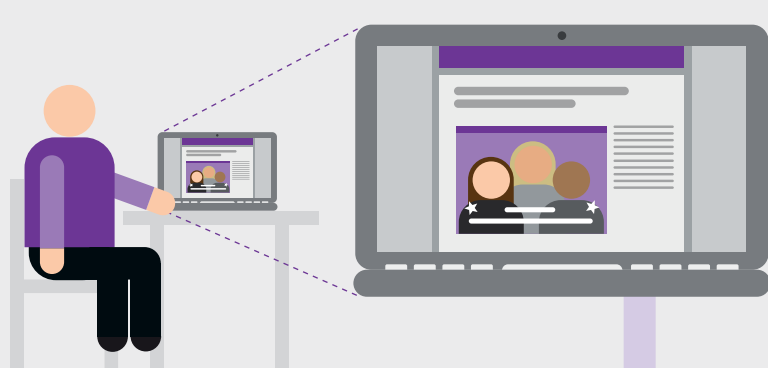
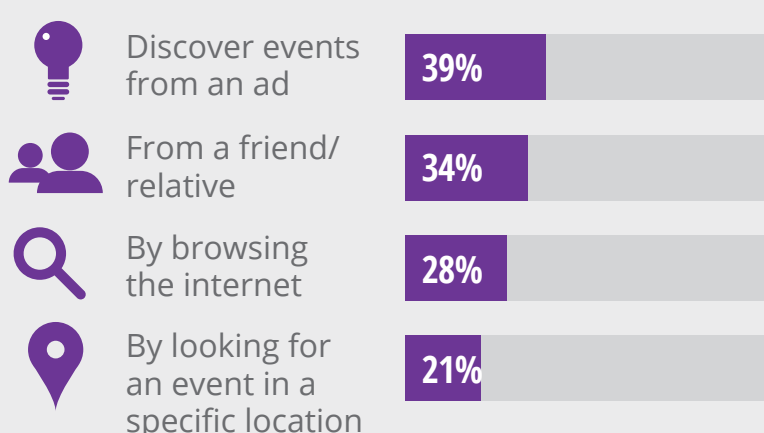


Here's Your Ticket: The Digital Path to Live Events



DISCOVERY / INSPIRATION

Advertising, online and offline, is how most ticket buyers find out about live events



RESEARCH

2 events, on average, are considered, 38% aren't sure which to choose



The web is where people go to decide what to buy, 77% of ticket buyers research online first

Half of ticket buyers research on smartphones

What they look up:



BUYING TICKETS

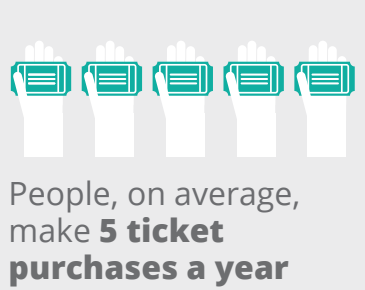
Online is the most popular way to buy tickets

Of all ticket buyers:

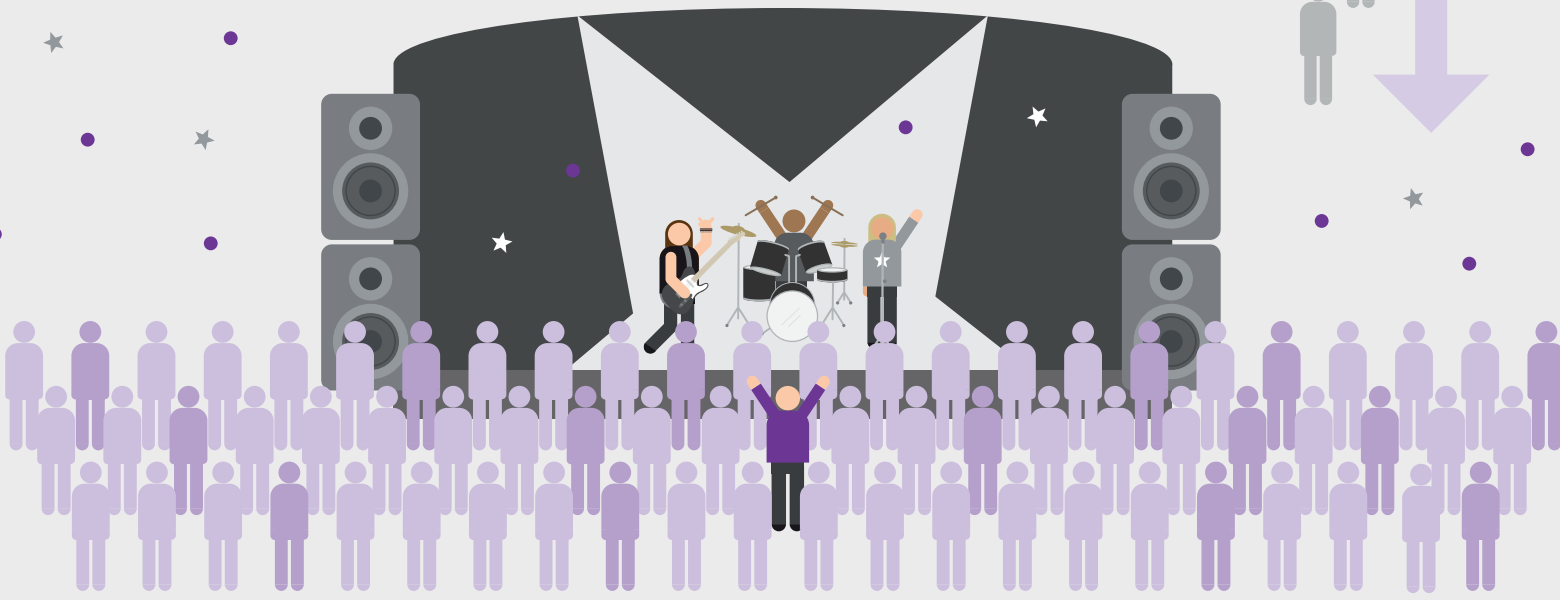


WAITING IN LINE

Online resources drive more ticket sales than offline sources.

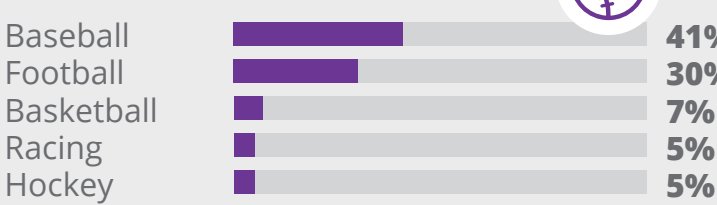


THE EVENT

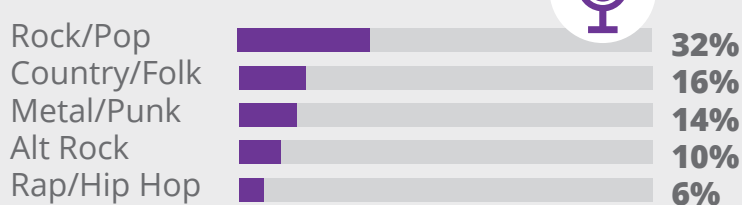


Most popular events

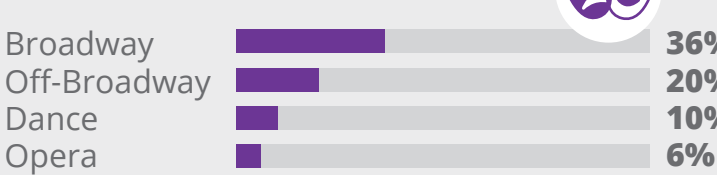
Sports



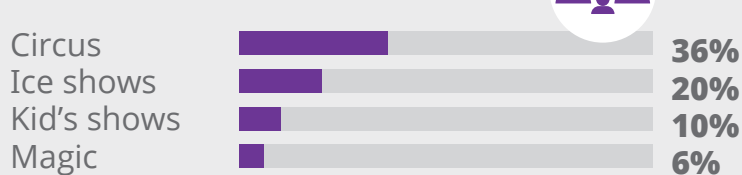
Concerts



Theater



Family



PEOPLE LOVE LIVE EVENTS

89% "loved" or "liked a lot" the event

1 in 4 shared experience on blogs, tweets, reviews, or social networks*



*ZMOT research