Presence, Ticketmaster will validate tickets listed on other NFL licensed marketplaces, giving fans greater access to authentic NFL tickets while reducing fraud and creating a safer ticket-buying experience for fans.

Ticketmaster will also have an expanded role as the preferred primary ticketing partner for the NFL, providing additional tools and services to each of the clubs and stadiums, and continuing to provide season ticket holders the exclusive ability to resell tickets directly through their season ticket account manager. In addition, the system will provide NFL fans with even more mobile and online tools to be able to easily view, transfer and sell their digital tickets.

“The proven strength of Ticketmaster’s ticketing platform leadership and their ability to deploy consumer-friendly technology to NFL fans at scale is what drove our selection of

them as our strategic partner,” said Brian Lafemina, the NFL’s Senior Vice President of Club Business Development. “We look forward to implementing this new model, which will set the standard of what next generation ticketing can provide with a better fan experience, visibility and customer insights that content holders like the NFL and our clubs are looking for.”

Ticketmaster’s Presence system was rolled out in 2017 and is installed in over 50 venues throughout North America. With it, the ability to convert paper to digital tickets provides content owners better control over how and where their tickets are purchased, managed and sold.

“Ticketmaster Presence will help create smart venues and give fans easier, safer ways to attend events,” said Jared Smith, president of Ticketmaster North America. “Delivering the definitive digital ticketing system provides content holders like the NFL powerful new tools to service their fans.”

The new agreement will take effect in the 2018-2019 season. Ticketmaster’s digital ticketing system will also be used for concerts and other events held at NFL stadiums.

## **About Ticketmaster**

Ticketmaster is the global market leader in live event ticketing that drives over 480 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.

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