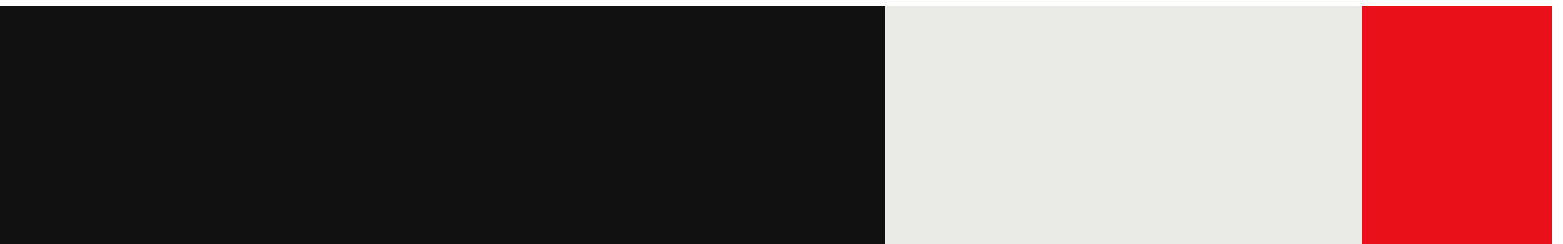


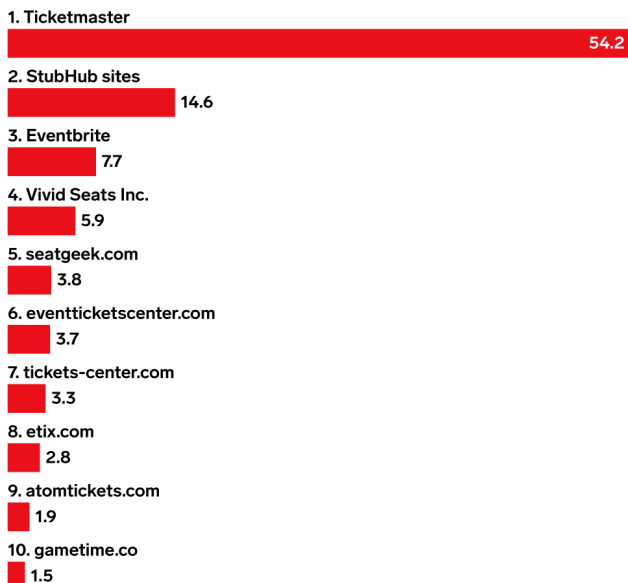
Ticketmaster dominates US ticket sales

Article



Top 10 US Ticket Sites/Apps, Ranked by Unique Visitors, Dec 2024

millions



Note: desktop 2+ and total mobile 18+
Source: Comscore Media Metrix Multi-Platform, "Retail - Tickets, Total Digital Population, Dec 2024, U.S.," Jan 22, 2025

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Key stat: US ticketing service Ticketmaster had more unique visitors in December 2024 than the next nine [sites/apps](#) combined, according Comscore data.

Beyond the chart:

- 28% of US adults are willing to pay an additional fee for better seats at a concert or sporting event, according to September 2024 data from Ipsos.
- Almost half (49.4%) of [Gen Zers](#) skip events because of high ticket prices, per July 2024 Merge data.

Use this chart: [Marketers](#) and [retailers](#) can take note of Ticketmaster's dominant position in the marketplace as a signal for prime advertiser audiences, providing reach for sports brands, event sponsors, and businesses of all sizes. Additionally, marketers can strategically offer targeted discounts for live events to address the price sensitivity felt by Gen Z.

Related EMARKETER reports:

- [Gen Z Technology and Media Preferences](#) (EMARKETER subscription required)
- [The Travel Media Network Explainer 2024](#) (EMARKETER subscription required)

Note: Data was provided to EMARKETER by Comscore.