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## Fans Can Now Buy Tickets From Ticketmaster With Amazon Alexa



Ticketmaster, the global leader in ticketing, announced today it has teamed up with Alexa, Amazon’s cloud-based voice service, to enable fans to discover events and buy tickets to their favorite live events. With Ticketmaster’s inventory of hundreds of thousands of live events and Alexa’s easy to use interactions, fans, for the first time ever, can now buy tickets with Alexa-enabled devices, such as Amazon Echo and Echo Dot using their voice.

To start, fans simply have to say something as simple as, “Alexa, open Ticketmaster” or “Alexa, ask Ticketmaster to find events this weekend.” Fans can then search for an artist or team name, city, and date range such as, “find concerts in Los Angeles” or “find Miami Heat tickets”. From there, fan can simply finalize their order details and purchase tickets by linking their Ticketmaster account to Alexa.

In recent years, Ticketmaster has steadily expanded where tickets can be discovered and purchased in an effort to better serve venue clients, artists and their fans. By integrating with marquee streaming services, e-commerce sites and global social platforms, including Facebook, Spotify, Groupon, BandsinTown, Samsung, and YouTube, Ticketmaster helps fans connect with their favorite artists, teams, and performers.

“Ticketmaster has the largest ticket inventory in the world, and our team is always looking to leverage it along with our open platform to reach new fans,” said Dan Armstrong, SVP

and GM of Distributed Commerce at Ticketmaster. “This new integration with Alexa will offer yet another avenue for fans to access the best live events, allowing them to discover and buy tickets using only their voice. We’re excited to be working with Amazon Alexa and look forward to seeing fans utilizing it to see the artists, teams and events they love the most.”

Discovering and buying tickets with Ticketmaster on Alexa-enabled devices is currently available in the US only and will expand to more countries in the near future.

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