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



Discover events from an ad





From a friend/ relative





By browsing the internet

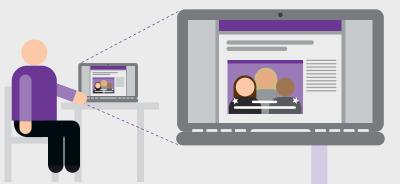


By looking for an event in a specific location 39%

34%

28%

21%





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:

37% are tickets available?

% compare prices

25% reviews





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.

prompted by

of purchases

of purchases prompted by





months before event



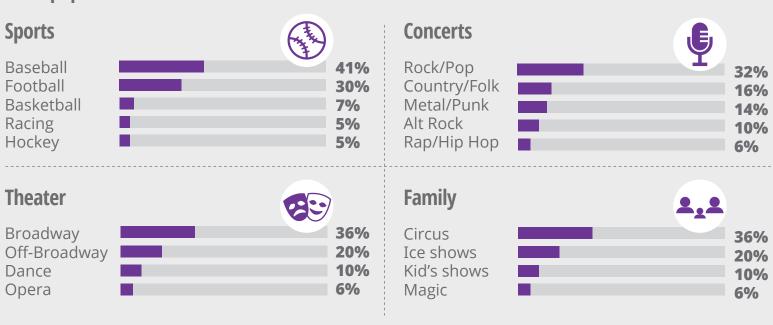
tickets for local events



make **5 ticket** purchases a year













OVE LIVE EVENTS

social networks*

*ZMOT research

experience on blogs,

tweets, reviews, or

1 in 4 shared