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

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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 Ticketinging 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.

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