GOODSEATS

WHO REALLY SELLS YOUR TICKET?

The 2026 map of American ticketing: who owns each brand, who holds each league's official deal, and where the court cases stand.

DOCUMENTED RELATIONSHIPS ONLY
AS OF NOV. 25, 2026
GOODSEATS.COM RESEARCH

1 WHO OWNS THE BRAND BEHIND THE BUTTON

Owner → ticketing brand

PRIMARY first sale, from the team, venue or promoter · RESALE a ticket already bought, sold again · OPEN DISTRIBUTION one verified ticket shown on several marketplaces

LIVE NATION ENTERTAINMENT · NYSE: LYV
owns ↓
Ticketmaster
Also the largest concert promoter and a venue operator. 98 million fee-bearing tickets in Q3 2026 alone.
PRIMARY RESALE

AEG
owns ↓
AXS
Ticketing arm of the second-largest promoter and venue operator.
PRIMARY RESALE

MAJOR LEAGUE BASEBALL
owns ↓
Tickets.com
The league's own box-office system, used by many of its clubs.
PRIMARY

PRIVATELY HELD
operates ↓
SeatGeek
MLB's Official Ticket Marketplace, plus box-office deals with NFL, NBA, NHL and MLS clubs.
PRIMARY RESALE

STUBHUB HOLDINGS · NYSE: STUB
owns ↓
StubHub, viagogo
Public since September 2025. MLB's official direct issuance partner.
RESALE OPEN DISTRIBUTION

VIVID SEATS · NASDAQ: SEAT
operates ↓
Vivid Seats
Nov. 19 agreement hands lenders about 80% of the stock. Not yet closed.
RESALE OWNERSHIP CHANGING

PRIVATELY HELD · SOUTH WINDSOR, CONN.
operates ↓
TicketNetwork
Resale exchange that also supplies listings to independent ticket sites, including GoodSeats.com.
RESALE

CTS EVENTIM (GERMANY)
owns ↓
See Tickets
Bought from Vivendi in 2024.
PRIMARY

FEVER
owns ↓
DICE
Acquired in 2025. Club and independent-venue shows.
PRIMARY

BENDING SPOONS (ITALY)
owns ↓
Eventbrite
Roughly $500 million buyout announced Dec. 2025. Buyer has said it plans a resale marketplace.
PRIMARY

LICENSED NFL CHANNELS
operate ↓
SI Tickets, Tixr
Sports Illustrated Tickets joined in 2024, Tixr in May 2026.
PRIMARY RESALE

INDEPENDENT MARKETPLACES
operate ↓
TickPick, Gametime, TFL
Each is an MLB Authorized Ticket Marketplace.
RESALE

2 WHO HOLDS EACH LEAGUE'S OFFICIAL DEAL

"Official" no longer means "only"

	LEAGUE-LEVEL PARTNER	OTHERS WITH OFFICIAL ACCESS	OPEN DISTRIBUTION STATUS
NFL	**Ticketmaster.** Official ticketing partner, exclusive "platinum" resale partner, runs NFL Ticket Exchange.	Licensed channels: **SeatGeek, SI Tickets, Tixr.** SeatGeek runs the box office for six clubs, including the Cowboys, Saints and Ravens.	ANNOUNCED OCT. 21, 2026 Season-ticket resale from all 32 clubs opens to other authorized marketplaces. Due before the 2027 season.
MLB	**SeatGeek.** Official Ticket Marketplace since 2023.	**StubHub** (official direct issuance partner). Authorized Ticket Marketplaces: **StubHub, Ticketmaster, TickPick, Gametime, TFL, TicketNetwork.**	LIVE SINCE THE 2026 SEASON Validated tickets delivered through the MLB Ballpark app.
NBA	**Ticketmaster.** Official ticketing partner; powers NBATickets.com.	Club deals vary. **SeatGeek** runs the box office for the Cavaliers, Pelicans and Jazz.	NO LEAGUE PROGRAM No league-wide open distribution announced.
NHL	**Ticketmaster.** Official marketplace under a 10-year extension signed in 2019.	**SeatGeek** runs the box office for the Panthers, Utah and, since July 1, 2026, the Wild.	NO LEAGUE PROGRAM No league-wide open distribution announced.
MLS	**Ticketmaster.** League ticketing partner and the most club deals.	**SeatGeek:** nine clubs, adding the Philadelphia Union for 2026. **Tixr:** Houston Dynamo, San Jose Earthquakes.	CLUB BY CLUB Elsewhere, StubHub signed team-level open distribution deals with the WNBA's Chicago Sky and the NWSL's Chicago Stars in 2026.

3 BROADWAY: THE LANDLORD PICKS THE TICKET SELLER

33 of Broadway's 41 theaters belong to three owners

THE SHUBERT ORGANIZATION · 17 THEATERS
sells through ↓
Telecharge
Shubert's own ticketing division.

THE NEDERLANDER ORGANIZATION · 9 THEATERS
sells through ↓
Broadway Direct
Nederlander's own site, launched in 2011.

MARI (ARI EMANUEL)
owns TodayTix · agreed to buy ATG, Aug. 2026 ↓
ATG Tickets + TodayTix
ATG's seven Broadway theaters sell through ATG Tickets. One owner would hold the landlord, its ticket site and a leading Broadway sales app.

4 THE LEGAL FIGHT: FOUR CASES, NONE FINISHED

Live Nation and Ticketmaster deny wrongdoing in each

U.S. JUSTICE DEPARTMENT · S.D.N.Y.
Federal antitrust settlement
Settled mid-trial, March 2026. $280 million fund, 15% fee cap at Live Nation amphitheaters, no Ticketmaster sale.
JUDGE HAS NOT APPROVED IT

MORE THAN 30 STATES + D.C. · S.D.N.Y.
States' antitrust verdict
Jury found illegal monopolization on April 15, 2026, with a $1.72 per-ticket overcharge.
REMEDIES UNDECIDED

FTC + STATES · C.D. CAL.
BOTS Act and pricing case
Motion to dismiss denied in late September 2026. Both sides propose a 2028 trial.
IN DISCOVERY · ALLEGATIONS ONLY

TICKET BUYERS · C.D. CAL.
Consumer class action
Nationwide class certified in December 2025 over primary ticketing fees since 2010.
NO TRIAL DATE

Method. Public information only: league and company announcements, SEC filings, court records and trade press. A relationship appears only where a company, league or court has stated it; pending deals are labeled. **Disclosure.** GoodSeats.com is a resale marketplace whose listings are supplied through TicketNetwork. It is not an official partner of any league, team or theater named here. Free to share with credit and a link.

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