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Ticketmaster Signs Long-term Extension As Official Ticketing Partner of U.S. Soccer



U.S. Soccer Will Utilize Ticketmaster's Next Generation Technology to Enhance the Live Game Experience for More than 250,000 Soccer Fans Per Year

Ticketmaster and the United States Soccer Federation, most commonly referred to as U.S. Soccer, announced today a multiyear partnership to deploy Ticketmaster's state of the art, identity-based ticketing platform, [Presence](#), across the U.S. [Men's](#) and [Women's](#) National Team games. As U.S. Soccer's Official Ticketing Partner, Ticketmaster will combine its industry-leading technology with the teams' fan-first approach to build stronger relationships with fans in order to create the most personalized in-game experience possible.

U.S. Soccer has already begun to leverage Ticketmaster Presence, which follows the chain of custody of a ticket so U.S. Soccer teams have insight not only into who bought the ticket, but who it was transferred to, and what fans actually attended the event. U.S. Soccer can use this information to increase new names to file, deliver unique, individualized in-game information and experiences (e.g., parking, promotional offers), and increase venue security.

In 2018, U.S. Soccer hosted 20 international home Men's and Women's National Team matches, serving more than 250,000 fans.

"U.S. Soccer's mission is to make soccer the preeminent sport in the United States and we believe that Ticketmaster provides our fans with a best-in-class purchasing and venue access experience for our events across the country," said U.S. Soccer Chief Commercial Officer, Jay Berhalter. "The innovative mobile ticketing delivery process used by Ticketmaster is an intuitive solution that provides our fans with the flexibility to access tickets on their smartphone for a simple, smooth and hassle-free experience at our games."

Ticketmaster will also provide fan and live event intelligence through LiveAnalytics to U.S. Soccer sports teams and venues. This tool will further target and broaden the reach of U.S. Soccer's fan marketing efforts by utilizing Ticketmaster's dedicated team of statisticians, modelers and researchers to gain insights into fans' purchasing behaviors and in-game preferences.

“What U.S. Soccer and Ticketmaster both value is forging lifelong relationships with fans by providing the best experiences from the moment they discover tickets are available for purchase to well after the game is over,” said Jared Smith, Ticketmaster President. “Through identity-based ticketing and our suite of analytics tools, U.S. Soccer will be better equipped to reach more fans than ever before in much more targeted and tailored ways. We’re proud to marry our best-in-class technology with U.S. Soccer’s rich history of serving fans.”

To further enhance the fan experience, Ticketmaster will deliver an array of ticketing options including Ticketmaster’s Official Platinum Program, which provides the most passionate fans a premium offering with access to the best seats in the house. All game tickets are now available on [Ticketmaster.com](https://www.ticketmaster.com).

As a growing sport, U.S. Soccer has long been at the forefront of utilizing the most innovative resources to give its athletes, coaches and fans the tools they need to build the best soccer experience in the United States. In addition to partnering with Ticketmaster, U.S. Soccer is working with other leaders in innovation and technology such as StatSports for comprehensive data collection. U.S. Soccer has also partnered with Headspace, one of the world’s leading meditation and mindfulness apps, to strengthen their mindfulness and meditation skills. To support these initiatives, U.S. Soccer created a High Performance Department, hired full-time staff dedicated to the Men’s and Women’s National Teams, and has implemented programs like bio-banding to support long term player development.

About U.S. Soccer

Founded in 1913, the U.S. Soccer Federation has been the official governing body of the sport in the United States for more than 100 years. During that time, and especially over the past 30 years, soccer has grown tremendously at all levels. As U.S. Soccer looks towards the future, its mission is to make soccer the preeminent sport in the United States. With a long-term and strategic approach, U.S. Soccer is working to accomplish its mission by supporting its members to increase participation at the youth and adult levels and assist in developing world class players, coaches and referees while consistently winning at the highest levels on the international stage. In addition, U.S. Soccer is always striving to serve the fans by engaging with them in deeper and more meaningful ways. For more information, visit ussoccer.com.

About Ticketmaster

Ticketmaster is the global market leader in live event ticketing that drives 500 million ticket transactions per year. Through exclusive partnerships with thousands of venues, artists, sports leagues, and arts and theater tours, Ticketmaster delivers unparalleled access to the most iconic live events to millions of fans worldwide.