

# Global Live Event Ticketing Market: Size, Trends & Forecasts (2018-2022)

<https://marketpublishers.com/r/GEF1A05F223EN.html>

Date: October 2018

Pages: 61

Price: US\$ 800.00 (Single User License)

ID: GEF1A05F223EN

## Abstracts

### Scope of the Report

The report titled “Global Live Event Ticketing Market: Size, Trends & Forecasts (2018-2022)” provides analysis of the global live event ticketing market, with detailed analysis of live event ticketing market in terms of its value and its subsequent segments.

The report also includes a brief analysis of the US live event ticketing market. Under competitive landscape, financial comparison of major players in the Global Live Event Ticketing market on the basis of revenue and market capitalization.

Moreover, the report assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall live event ticket market has also been forecasted for the years 2018-2022, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Live Nation Entertainment Inc. eBay Inc (StubHub), Eventbrite and TickPick LLC are some of the key players operating in the Global Live Event Ticketing market whose company profiling is done in the report. In this segment of the report, business overview, financial overview and the business strategies of the companies are provided.

### Company Coverage

Live Nation Entertainment Inc.

EBay Inc. (StubHub)

Eventbrite

TickPick LLC

Regional Coverage

The US

Executive Summary

Events can be defined as a performance for the audience. Two types of events exist which are recorded and live events. Live events hold a deeper connection between the audience and the performers because the audience is seeing the performance happening right in front of them. In comparison, the recorded events are limited to a two dimensional screen and has more distraction from the actual characters through things like different camera angles, special effects, etc. Different types of live events exist such as concert and music, sports, theaters, cultural, bar, auto show and fund raiser events.

Live event ticket market can be segmented on the basis of event type, channel and source. On the basis of event type, the market can be split into music, sports, theaters and other events such as fund raisers, cultural events, auto shows etc.

The Global Live Event Ticketing Market is forecasted to grow at a healthy rate during the forecast period (2018-2022). Factors supporting the market growth include rising internet penetration, growing disposable income and increasing use of smartphones and tablets for live event ticket booking. The challenges confronted by the market are extreme dependence of event ticket vendors to secure popular artist in order to attract a large audience and vulnerability of the business to data breaches are some of the challenges faced by the market.

Increase in the number of sport events globally, analysis of consumer behavior using mobile apps, scope of blockchain technology in the live event ticket market, use of augmented reality to enhance consumer experience during live events and potentially a large number of companies taking services of live event service providers in the years to come are some of the latest trends existing in the market.

## Contents

### 1. EXECUTIVE SUMMARY

### 2. INTRODUCTION

#### 2.1 Events: An Overview

##### 2.1.1 Types of Events

##### 2.1.2 Difference Between Live Events and Recorded Events

#### 2.2 Live Events: An Overview

##### 2.2.1 Types of Live Events

##### 2.2.2 Pros and Cons of Live Events

#### 2.3 Live Event Ticket Market Segments: An Overview

##### 2.3.1 On the Basis of Channel

##### 2.3.2 On the Basis of Source

### 3. GLOBAL MARKET ANALYSIS

#### 3.1 Global Live Event Ticketing Market: An Analysis

##### 3.1.1 Global Live Event Ticketing Market by Value

##### 3.1.2 Global Live Event Ticketing Market by Region

##### 3.1.3 Global Live Event Ticketing Market by Event Type (Live Sports, Live Music and Live Theaters)

#### 3.2 Global Live Event Ticketing Market: Event Type Analysis

##### 3.2.1 Global Live Sport Event Ticketing Market by Value

##### 3.2.2 Global Live Music Event Ticketing Market by Value

##### 3.2.3 Global Live Theater Event Ticketing Market by Value

### 4. THE US MARKET ANALYSIS

#### 4.1 The US Live Event Ticketing Market: An Analysis

##### 4.1.1 The US Live Event Ticketing Market by Value

##### 4.1.2 The US Live Event Ticketing Market by Channel (Online and Offline)

#### 4.2 The US Online Live Event Ticket Market: An Analysis

##### 4.2.1 The US Online Live Event Ticketing Market by Value

##### 4.2.2 The US Online Live Event Ticketing Market by Event Type

##### 4.2.3 The US Online Live Music Event Ticketing Market by Value

### 5. MARKET DYNAMICS

## 5.1 Growth Drivers

- 5.1.1 Hike in Number of Internet Users
- 5.1.2 Increasing Number of Smartphone Users
- 5.1.3 Growing Disposable Income

## 5.2 Challenges

- 5.2.1 Dependent on Ability to Secure Popular Artist
- 5.2.2 Business Vulnerable to Data Breaches

## 5.3 Market Trends

- 5.3.1 Scope of Block Chain Technology in Live Event Ticket Market
- 5.3.2 Potential of Augmented Reality in Enhancing Live Event Experience
- 5.3.3 Live Events gaining prominence among Marketers
- 5.3.4 Increasing Number of Live Sport Events Globally
- 5.3.5 Analysing Consumer Behavior via Mobile Ticketing Apps

## 6. COMPETITIVE LANDSCAPE

### 6.1 Global Live Event Ticketing Market: Players Comparison

## 7. COMPANY PROFILES

### 7.1 Live Nation Entertainment Inc.

- 7.1.1 Business Overview
- 7.1.2 Financial Overview
- 7.1.3 Business Strategy

### 7.2 eBay Inc. (StubHub)

- 7.2.1 Business Overview
- 7.2.2 Financial Overview
- 7.2.3 Business Strategy

### 7.3 EventBrite

- 7.3.1 Business Overview
- 7.3.2 Financial Overview
- 7.3.3 Business Strategy

### 7.4 TickPick LLC

- 7.4.1 Business Overview
- 7.4.2 Business Strategy

## List Of Figures

### LIST OF FIGURES

Figure 1: Types of Events

Figure 2: Types of Live Events

Figure 3: Live Event Market Segments

Figure 4: Global Live Event Ticketing Market by Value; 2014-2017 (US\$ Billion)

Figure 5: Global Live Event Ticketing Market by Value; 2018-2022 (US\$ Billion)

Figure 6: Global Live Event Ticketing Market by Region; 2017 (Percentage,%)

Figure 7: Global Live Event Ticketing Market by Event Type; 2017 (Percentage,%)

Figure 8: Global Live Sport Event Ticketing Market; 2014-2017 (US\$ Billion)

Figure 9: Global Live Sport Event Ticketing Market; 2018-2022 (US\$ Billion)

Figure 10: Global Live Music Event Ticketing Market; 2014-2017 (US\$ Billion)

Figure 11: Global Live Music Event Ticketing Market; 2018-2022 (US\$ Billion)

Figure 12: Global Live Theater Event Ticketing Market; 2014-2017 (US\$ Billion)

Figure 13: The US Live Event Ticketing Market; 2014-2017 (US\$ Billion)

Figure 14: The US Live Event Ticketing Market; 2018-2022 (US\$ Billion)

Figure 15: The US Live Event Ticketing Market by Channel; 2017 (Percentage, %)

Figure 16: The US Online Live Event Ticketing Market; 2014-2017 (US\$ Billion)

Figure 17: The US Online Live Event Ticketing Market; 2018-2022 (US\$ Billion)

Figure 18: The US Online Live Event Ticketing Market by Event Type;2017  
(Percentage, %)

Figure 19: The US Online Live Music Event Ticketing Market; 2014-2017 (US\$ Billion)

Figure 20: The US Online Live Music Event Ticketing Market; 2018-2022 (US\$ Billion)

Figure 21: Internet Users in the US; 2013-2016 (Million)

Figure 22: Global Smartphone Users; 2014-2020 (Billion)

Figure 23: The US GNI Per Capita; 2012-2017 (US\$)

Figure 24: Live Nation Entertainment Revenues; 2013-2017 (US\$ Billion)

Figure 25: Live Nation Entertainment Revenue by Segments; 2017 (Percentage,%)

Figure 26: Live Nation Entertainment Revenue by Region; 2017 (Percentage,%)

Figure 27: StubHub Net Transaction Revenues; 2013-2017 (US\$ Million)

Figure 28: EventBrite Revenues; 2016 and 2017 (US\$ Million)

Figure 29: EventBrite Revenue by Region; 2017 (Percentage,%)

## List Of Tables

### LIST OF TABLES

Table 1: Global Live Event Ticketing Market Financial Comparison; 2017

## I would like to order

Product name: Global Live Event Ticketing Market: Size, Trends & Forecasts (2018-2022)

Product link: <https://marketpublishers.com/r/GEF1A05F223EN.html>

Price: US\$ 800.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GEF1A05F223EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970