ToolGPA

NOVEMBER 2026

Ticketmaster

The Insider’s Guide

Ticket marketplace and ticketing system for venues and leagues



Every plan, grade, refund rule and rival among event ticketing platforms, read from Ticketmaster’s own pages.

Made by Ticketmaster · checked Nov 12, 2026 · toolgpa.com

2.0
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Ticketmaster's own pages, its app-store listings and our grades. Every fact in it is on Ticketmaster's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

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GPA, above 12 of the 45 other event ticketing platforms we grade

Ticketmaster is a ticket marketplace for concerts, sports and theater, and the company also sells ticketing technology to venues, promoters and sports leagues. Clients use its TM1 tools to create events, manage sales and marketing, and use SafeTix digital tickets for entry. Client pricing is arranged through sales.

To get you started, here are **7 things to know about Ticketmaster**, taken from its own pages and our grades.

> **No client pricing is published, and the business site is written for big organizations, not small events.**
>
> From our report card of Ticketmaster

1 **Best for ticketing for large venues and leagues**

Ticketmaster sells ticketing systems to large venues, teams and promoters, with SafeTix digital entry, marketing tools and branded apps.

2 **It runs on 3 platforms**

Web, iOS and Android.

3 TM1 event creation

Clients create and launch events in TM1 Events; the vendor says this can take under 8 minutes and can involve other stakeholders.

4 SafeTix digital entry

SafeTix digital tickets are used for entry; the vendor says 99.8% of fans at the US Open used them.

5 Marketing tools

Clients can place tracking pixels, find audiences in their database and run campaigns across Ticketmaster's on-platform ad network.

6 A 2.0 GPA, above 12 of 45

That is against the other event ticketing platforms we grade, on value, the free plan, features, ease of use and platforms.

7 Keep it

To replace Ticketmaster you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

Ticketmaster at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web, iOS, Android
MADE BY Ticketmaster	CATEGORY Event Ticketing
OUR GRADE 2.0 GPA, fair	

The report card

Best for ticketing for large venues and leagues

Ticketmaster sells ticketing systems to large venues, teams and promoters, with SafeTix digital entry, marketing tools and branded apps. No client pricing is published, and the business site is written for big organizations, not small events.

TOOLGPA REPORT CARD

Ticketmaster

Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No client pricing is published, so it sits in the middle by default. Consumer fees are added on top of ticket prices.
Free plan and trial	F	No free plan or trial on record; it is arranged through a sales conversation.
Features	B	TM1 event creation, SafeTix digital entry, marketing tools, Ignite branded apps and a partner network.
Ease of use	C	No store rating on record. A venue-wide system is set up with the vendor.
Platforms and integrations	B	Web, iPhone and Android on the listing, with no integrations named.

Grade point average — Fair, out of 4.0 **2.0**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Ticketmaster is for

- ✓ Fits if you run a large venue, team or tour
- ✓ Works for clients who want branded apps and digital entry

Who it is not for

- ✕ Skip it if you run a small one-off event, as the business site is written for large venues
- ✕ Watch out: no client pricing is published
- ✕ Pricey if you are the buyer: consumer fees are added to ticket prices
- ✕ Not for you if you want a free plan or a trial, as neither is listed

Good to know

Good for

- ✓ Arenas, stadiums and sports leagues selling to large audiences
- ✓ Venues that want ticketing, marketing and app tools from one vendor
- ✓ Theaters with season-ticket and seat-selection needs

Worth knowing

- ⓘ No client pricing is published; it is arranged through a sales conversation.
- ⓘ Consumer fees are added on top of ticket prices, and the vendor has a page explaining its All In Prices.
- ⓘ The business site is written for large venues, teams and promoters, so small one-off events are less clearly served.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

Ticketmaster's current pricing could not be confirmed from its own site.

> **No client pricing is published, so it sits in the middle by default.**
>
> From our grade for value for money

We could not confirm Ticketmaster's current prices from its own site, so this guide lists no plans. ticketmaster.com has them.

What it does

Its main features, where it runs, what it works with and who makes it

3

Places it runs: Web, iOS and Android

Ticket marketplace and ticketing system for venues and leagues. Here is what it does, as its own site describes it, and what it covers: marketing automation, reports, ticketing.

> **Web, iPhone and Android on the listing, with no integrations named.**
>
> From our grade for platforms and integrations

TM1 event creation

Clients create and launch events in TM1 Events; the vendor says this can take under 8 minutes and can involve other stakeholders.

SafeTix digital entry

SafeTix digital tickets are used for entry; the vendor says 99.8% of fans at the US Open used them.

Marketing tools

Clients can place tracking pixels, find audiences in their database and run campaigns across Ticketmaster's on-platform ad network.

Ignite branded apps

Ignite adds ticket discovery, checkout, SafeTix entry and merchandise ordering to an organization's own mobile app.

Affiliate and partner network

Events can be placed in partner apps and e-commerce platforms; the vendor cites 330M fan visits across its network.

Client support

Each client has a dedicated support specialist and a support community with an AI chat bot, according to the vendor.

Where it runs

Web iOS Android

What it works with

Its own pages name no integrations.

Ticketmaster is made by Ticketmaster.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

12/45

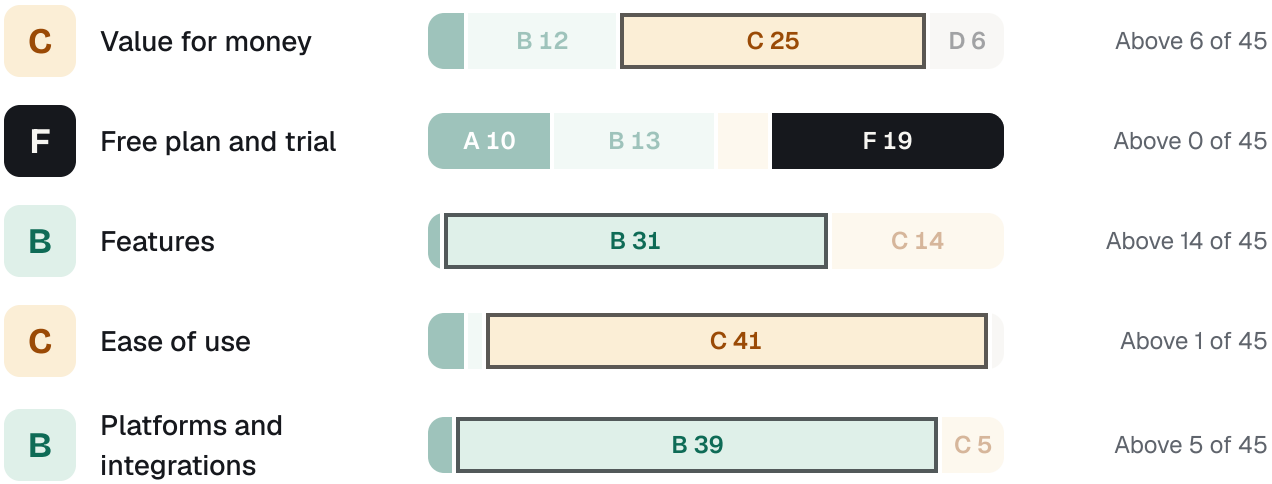
Other event ticketing platforms it is graded above

Ticketmaster's GPA of 2.0 is higher than 12 of the 45 other event ticketing platforms we grade, and level with 6.

It stands best on features (B, above 14 of 45) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 46 event ticketing platforms we grade, cut by the letter each got. Ticketmaster's own letter is outlined.



Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Ticketmaster you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 27 of the 45 other event ticketing platforms grade higher.

What you could make

- Reports: an app builder makes this well.

What you could not

- Email sent in volume that still reaches the inbox.
- Selling tickets and checking them at the door.
- A real app for iOS and Android. Something home-made would be a web page.
- People on the other end: a community of other users. No app builder makes those.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Ticketmaster's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Eventbrite

The tool Ticketmaster is most often weighed against, with where each one differs from it.



3.0
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Eventbrite

Free plan · from $15/mo

Ticketing and event marketplace, with fees usually paid by buyers.

- Eventbrite has a free plan. Ticketmaster does not.
- Ticketmaster also covers marketing automation.
- Eventbrite also covers email campaigns.

Ticketmaster and Eventbrite compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

9

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Ticketmaster free?

No. Ticketmaster is a paid product.

What platforms does Ticketmaster work on?

Ticketmaster is available on Web, iOS and Android.

Does Ticketmaster have a Windows app?

No Windows app was listed when its pages were read on Nov 12, 2026. Ticketmaster is listed for Web, iOS and Android.

Does Ticketmaster have a macOS app?

No macOS app was listed when its pages were read on Nov 12, 2026. Ticketmaster is listed for Web, iOS and Android.

Is Ticketmaster open source?

Ticketmaster is not described as open source on its own site, as read on Nov 12, 2026.

Who makes Ticketmaster?

Ticketmaster is made by a company of the same name.

What are the alternatives to Ticketmaster?

The closest alternatives to Ticketmaster in our directory are Eventbrite.

How does Ticketmaster compare with other event ticketing platforms?

Ticketmaster's GPA of 2.0 is higher than 12 of the 45 other event ticketing platforms we grade, and level with 6.

Could I make my own version of Ticketmaster?

To replace Ticketmaster you would be making email sent in volume that still reaches the inbox.

Where this guide comes from

The prices, plans, platforms and features were read from Ticketmaster's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Ticketmaster's own pages on 12 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Ticketmaster. Prices change, so check ticketmaster.com before you buy.

business.ticketmaster.com/

ticketmaster.com/

business.ticketmaster.com/ignite-solution/

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

5,038

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

5,038	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Ticketmaster, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/ticketmaster

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Ticketmaster: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/ticketmaster
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Know someone choosing between event ticketing platforms?

Send them this guide:
toolgpa.com/tools/ticketmaster/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded event ticketing platforms after Ticketmaster, each with an Insider's Guide of its own.

Event Ticketing Insider's Guide

Every one of the 47 event ticketing platforms we grade, compared

Luma Insider's Guide

Event pages and calendars for community events, free or paid

3.2 GPA

Zeffy Insider's Guide

Free event ticketing and fundraising for nonprofits

3.2 GPA

Billetto Insider's Guide

European ticketing marketplace with ads you pay for per sale

3.0 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Ticketmaster's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Ticketmaster is a trademark of its owner, and this guide is not made, paid for or approved by Ticketmaster. Prices and plans change: check ticketmaster.com before you buy.