



**THIRD QUARTER 2018  
SUPPLEMENTAL OPERATIONAL AND FINANCIAL INFORMATION**

***\*\* Information presented is as of November 1, 2018 unless otherwise indicated \*\****

**Concerts**

Overall, ticket sales for the company's shows in 2018 has accelerated over the past three months, increasing from approximately 4% growth through July to approximately 6% growth through October.

Arena and amphitheater shows were the largest growth driver for the third quarter, each adding approximately 2 million fans in the quarter, with show count and fan base also growing at the company's festivals and theaters and clubs, while through September this has been the second strongest year ever for stadiums, trailing only the same period in 2017.

**Sponsorship & Advertising**

Both our sponsorship and online advertising businesses have grown revenue and adjusted operating income in the double digits through the end of the third quarter of 2018.

Both the North America and international markets have contributed similarly to the company's sponsorship growth, while North America has driven the company's online advertising growth.

**Ticketing**

The company experienced strong gross transaction value (GTV) growth in the third quarter and first nine months of 2018, versus the same periods in 2017:

- Global GTV was up approximately 3% and 7% for the quarter and first nine months, respectively, driven by fee-bearing GTV, which was up approximately 13% and 15% for the quarter and first nine months, respectively.
- Primary GTV was up approximately 13% and 14% for the quarter and first nine months, respectively.
- Secondary GTV was up approximately 11% and 22% for the quarter and first nine months, respectively.

Primary ticketing represents over 90% of Ticketmaster's global GTV, with only approximately 2% of the concert tickets and 4% of the sports tickets initially sold by Ticketmaster subsequently resold on the company's secondary ticketing platforms.

Approximately 45% of tickets in the third quarter of 2018 were sold on mobile, with sales up approximately 37% compared to the prior year, as mobile visits increased by approximately 27% and app downloads grew by approximately 30% to over 50 million.

Ticket sales for clients off platform under the company's open distribution strategy increased approximately 23% for the first nine months of 2018 compared to the prior year, with almost 12 million tickets sold through September.

### **Outlook & Miscellaneous**

The company currently expects that 2018 will be another year of record results, overall and for each of the company's businesses, with:

- double-digit operating income and adjusted operating income growth currently expected in the Sponsorship & Advertising segment for the full year compared to 2017;
- high-single-digit growth currently expected in Ticketing segment operating income and adjusted operating income for the full year compared to 2017; and
- The company currently expects 2018 full-year ticketing margins to be in line with 2017.

For the full year, the company currently expects the negative impact to revenue and adjusted operating income from foreign exchange rates to be less than 1%.

For the fourth quarter of 2018, the company currently expects another strong concerts onsale for 2019 concerts, which the company currently projects could drive up to \$10 million in advertising expense growth in the fourth quarter of 2018, along with increased deferrals to 2019 for Ticketmaster's recognition of Live Nation concert tickets.

For the fourth quarter of 2018, the company currently anticipates continued strong performance in its North America arena and theater and club shows, while internationally the quarter will be measured against a very strong fourth quarter in 2017, which had unusually heavy touring activity that included U2, Coldplay and Bruno Mars.

The company currently estimates that the impact to earnings per share from the accretion of redeemable noncontrolling interests for the full year in 2018 will be approximately \$77 million.

The company currently expects that stock-based compensation expense and acquisition expenses for the fourth quarter of 2018 will be approximately in line with the third quarter of 2018.

### **Forward-Looking Statements**

The supplemental information provided above contains certain forward-looking statements that are subject to risks and uncertainties that could cause actual results to differ, including statements regarding Live Nation's anticipated future operational and financial performance. Please refer to Live Nation's SEC filings (including its most recently filed Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and Current Reports on Form 8-K), available in the SEC Filings section of its website at [investors.livenationentertainment.com](http://investors.livenationentertainment.com), for a description of risks and uncertainties that could impact the actual results.