

TAMPA BAY BUCCANEERS EXTEND OFFICIAL PARTNERSHIP WITH TICKETMASTER AND CONTINUE TO GO ALL IN ON DIGITAL TICKETING



LOS ANGELES, CA, (March 13, 2018) – Ticketmaster, the global market leader in ticketing, announced an extension of its official partnership with the Tampa Bay Buccaneers to continue bringing a fully digital ticketing experience to fans. Ticketmaster will remain the official primary and secondary ticketing partner, providing fans with a safe and secure marketplace to buy and sell verified tickets.

In 2017, the Buccaneers became one of the first NFL teams to implement Ticketmaster Presence and will continue to utilize the technology to reduce fraud and streamline venue operations and security. Fans will see a more personalized event experience and quicker entry with easy to use digital ticket technology.

With digital tickets, fans can access digital tickets with their mobile device and download to a digital wallet to gain entry to the game.

Beginning their partnership in 1998 with the opening of Raymond James Stadium, Ticketmaster and the Buccaneers have continuously innovated, improving the way fans access their tickets and experience the game. In 2012, the Bucs became the first NFL team to enable Ticketmaster's mobile ticket delivery allowing fans to view tickets on their smart device to be scanned for entry.

“As an organization, our top priority is providing an unmatched game day experience for fans attending Buccaneer games and that begins with the ticket purchase,” said Brian Ford, Chief Operating Officer for the Tampa Bay Buccaneers. “Over the last 20 years, Ticketmaster has shown their commitment to creating technology that makes ticketing easier and creates the best experience possible for our fans. That’s why we were on the forefront of the move toward digital starting with mobile ticketing in 2012, and we’re proud that this extended partnership allows us to continue bringing a seamless ticketing experience to the best fans in the NFL.”

“The Tampa Bay Buccaneers have been one of the most forward-thinking teams in the NFL, and we’re thrilled to continue our partnership with them” said Greg Economou, Chief Commercial Officer and Head of Sports for Ticketmaster, North America. “By introducing NFL fans to mobile ticketing in 2012, and by implementing Ticketmaster Presence last year, the Bucs have put their fans first time and time again. We’re excited to continue this partnership, and we can’t wait to continue to change the game with them in the future.”

Additional Background Information

In 2017, Ticketmaster and the National Football League [extended their partnership](#), paving the way for the first league-wide fully digital ticketing system in sports. Ticketmaster will power the NFL’s official ticketing marketplace for primary and resale tickets, provide season ticket holders the exclusive ability to resell tickets directly through season ticket account manager, and deliver real-time insights and analytics to teams to better serve their fans.

About Ticketmaster

Ticketmaster is the global market leader in live event ticketing that drives 500 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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