

Distributed Commerce

Ticketmaster Affiliate Partner Onboarding Guide

ticketmaster

Contents

Ticketmaster Affiliate Partner Program 3
- Affiliate Partner Program basics 5
- Why do Affiliates partner with Ticketmaster? 6
- Affiliate Partner Program footprint 7
- Ticketmaster brands and genres 8

How to use the Affiliate Program 9
- Affiliate Program vs Event Data 10
- Sign up via Impact 11
- Market Type and Commissioning 13
- Creating trackable links 14
- Sub network Partners/SharedID's 15
- Reporting 16
- Receiving payment 17
- Affiliate Program Terms & Conditions 18

Ticketmaster Event Data and Content 19
- Discovery feed and API 20
- Choosing between Discovery feed and API 21
- Discovery Data Points 22
- Sign up to Developer Portal 23
- Accessing Discovery Feed 24
- Searching within the Discovery API 25
- Adding Impact tracking to Discovery Feed and API 26
- Creative Assets and Events Updates 27

Affiliate Partner Examples 28
- Songkick and Bandsintown 29
- Spotify 30
- YouTube 31
- Editorial Partners 32

CONFIDENTIAL · DO NOT DISTRIBUTE

Ticketmaster Affiliate Partner Program

CONFIDENTIAL · DO NOT DISTRIBUTE

Affiliate Partner Program

We partner with innovative brands to make ticket buying easy for fans worldwide.

- 25+ markets covered in the Ticketmaster Global Affiliate Program, US, EMEA, APAC & more
- Market leading live event and livestream content including music, sport, theatre, family, arts
- Impact technology ensures accurate tracking and performance visibility

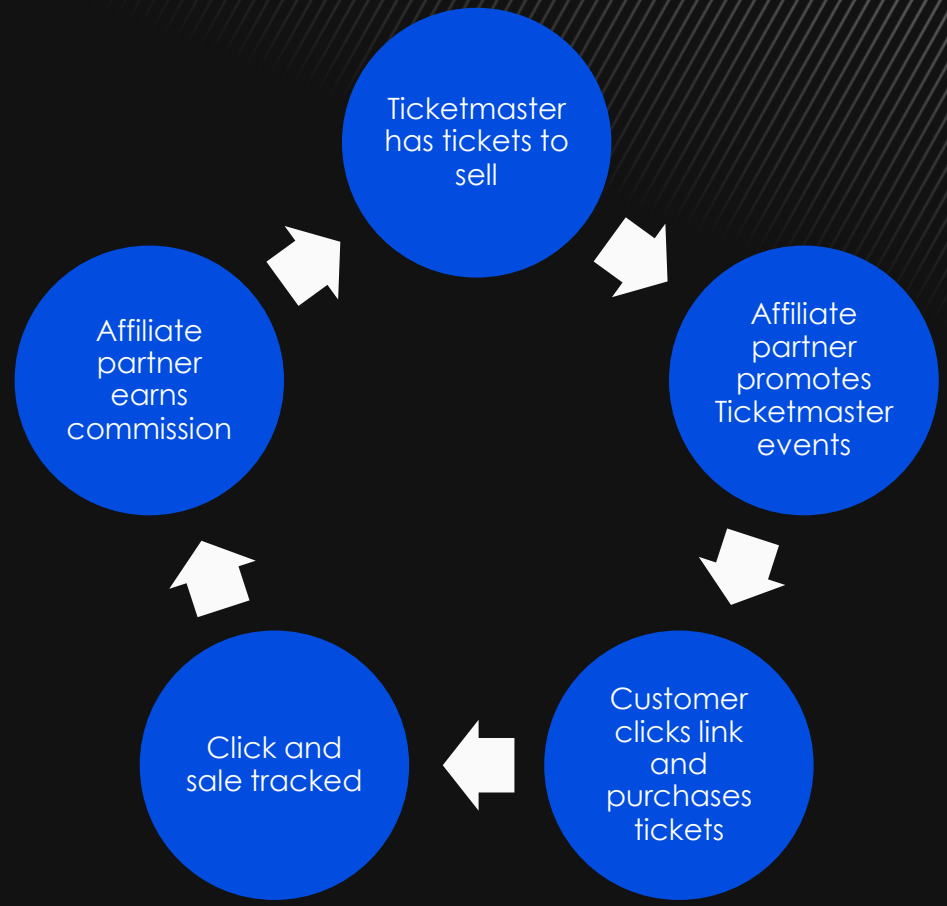


CONFIDENTIAL · DO NOT DISTRIBUTE

Affiliate Partner Program

Ticketmaster Affiliate Program basics

See how Ticketmaster and an affiliate partner work together. Affiliate partners earn commission by featuring tracked links to Ticketmaster's site, where users can purchase tickets.



Commissions

Ticketmaster pays affiliate partners for driving sales, typically as a percentage of the sale price or a fixed fee per ticket.

Affiliate Tech Providers

To work with Ticketmaster as an affiliate partner, apply through our selected provider, 'Impact'. (see slide 11)

Tracking Links

To track sales and pay commissions, tracking links are required. Sales are tracked in Impact and visible to affiliate partners.

CONFIDENTIAL · DO NOT DISTRIBUTE

Affiliate Partner Program

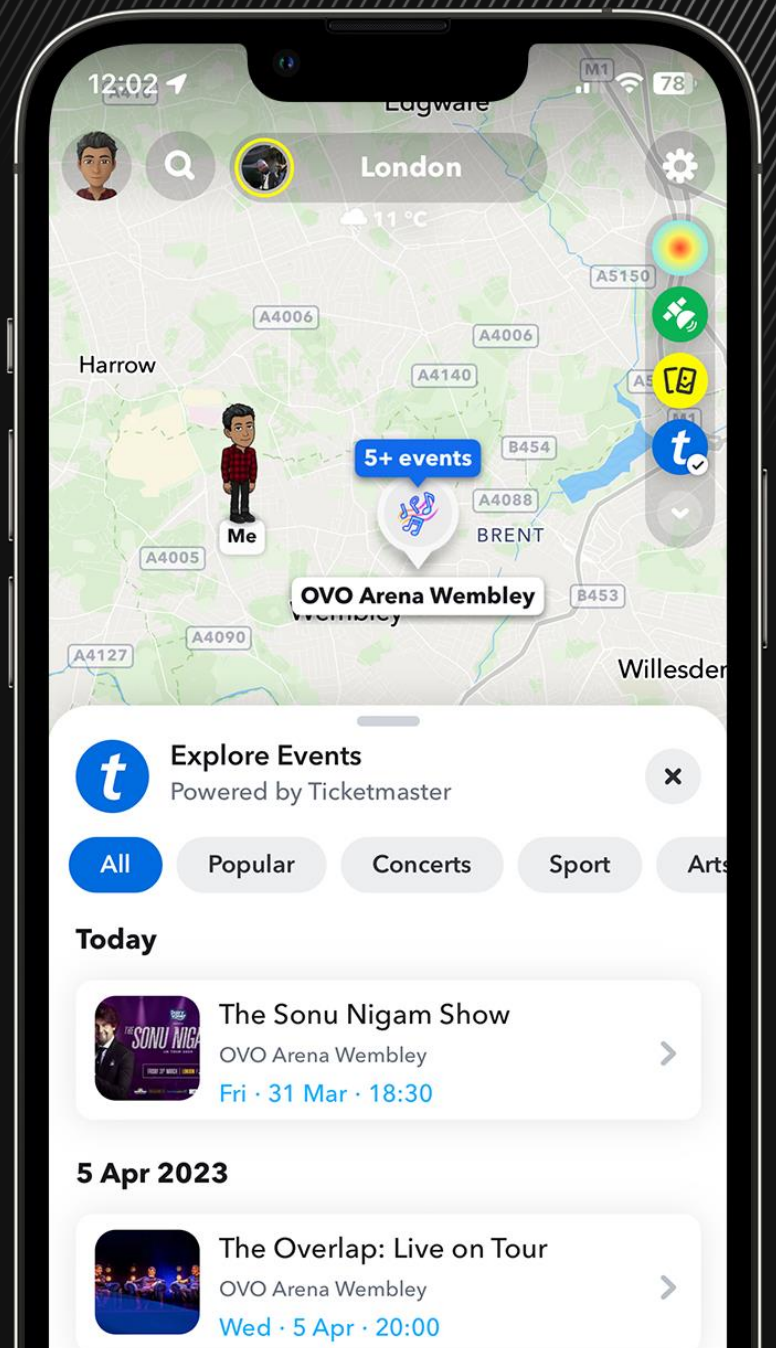
Why do Affiliates Partner with Ticketmaster?

Our dedicated Global Affiliate Team's focus is to build always on, endemic linking experiences with affiliate partners, to feature Ticketmaster content throughout their ecosystem. We optimize our exposure in their sites, apps and marketing via continual collaboration.

We offer partners the ability to surface event content across 25+ markets via a single integration, an unrivalled footprint in the ticketing space. Partners can earn competitive commissions while promoting engaging content to their users.

We provide affiliate partners with access to our market leading event meta data tools to enable them to promote Ticketmaster events at scale in an automated fashion.

bandsintown · Tik Tok · YouTube



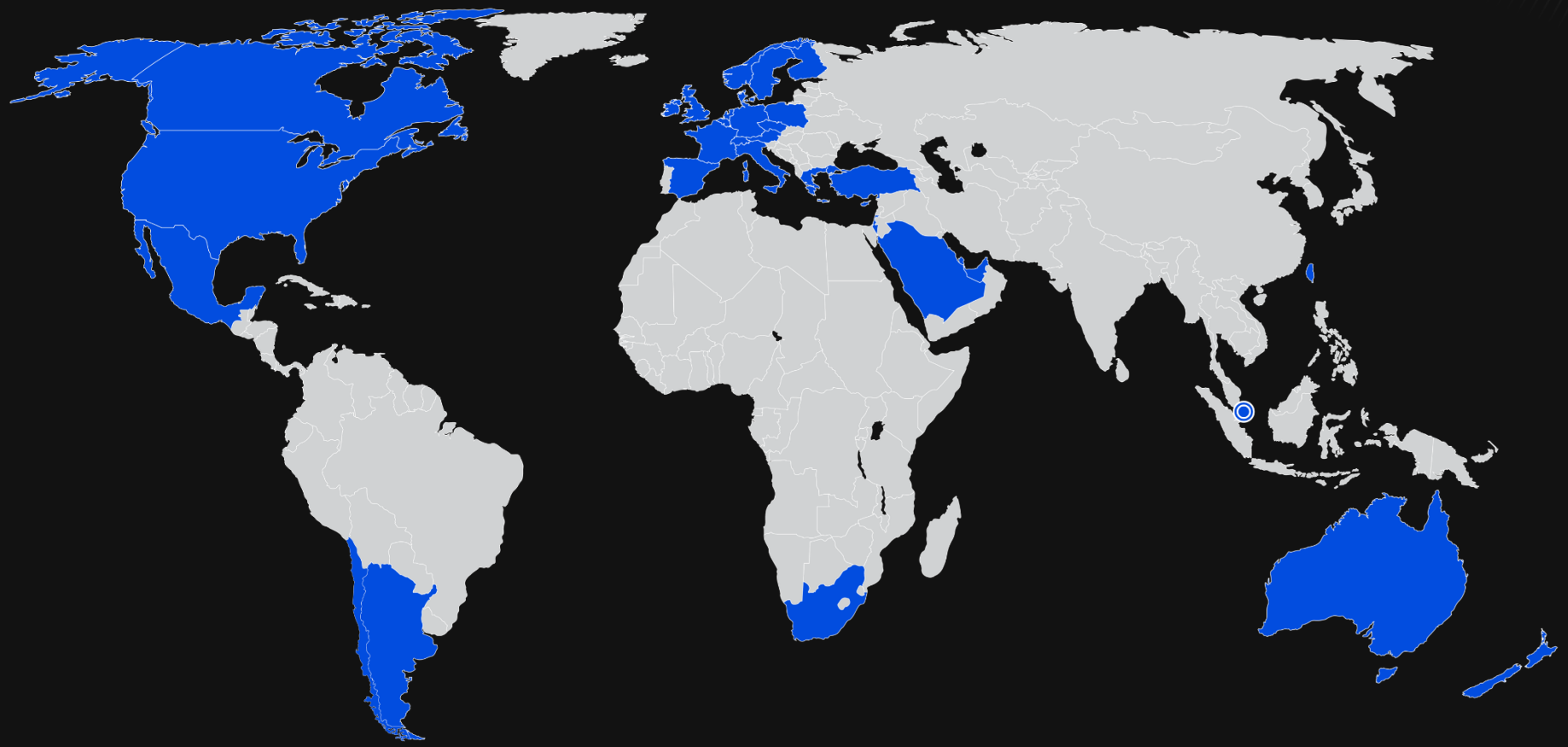
Snapchat in-app experience

CONFIDENTIAL · DO NOT DISTRIBUTE

Affiliate Partner Program

Affiliate Partner Program footprint

Affiliate program in **25+** countries.
Continually growing footprint.



North America

Canada
USA
Mexico

EMEA

Austria
Belgium
Czech republic
Denmark
Finland
France
Germany
Ireland
Italy
Netherlands
Norway
Poland
South Africa
Spain
Sweden
Switzerland
Turkey
UK
UAE

Asia Pacific

Australia
New Zealand

Coming soon:
South America, Israel, Singapore & more

ticketmaster® Front Gate Tickets universe a ticketmaster company ticketweb MOSHTIX veeps.

Affiliate Partner Program

Ticketmaster brands and genres

Ticketmaster operates under multiple brand names and offers a diverse range of products catering to the live entertainment industry, including but not limited to stadiums, festivals, arenas, theaters, and clubs. Its services are utilized by some of the most prominent names in the industry.

ticketmaster®	Front Gate Tickets	universe a ticketmaster company	ticketweb	MOSHTIX	veeps.
Music	Festivals	Exhibitions	Clubs	Clubs	Live Streams
Theatre		Attractions	Music	Music	
Sports		General Admission	General Admission	General Admission	
Festivals					
Family					
Arts					
Attractions					

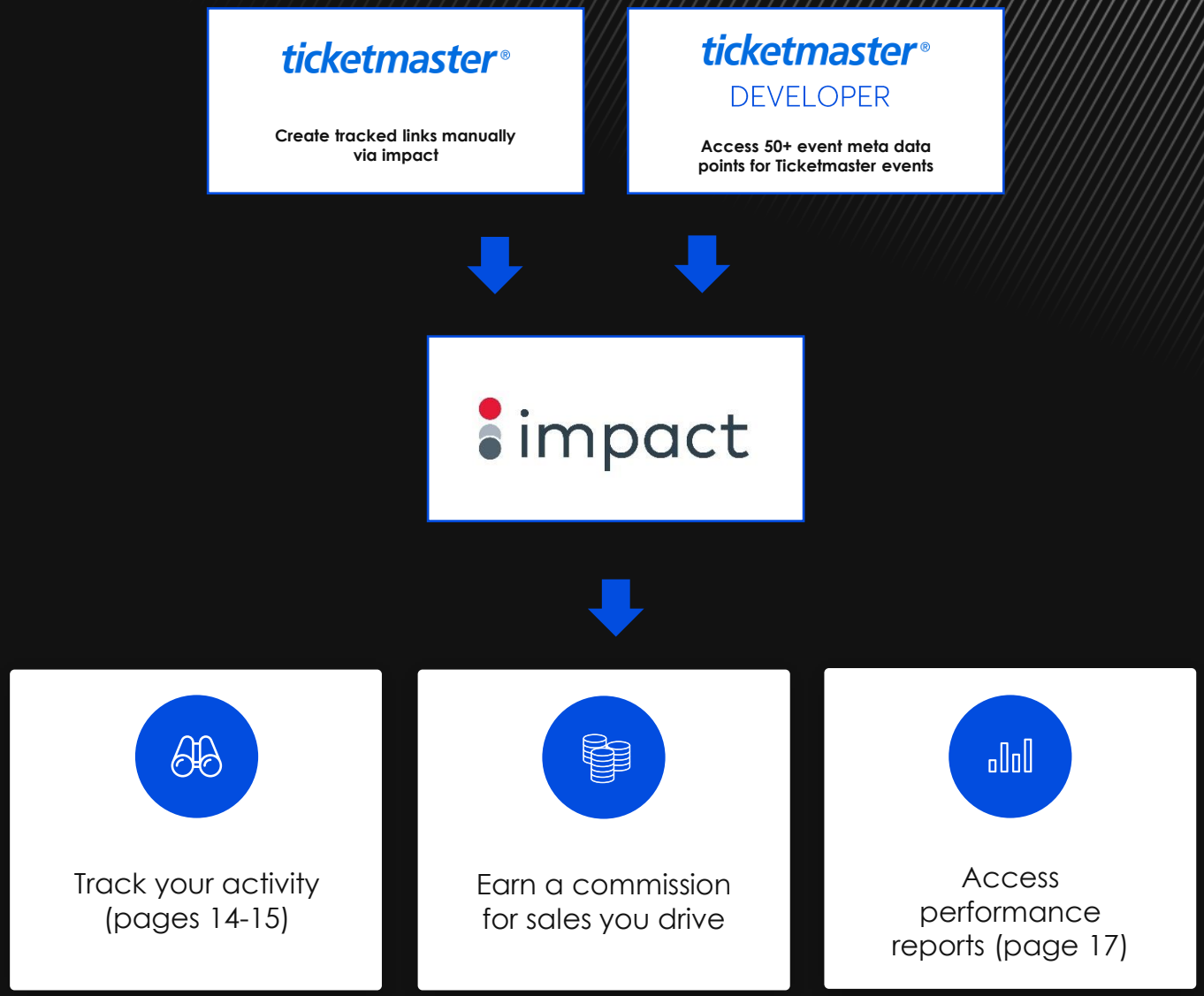
How to use the Affiliate Program

CONFIDENTIAL · DO NOT DISTRIBUTE

Affiliate Program vs Event Data

Working with us involves two elements: signing up for our affiliate program and accessing our event metadata through Developer Tools.

While signing up for the affiliate program is mandatory, using our event data is optional but highly recommended for automating links and achieving greater scale in your site/app/marketing efforts.



CONFIDENTIAL · DO NOT DISTRIBUTE

Sign up via Impact

Please sign up to the relevant Impact market campaigns dependent on where you want to promote Ticketmaster events e.g., to promote events taking place New York and Copenhagen, you must sign up to the US & CA and Denmark campaigns in Impact.

If working with us in multiple markets, ensure you use the same Impact publisher ID to sign up to all campaigns. Working this way ensures all your reporting flows into a single Impact publisher account.



Impact Campaign Links – *Click to sign up*

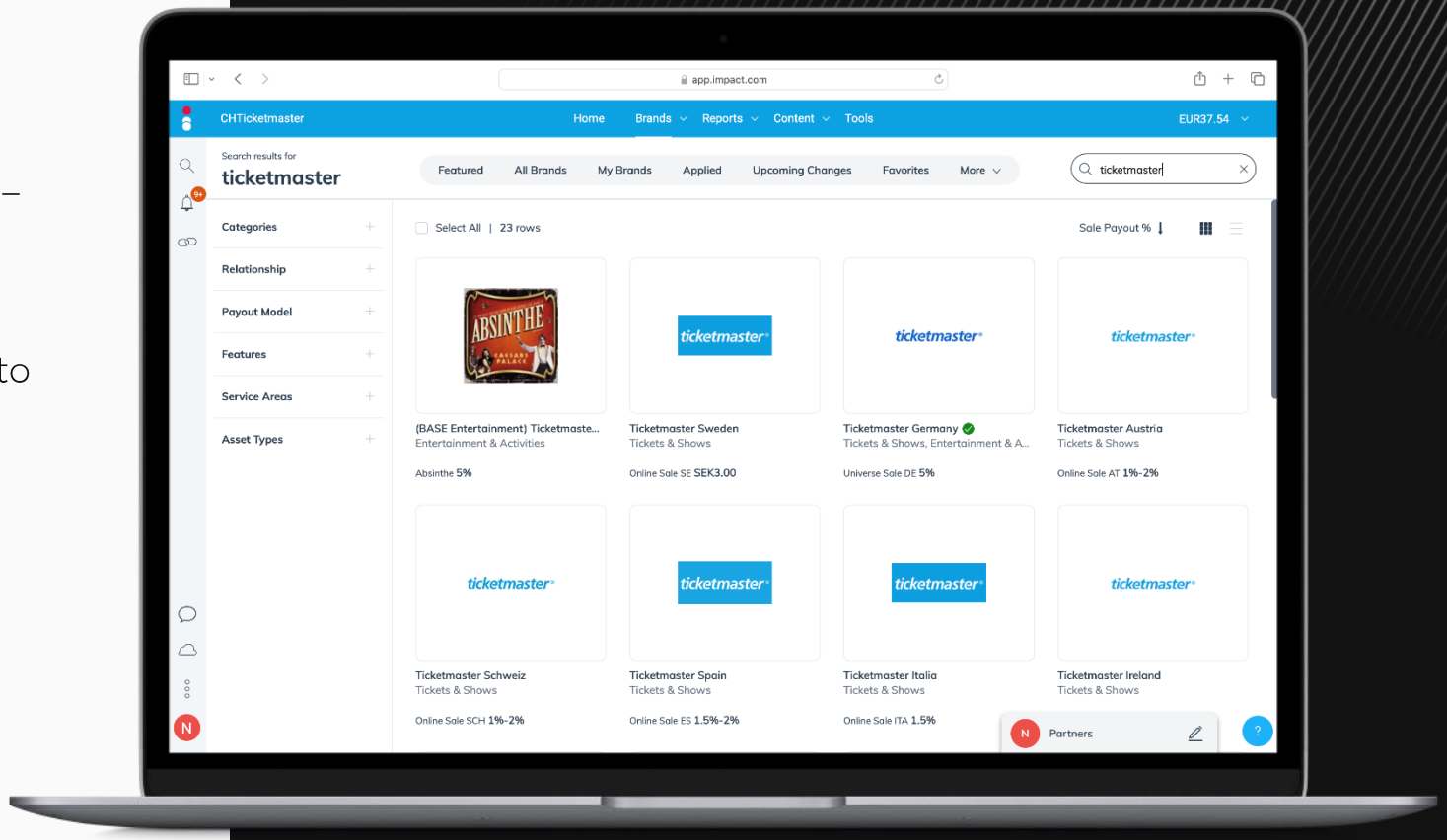
Australia
New Zealand
Austria
Belgium
Czech Republic
Denmark
Finland
France
Germany
Ireland
Italy
Mexico
Netherlands
Norway
Poland
Switzerland
South Africa
Spain
Sweden
Turkey
United Arab Emirates
United Kingdom
US & Canada
Moshtix AU
Moshtix NZ

CONFIDENTIAL · DO NOT DISTRIBUTE

Sign up via Impact

You can also find us within the Impact Marketplace – just select Brands at the top and use the search bar on the right-hand side

Please ensure you sign up to every market relevant to your business/site (Ticketmaster is split over 25+ Impact campaigns)



CONFIDENTIAL · DO NOT DISTRIBUTE

Market Type and Commissioning

Exclusive Markets

Tickets for an event can only be purchased via a single primary* ticket vendor.

United States
Canada
Denmark
Norway
Finland
Sweden

Australia
New Zealand
Czech Republic
Netherlands
Ireland
Belgium

Greece
Israel
Turkey
United Arab Emirates
South Africa

Commissioning Guidelines Exclusive Markets*:

We do pay for:
- Events 24 hours after initial public on-sale

We don't pay for:
Purchases during presales or initial 24 hours of on-sale, defined in your Impact contract via the following codes:
H = primary order within 24 hours after onsale
HR = resale order within 24 hours after onsale
O = primary order before onsale (presale)
OR = resale order before onsale (presale)

vs.

Allocation Markets

Tickets for an event can be purchased via multiple primary* ticketing vendors.

United Kingdom
Switzerland
Italy
Spain
France

Poland
Germany
Austria

Commissioning Guidelines Allocation Markets*:

We do pay for:
- Events throughout the lifecycle (presale through to the event)

**There may be also be secondary (i.e., "resale") vendors in the market.*

**Variable commissions are determined by the type of user (new vs returning vs existing) in both Exclusive and Allocation markets*

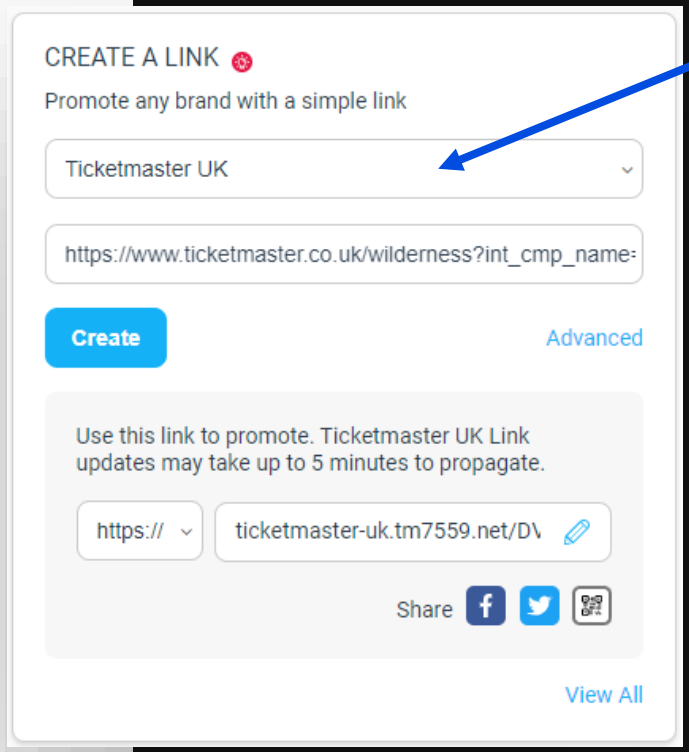
Creating trackable links

To track your sales, you need to apply Impact tracking to links from your site/app/marketing.

The Impact Link Builder Tool is available to use once you have signed up and been approved on the Impact program.

In the Impact publisher dashboard:

1. Navigate to "Create A Link"
2. Paste the URL from the Ticketmaster page that you wish to link to into the tool
3. Select the relevant Ticketmaster market from the drop-down menu
4. Click "Create"



Ensure to select correct country here when building out links, e.g., to promote an event in Madrid please apply to "Ticketmaster Spain" or "Ticketmaster ES" from the dropdown. If this option does not show, you need to apply to that country program

CONFIDENTIAL · DO NOT DISTRIBUTE

Subnetwork Partners/Shared ID's

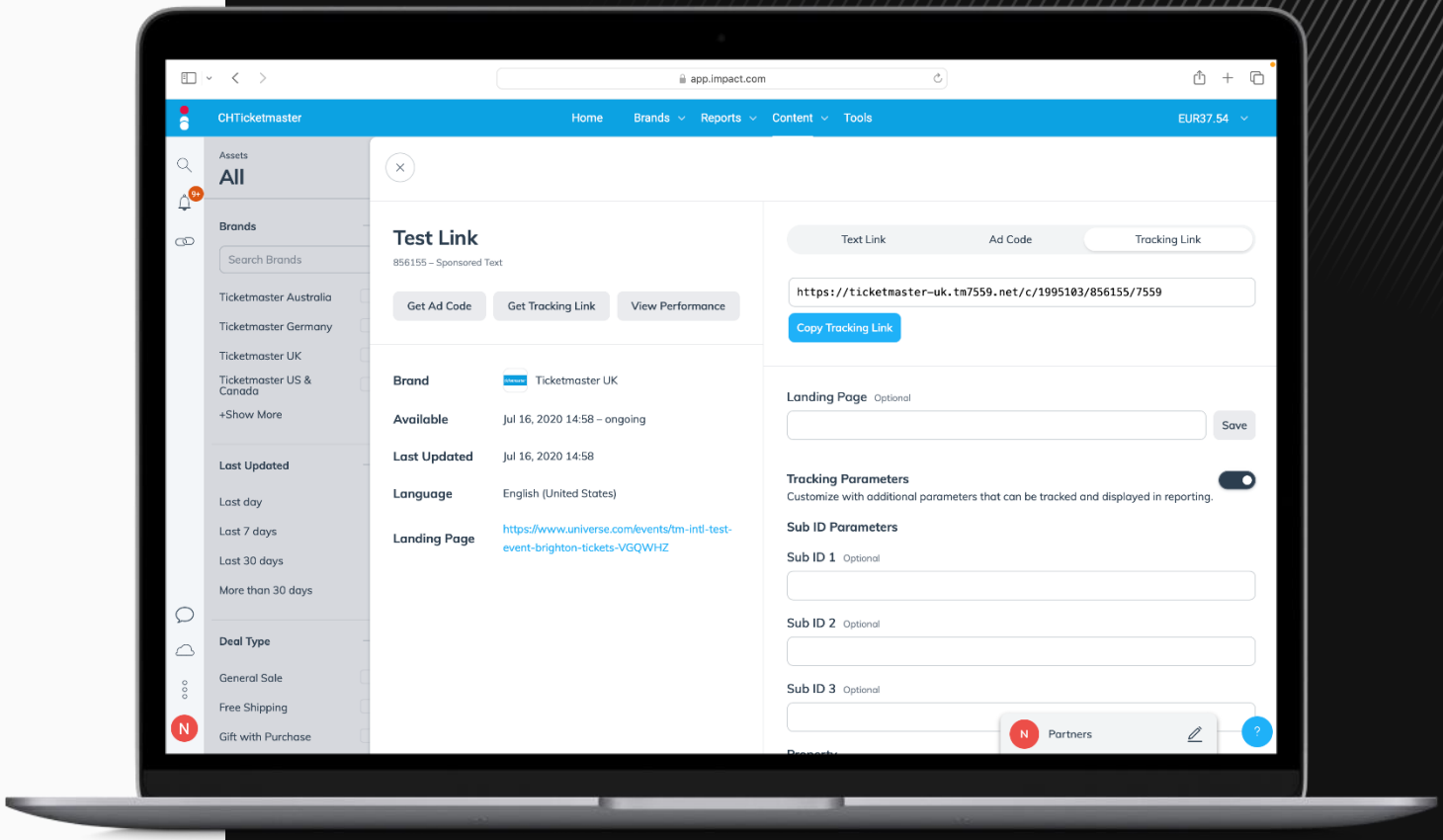
If you work as a subnetwork (servicing multiple third-party publishers within your own network), you are required to follow two key requirements in order to work with Ticketmaster as an affiliate partner. See below:

1. You will need to provide your Ticketmaster representative with a list of categories which your partners fall under (eg content, cashback, etc). Ticketmaster will then opt in to the categories which our event content should be included in.
2. You will need to utilize the Shared ID tracking field to include Publisher Name, instructions below:

Append unique ID parameters to distinguish traffic derived from multiple partner or channel sources.

During link creation, toggle Tracking Parameters. Enter the value which will pull in the Publisher Name within the link in the Shared ID field, then click Save.

The tracking link will automatically update to include the ID. Click Copy Tracking Link to obtain a new link with the parameters.



CONFIDENTIAL · DO NOT DISTRIBUTE

Reporting

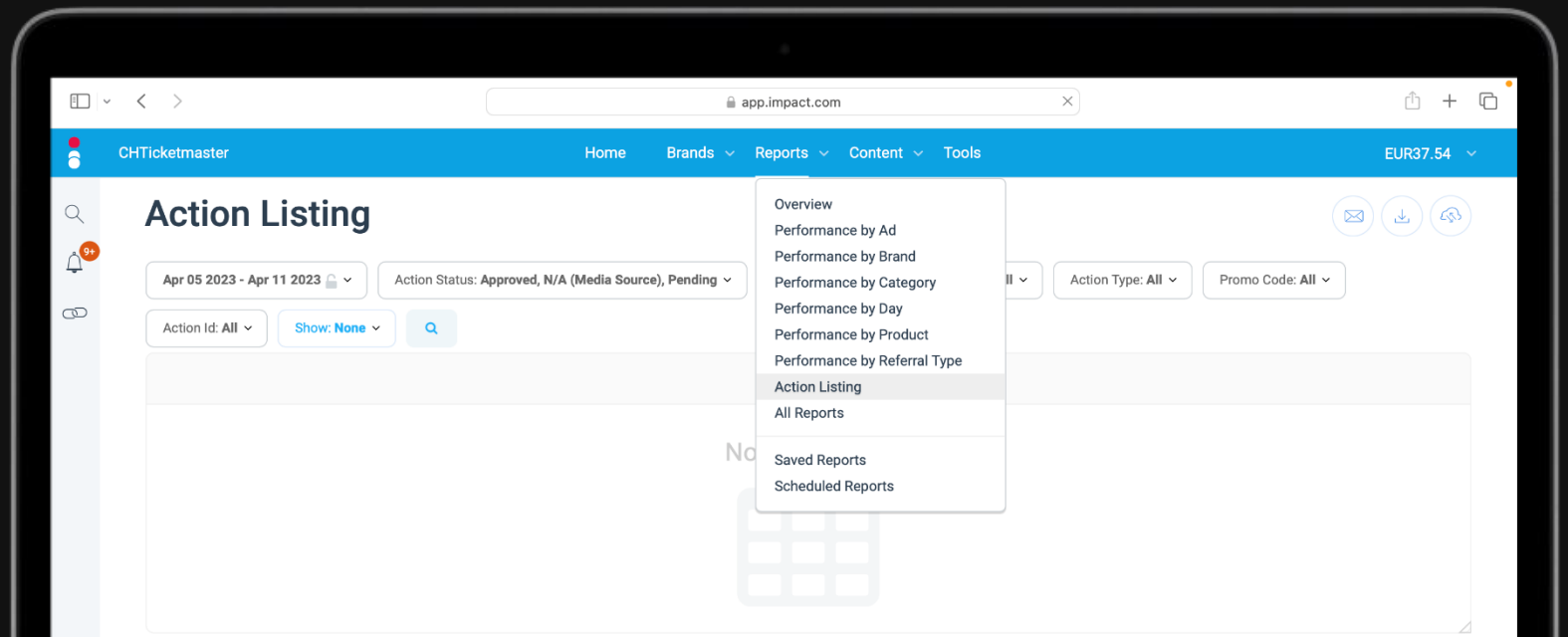
Affiliate partners can create custom reports in Impact, depending on what you want to see.

It is recommended for the purpose of Ticketmaster performance, utilizing the Action Listing report, which encompasses the elements listed on the right. If you want to see specific events that you are selling tickets for, use the Performance By Product report.

You can also find more information on using and creating reports within Impact by looking at the guide here

Action Listing Report elements

Action Date	The date sale took place
Action ID	Specific ID to easily find that action
Brand	Which brand/company this sale is attributed to
Event Type	The type of ticket/product you have sold e.g., Resale
Status	Pending / Approved – orders will remain as Pending until the brand has paid out for your driven sales. They will then move to Approved
Sale Amount	The amount driven for the sale
Action Earnings	The commission you have driven against that sale
Tax	Any tax attributed to that sale
Promo Code	Any codes used against that sale



CONFIDENTIAL · DO NOT DISTRIBUTE

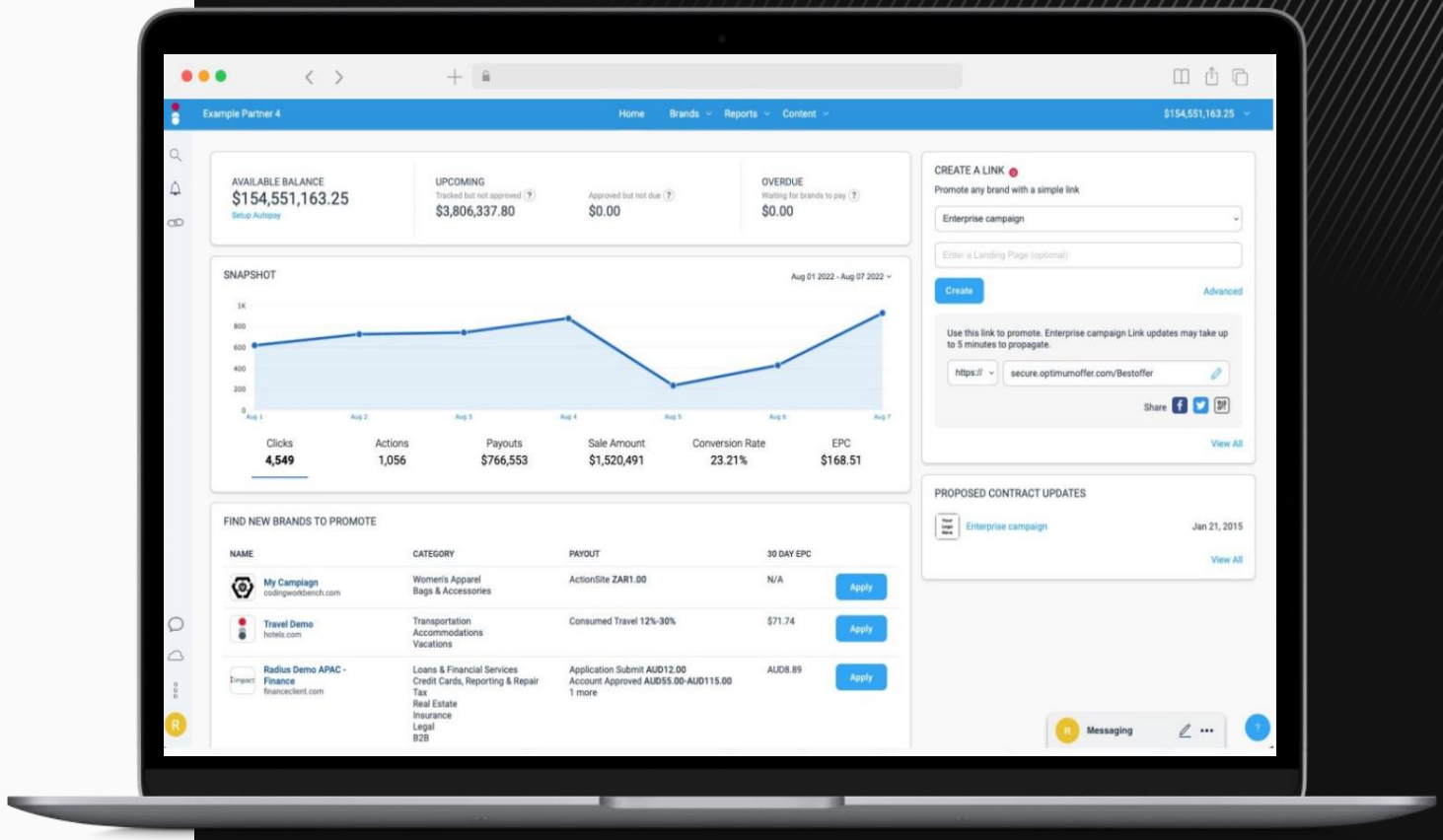
Receiving Payment

You should expect payment from Ticketmaster on a monthly basis. This will depend on the date your sales/actions are tracked. Please ensure your payment details and payout settings are completed in your Impact affiliate partner profile

Please follow this link for a detailed guide on how to add your financial details into Impact

A summary of Ticketmaster's payment timelines can be seen below:

Action locking	Actions are locked 5 days(s) after end of the month they are tracked
Invoicing	Actions are invoiced on the 7th of the month after they lock
Payment Scheduling	Approved transactions are paid 23 day(s) after the end of the day they lock



Affiliate Program Terms & Conditions

We have some strict T&C's which must be followed in order to be part of the Ticketmaster Affiliate Program.

Listed to the right are a few of our key T&C's for you to be aware of ahead of activation as a Ticketmaster partner. You will find the full T&C's available within your Ticketmaster affiliate terms in Impact. You will also find these terms here.

We would encourage you to take note of these.

Ticketmaster Key T&C's:

- All transactions to take place on Ticketmaster Web Sites (full details on page 5 section 3f)
- Company must maintain Impact referral tracking on all links to Ticketmaster Web Sites in order to be eligible for referral fees on Qualifying Purchases. (continued on page 5 section 3e for further detail)
- Company if a Subnetwork or alike, must include a "SharedID" on all tracking links driving referrals to Ticketmaster Web Sites (continued on page 5 section 3e for further detail)
- Neither party shall make any public statement regarding this Agreement (continued on page 6 section 4c for further detail)
- Company shall receive fees on all Qualifying Purchases within a 30-day period (or such other period specified in Impact). (continued on page 4 section 3b for further detail)
- The following will serve as exceptions to referral fees across all ticket types where no referral fees will be earned: (i) ticket sales during any presale or the first 24 hours following a public ticket on-sale in Exclusive Ticket Markets (please refer to page 14 section 3c for the full list of limitations). (continued on page 5 section 4b for further detail)

CONFIDENTIAL · DO NOT DISTRIBUTE

Ticketmaster Event Data and Content

CONFIDENTIAL · DO NOT DISTRIBUTE

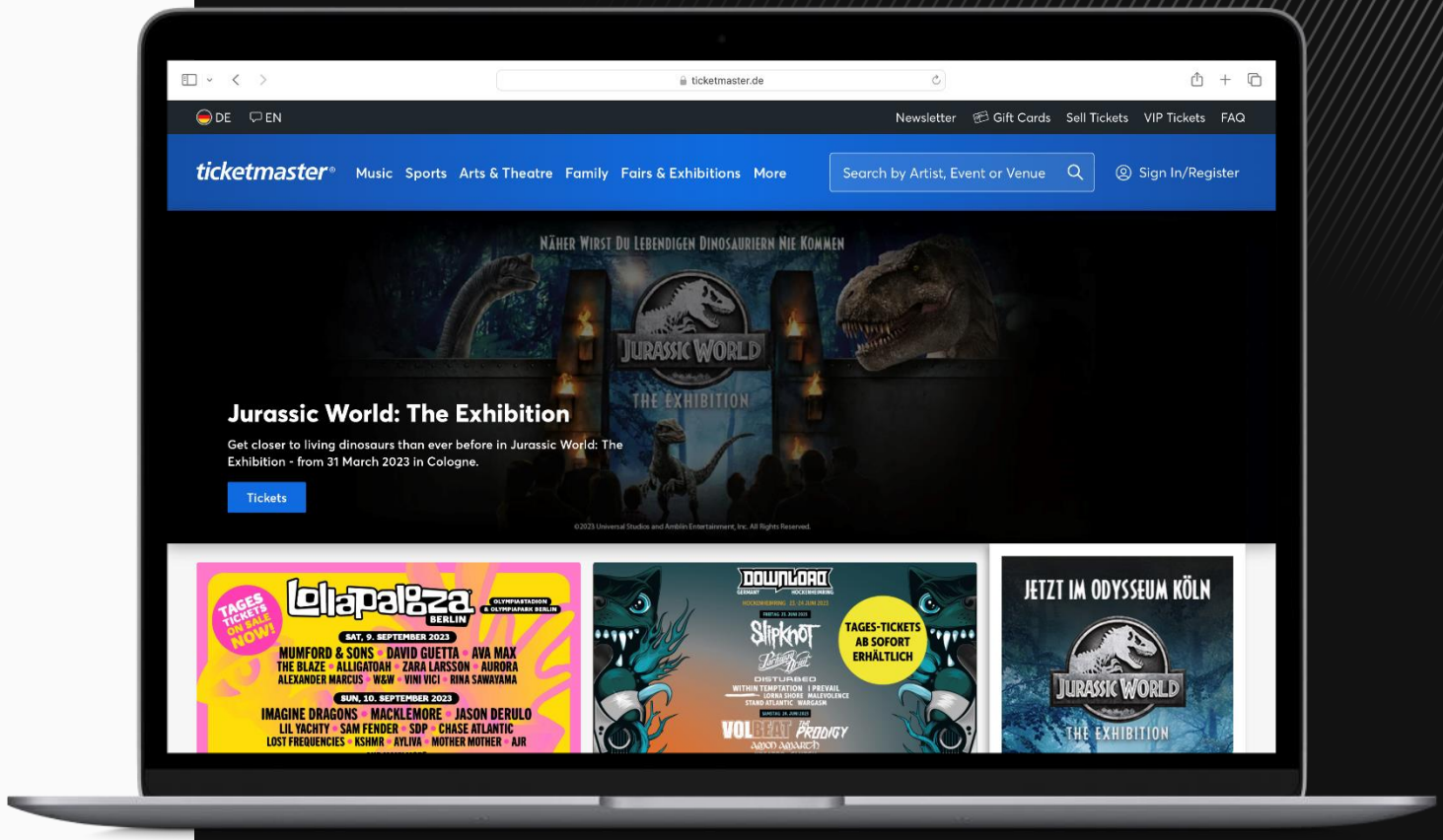
Event Data and Content

Discovery Feed and API

Through Ticketmaster's Discovery API and Discovery Feed, affiliate partners can access thousands of event links and details from our 25+ global websites. Each event has more than 50 data fields, including its name, location, and ticket prices.

Affiliate partners can use this data to integrate Ticketmaster links into their ecosystem and marketing in a scalable and automated way. However, if they prefer, partners can also manually link to Ticketmaster. (see slide 13)

We suggest using the Discovery Feed for optimal access to Ticketmaster's event metadata, depending on the specific use case of the product.



Event Data and Content

Choosing between the Discovery feed & API

We prefer affiliate partners to use our discovery feed, as there are no call limits

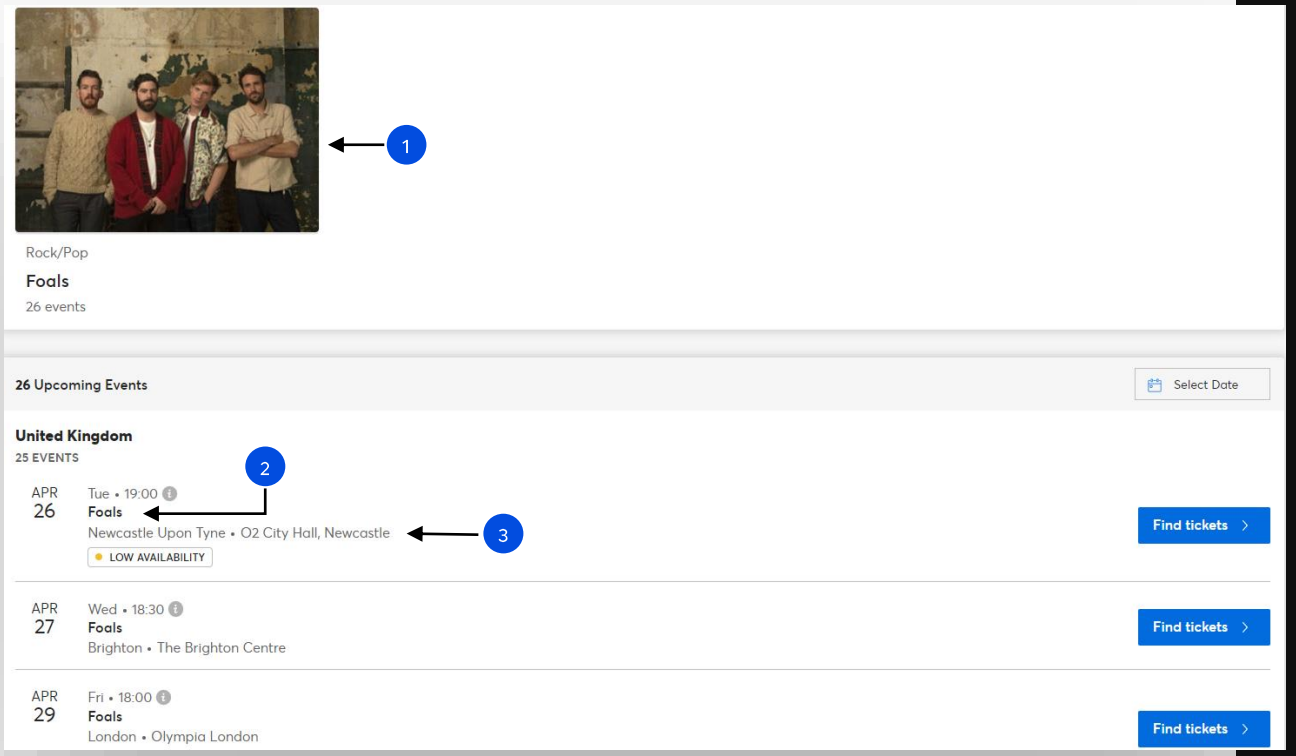
There may be certain use cases or implementations which require the API, but usage must adhere to our call limits

You can find further information regarding the feeds here

	Discovery Feed	Discovery API
Content	All global event content Sources: Ticketmaster, Ticketmaster Resale, Frontgate, Universe, Moshtix, Ticketweb Markets: US, CA, IE, GB, AU, NZ, MX, AE, AT, BE, DE, DK, ES, FI, NL, NO, PL, SE, CH, CZ, IT, FR, and ZA	All global event content Sources: Ticketmaster, Ticketmaster Resale, Frontgate, Universe, Moshtix, Ticketweb Markets: US, CA, IE, GB, AU, NZ, MX, AE, AT, BE, DE, DK, ES, FI, NL, NO, PL, SE, CH, CZ, IT, FR, and ZA
Access	Open to the public w/ API key	Open to the public w/ API key
Limits	No limitations on search results	There is a limit to the number of results that can be pulled in a given search: The default quota is 5000 API calls per day and rate limitation of 5 requests per second Deep Paging: we only support retrieving the 1000th item. i.e. (size * page < 1000)
Format/Retrieving Data	Download either CSV or JSON feeds metadata file which contains downloadable uri for feeds for all countries in all the formats : csv and json	You will need to pass your API Key in the apikey query parameter but there are some quotas and limits (see below)
Timing	Refreshes every hour	N/A
Transactable Flag (US only)	Flag in the feed that helps partners determine if an event should be displayed in their experience	On-sale time is updated dynamically

Event Data and Content

Discovery Data Points



Discovery Feed Fields

EVENT_ID
VENT_NAME
EVENT_INFO
EVENT_STATUS
EVENT_START_DATETIME
EVENT_START_LOCAL_DATE
ONSALE_START_DATETIME
CLASSIFICATION_SEGMENT
CLASSIFICATION_GENRE
CLASSIFICATION_SUBGENRE
1 EVENT_IMAGE_URL
MIN_PRICE
MAX_PRICE
2 ATTRACTION_NAME
ATTRACTION_ID
VENUE_NAME
VENUE_ID
VENUE_STREET
3 VENUE_CITY
VENUE_LAT/LONG
VENUE_TIMEZONE
PRIMARY_EVENT_URL
PRESALE_NAME
PRESALE_START_DATETIME
PROMOTER_NAME
PROMOTER_ID
More…

Other API Endpoints

**US only. INTL. coming soon*

INVENTORY_STATUS_API
HOT_EVENT_FLAG
TOP_PICKS

Historical data

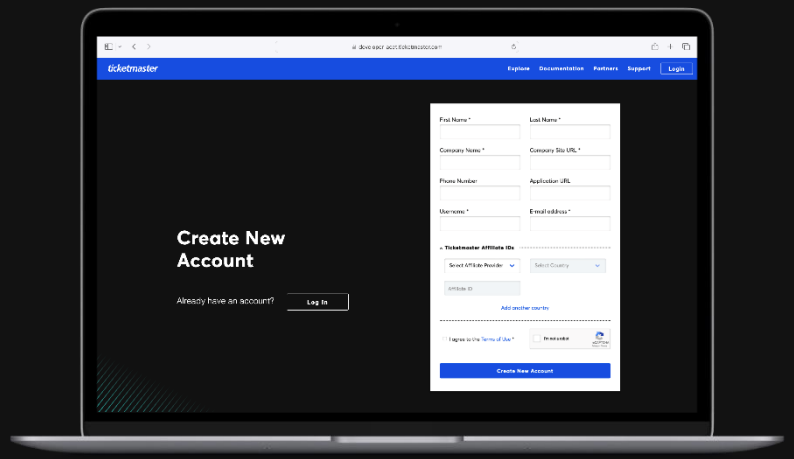
EVENT_YEAR
EVENT_DATE
EVENT_DATE_TIME
PRESALE_DATE
PUBLIC_ONSALE_DATE
LENGTH_OF_ONSALE
PRIMARY_ACT_NAME
SECONDARY_ACT_NAME
EVENT_NAME
MARKET_NAME
VENUE_NAME
VENUE_TYPE
NET_CAPACITY
VENUE_CITY
VENUE_ZIP
VENUE_ZIPCODE
MAJOR_CAT_NAME
MINOR_CAT_NAME
EVENT_CODE

Please also refer here for further information on how to use the feeds

CONFIDENTIAL · DO NOT DISTRIBUTE

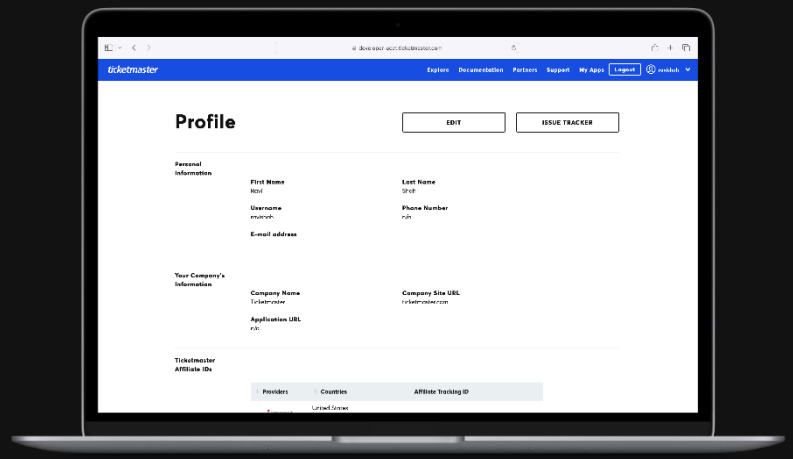
Sign up to Developer Portal

To access our Discovery Feed/API, you will need to also sign up to our Developer Portal and get a Developer API key.



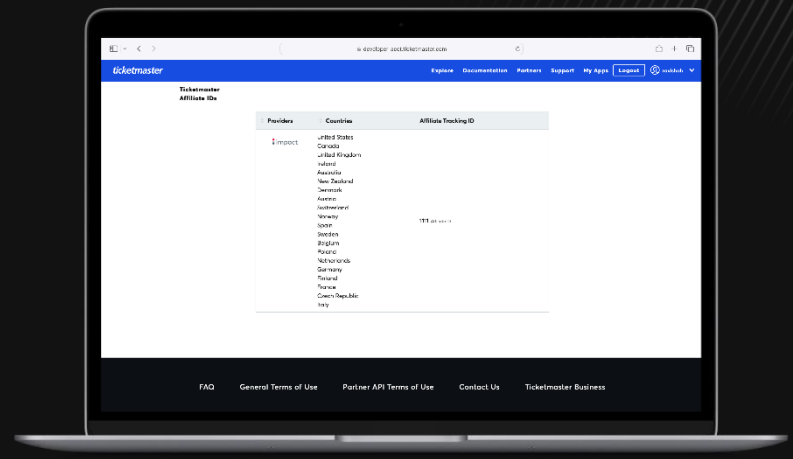
1. Create your account

Enter all relevant details and make sure to select Ticketmaster Affiliate IDs so you can enter remaining fields (please refer to slide 20 to do this)



2. Access your Profile

Once your profile is created, you can access your profile details from the drop drown menu in the top right corner.



3. Select your Markets

When you scroll down, you will see which markets you have selected to work across with TM – you can add remove these, by selecting the Edit button at the top.

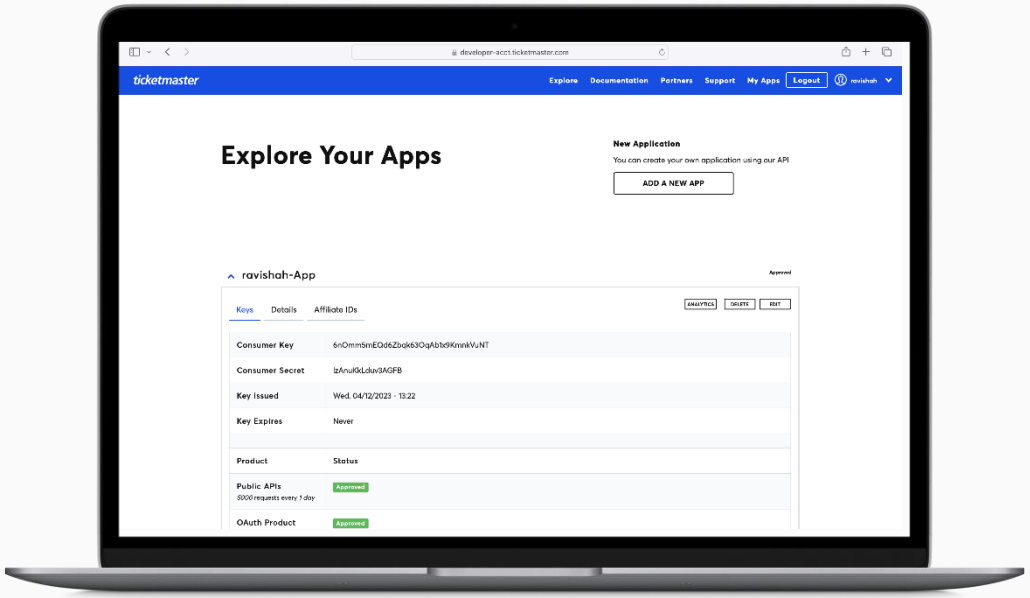
NOTE: It is always Impact and you need to select all the countries you are promoting, along with your Impact affiliate ID

Accessing Discovery Feed

Once you head to the Developer Portal homepage and log in, you can access the Discovery Feed. There are individual feeds for each country.

Finding your API Key

You will require your API key which you will find below within your profile:



Using your API Key

To run a successful API call and to get the data you need, you will need to pass your API key in the API key query link/parameter.

Your API Key should automatically appear in all URLs throughout this portal

API Call Structures

Highlighted below are the API keys which needs to be updated with your own personal one when using these links/parameters to download the feed

All Countries

https://app.ticketmaster.com/discovery/v2/events.json?apikey=TWzeNQVhPU8IzKsrk7KN3Q9qDgrgtcml

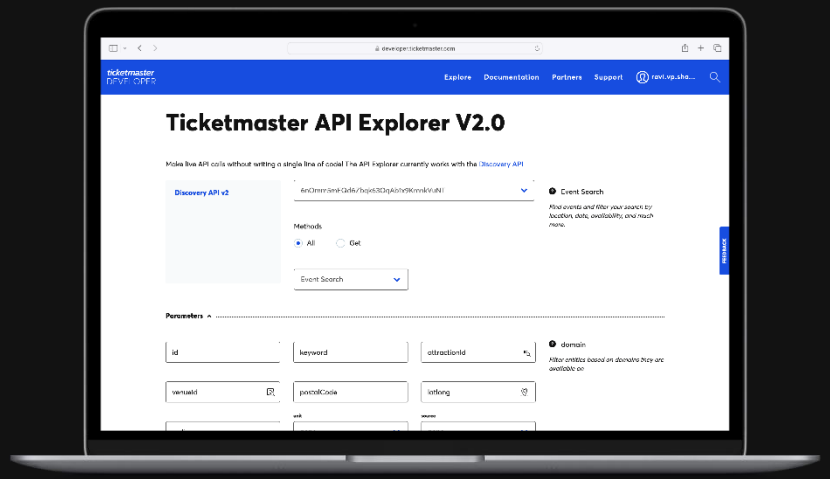
Country Specific

https://app.ticketmaster.com/discovery-feed/v2/events.json?apikey=TWzeNQVhPU8IzKsrk7KN3Q9qDgrgtcml&countryCode={ENTER COUNTRY CODE}

CONFIDENTIAL · DO NOT DISTRIBUTE

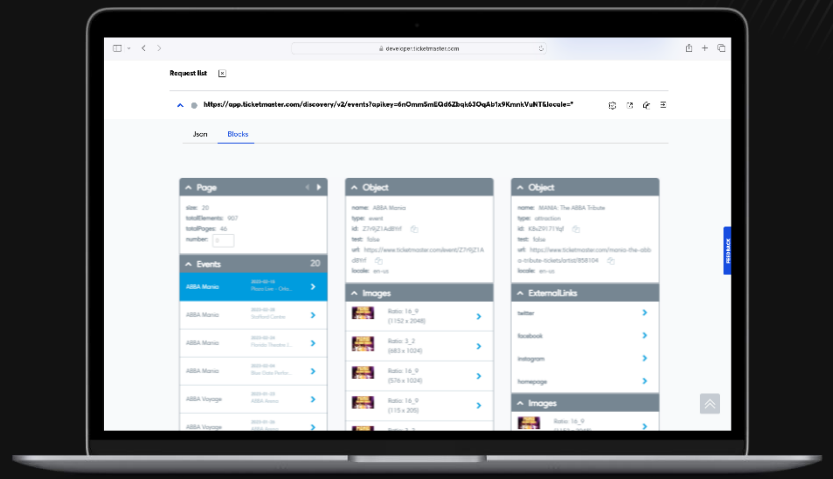
Searching within the Discovery API

Go to the API Explorer section as a way of quickly searching event data without downloading the full feed.



1. Select Parameters

Select 'Parameters' and the dropdown will show. Use any of the fields relevant for your search to find what you are looking for then click Get at the bottom of the page



2. Select Events

Scroll down and select the relevant event from the list. You will then have event data information by:

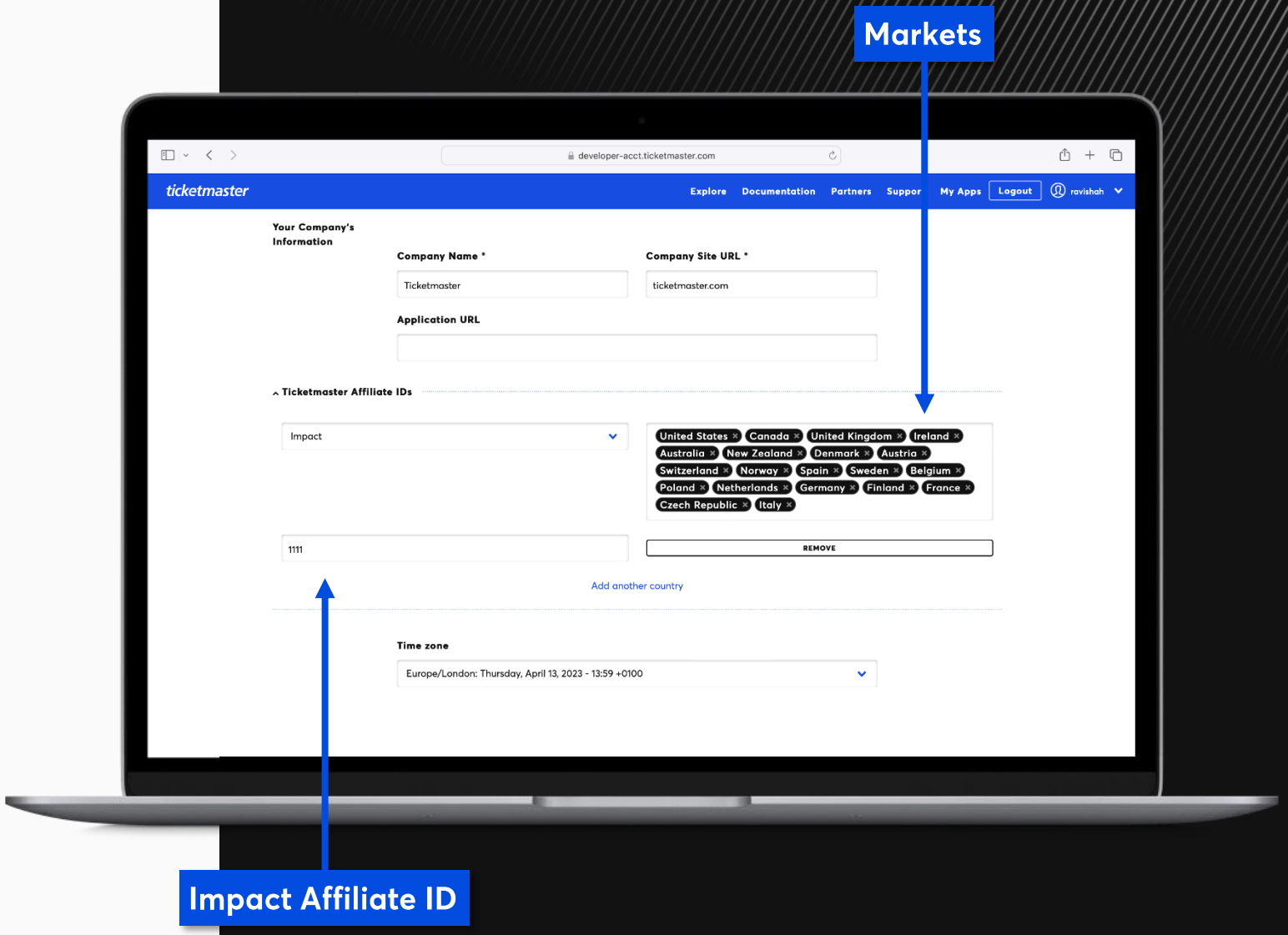
- Object
- Images
- Sales
- Date
- Classification
- Outlet
- Venue
- Attraction

Event Data and Content

Adding Impact tracking to Discovery Feed and API

To automatically append Impact tracking to event links in Discovery Feed or API, use the wrapping functionality available within the Ticketmaster Developer Portal:

1. Navigate to "Edit Profile"
2. Add your **affiliate ID** (from Impact)
3. Ensure you add the **markets** in which you wish to link to us
4. Download the Discovery Feed, your Impact tracking will appear on links in the "Primary_Event_URL" field



CONFIDENTIAL · DO NOT DISTRIBUTE

Creative Assets and Event Updates

Assets

1 **Discovery Feed:**

Please follow steps on Slide 22, select the image as highlighted on the right and use the URL to download an image

2 **Impact:**

Within your dashboard, go to:
Content > Assets
You will see the assets available.

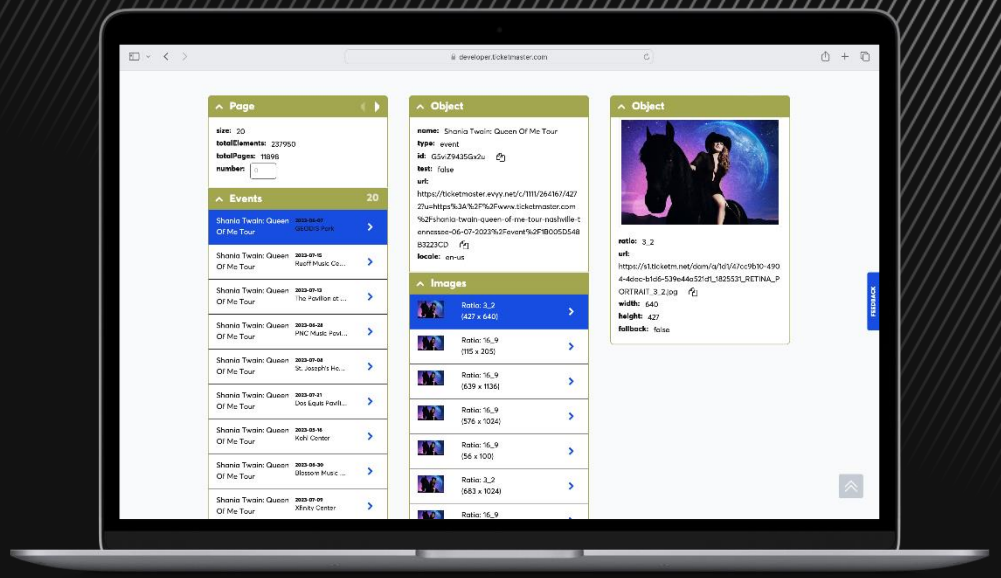
Communications from Ticketmaster

We provide a weekly global newsletter covering:

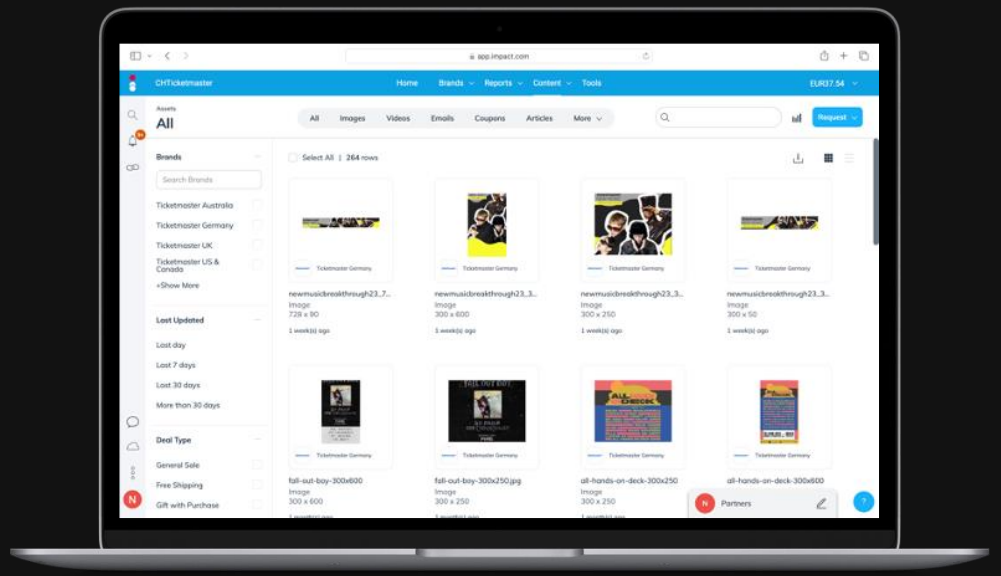
- New events
- Last minute events
- Trending events
- Offers

Please sign up to our newsletter by contacting:
distributedcommerce@ticketmaster.com

1



2



CONFIDENTIAL · DO NOT DISTRIBUTE

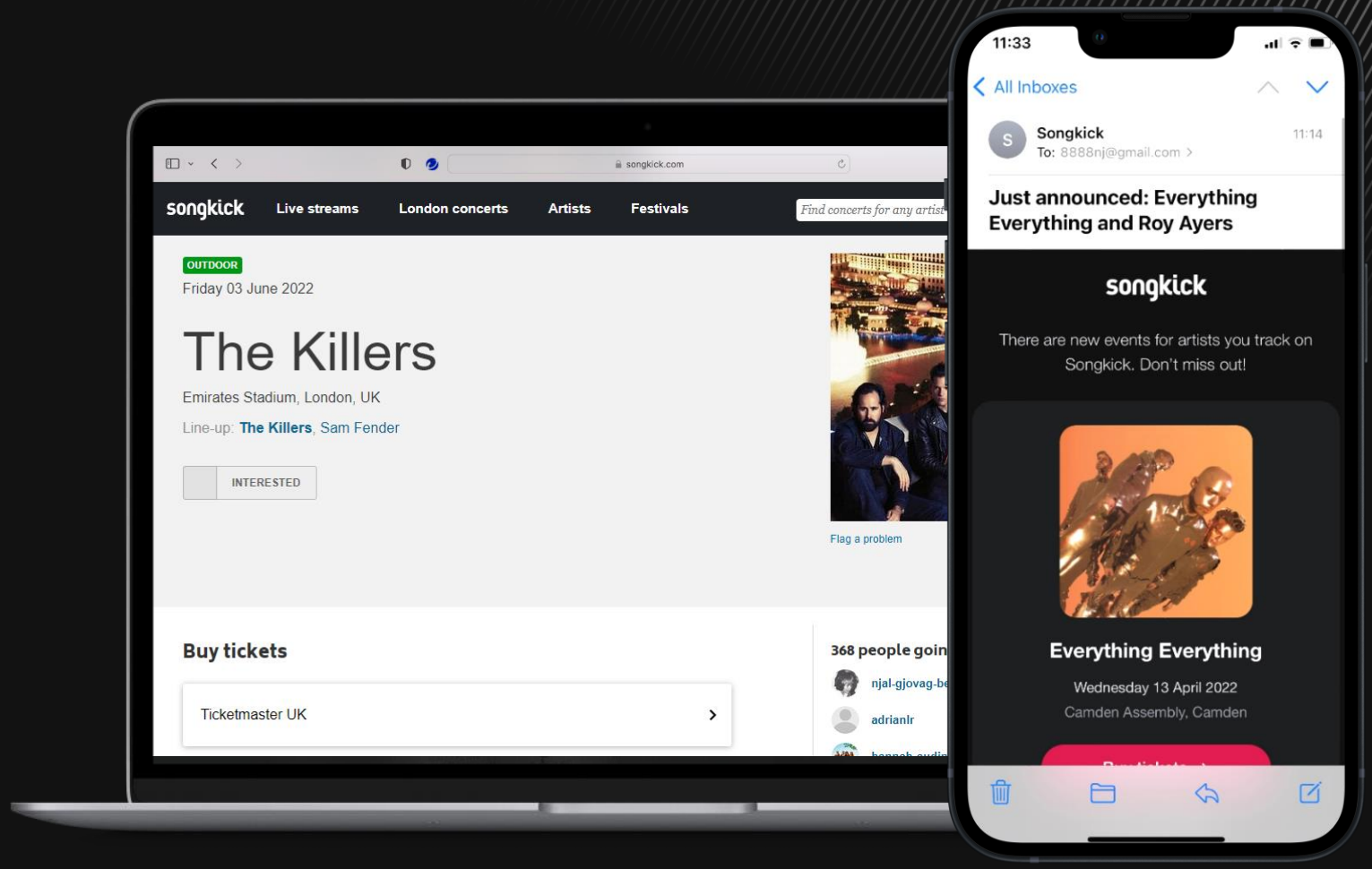
Affiliate Partner Examples

CONFIDENTIAL · DO NOT DISTRIBUTE

Affiliate Partner Examples

Songkick & Bandsintown

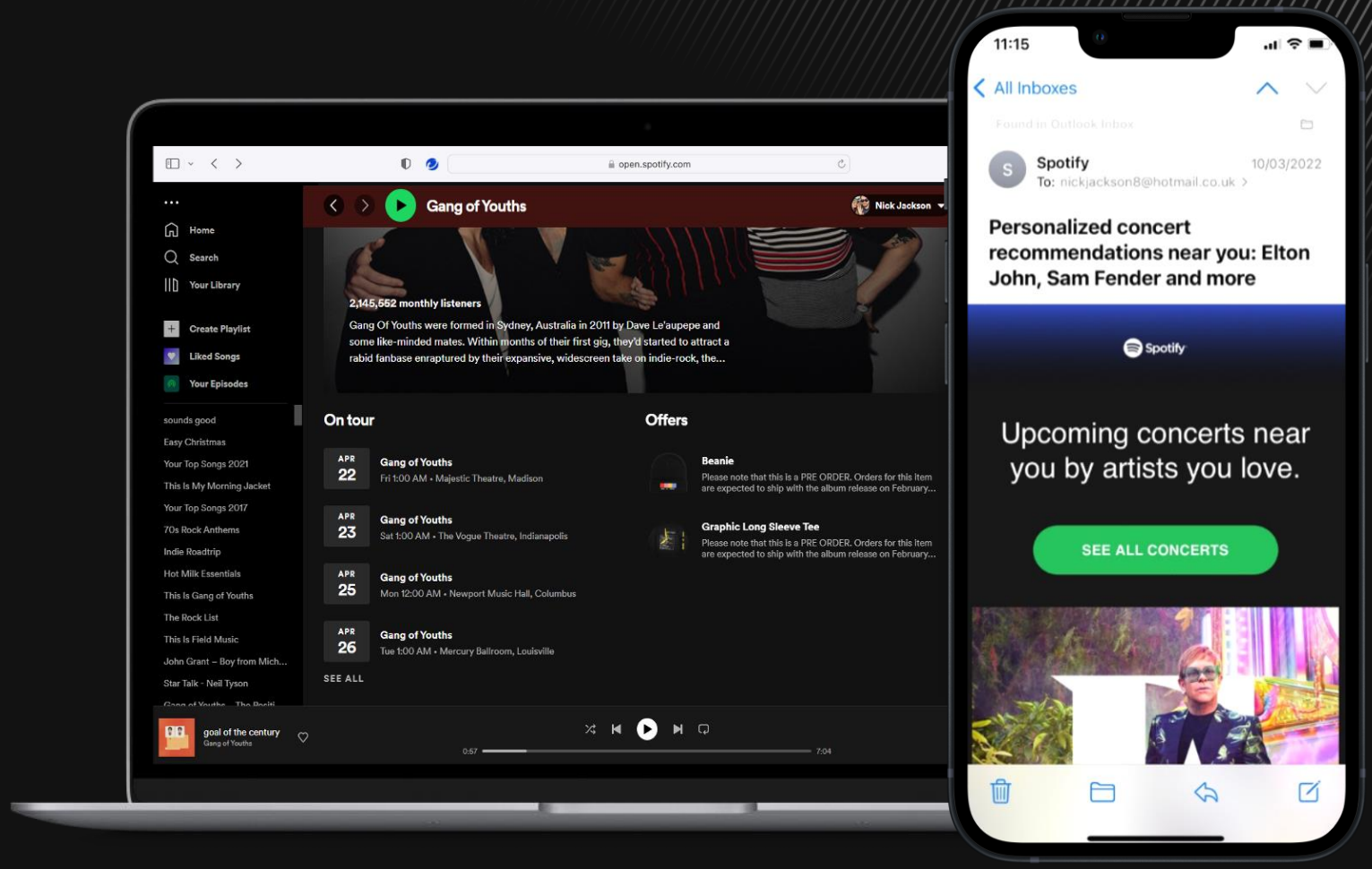
- Using our Discovery Feed
- SK & BIT map their artist/festival profiles to Ticketmaster Discovery Feed artist data
- SK & BIT users can track their favorite artists to trigger tour alerts
- Ticketmaster event links surfaced in SK & BIT artist profiles
- Link out to specific event pages
- Use our geo data in Discovery to recommend local events of artists you follow



Affiliate Partner Examples

Spotify

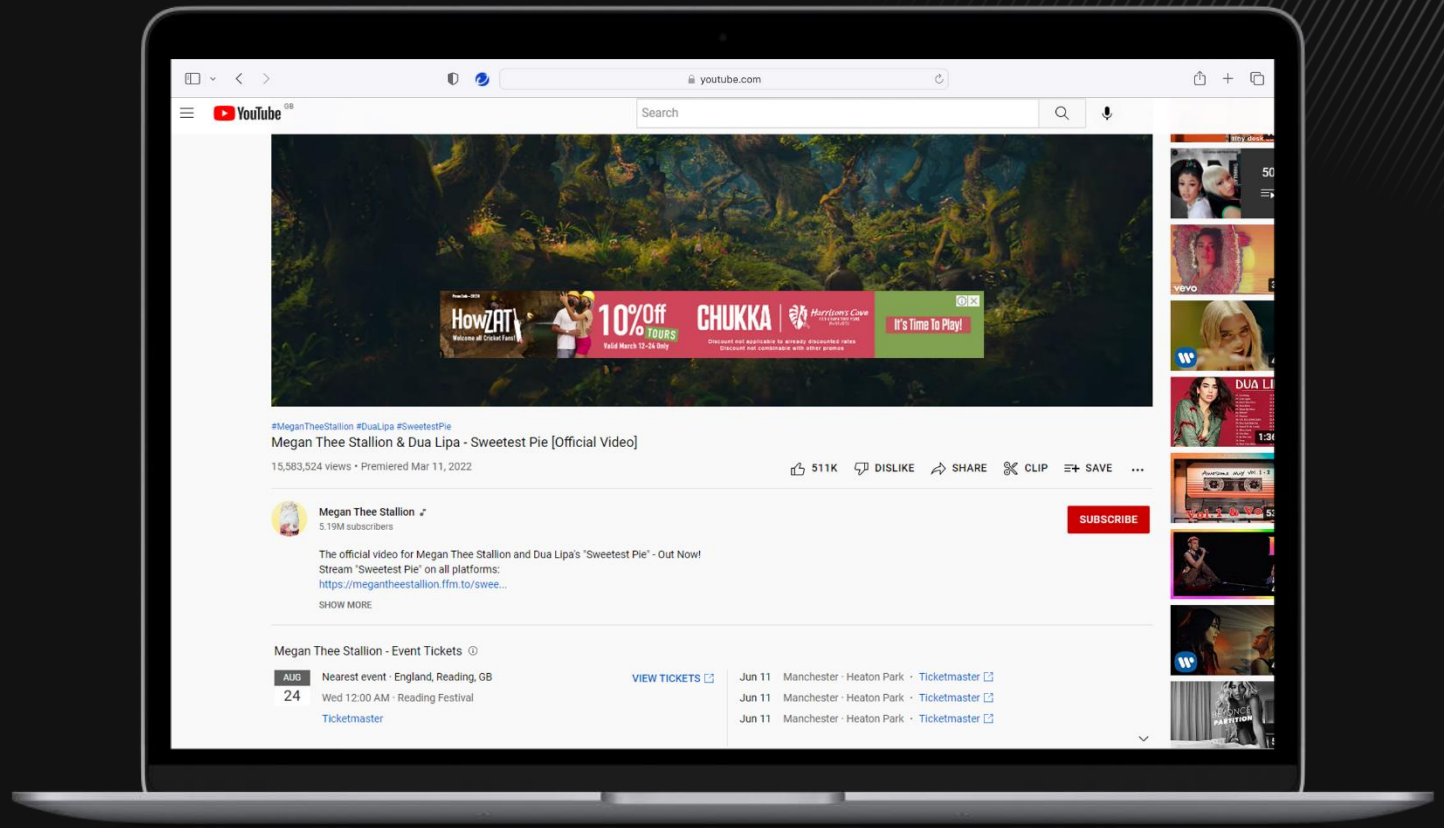
- Using our Discovery Feed
- Spotify map their artist profiles to Ticketmaster Discovery Feed artist data
- Ticketmaster links surfaced in Spotify "On Tour" hubs within artist profiles
- Link out to specific event pages on Ticketmaster
- Use our geo data in Discovery to recommend local events from artists you follow



Affiliate Partner Examples

YouTube

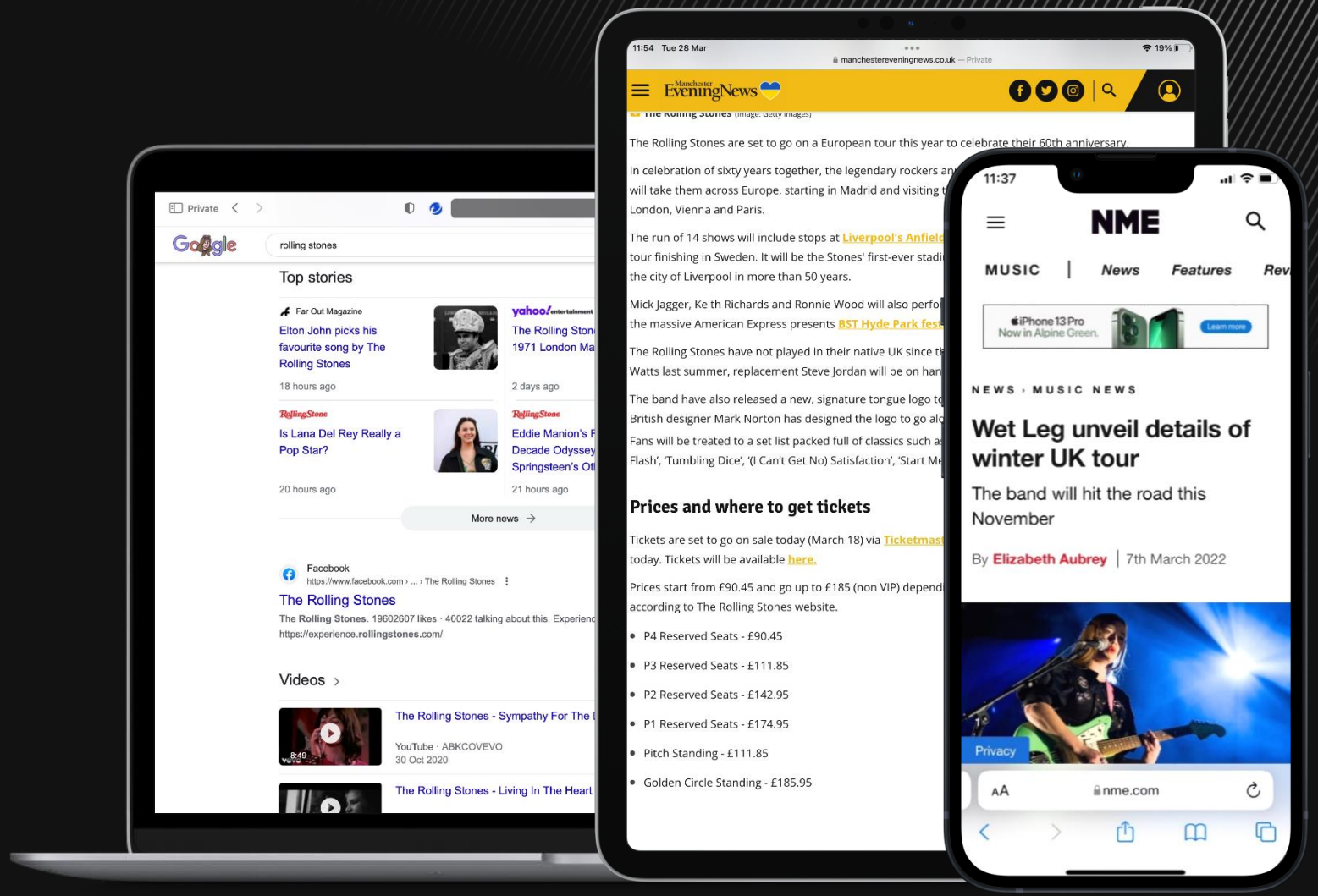
- Using our Discovery Feed
- YouTube map their artist profiles to Ticketmaster Discovery Feed artist data
- Ticketmaster links surfaced beneath Official Artist Channel videos in YouTube
- Link out to specific event pages on Ticketmaster
- Use our geo data in Discovery to prioritize events local to you



Affiliate Partner Examples

Editorial Partners

- Generally, link manually as opposed to automating via Discovery feed
- Leverage their editorial power to rank in natural search results
- Add links to Ticketmaster within articles
- Also create evergreen content in their experience e.g., tickets section where our Discovery data can be leveraged or create a shop front end with our Amplify tool
- Partner motivation is threefold – engaging content for their readers, aim to become source of truth for live and revenue opportunity



Thank you!

If you have any enquiries, please contact us via the below:

All markets: affiliatepartners@ticketmaster.com

Discovery Feed/API support: partnersupport@ticketmaster.com

CONFIDENTIAL · DO NOT DISTRIBUTE