



NEWS RELEASE

StubHub Brings Live Event Discovery to Anthropic's Claude

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StubHub brings ticketing platform to Claude, changing discoverability and searchability of live events

NEW YORK--(BUSINESS WIRE)-- StubHub (NYSE: STUB), the world's leading live event marketplace today announced an integration that lets fans discover and browse live events inside Claude, Anthropic's AI assistant. The integration connects Claude users to StubHub's global catalog of live events with up-to-the-minute pricing and seat-level availability.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20260423256386/en/>

StubHub Launches on Claude

The launch builds on StubHub's **ChatGPT integration** and makes

StubHub the only major ticketing platform fans can access across multiple leading AI assistants. StubHub is building a distribution strategy designed to put live events within reach of any AI-powered conversation.

"We built StubHub to be where fans discover live events, and these integrations ensure our marketplace reaches fans wherever they are," said Nayaab Islam, President & Chief Product Officer at StubHub. "Consumer behavior is driving a new era in ticket discovery, with fans increasingly turning to conversation, not just menus and filters, to find live events. With our breadth of catalog and global reach, we're uniquely positioned to be the default destination for live events, wherever fans choose to start their search."



How It Works

The integration is available through Claude's connectors. When a user mentions StubHub, Claude will pull up the StubHub marketplace. Ask Claude something like "Look on StubHub. What concerts are happening in New York this Friday?" The integration returns current inventory with actual pricing, not a list of links to sort through on your own.

The conversation builds on itself. A fan might start broad, then get specific:

- "Narrow it down to hip-hop shows"
- "I want two tickets, preferably under \$150"
- "Actually, what about Saturday instead?"

Each follow-up refines the results without starting over. When the right tickets surface, Claude sends the fan directly to StubHub to complete the purchase.

What Fans Get

The integration goes beyond what a web search can do. Fans interact with StubHub's live marketplace data, including current seat maps, pricing trends, and section-level recommendations. Every purchase is backed by StubHub's FanProtect Guarantee.

A Multi-Platform AI Strategy

StubHub's approach is different from a typical brand integration as it embeds its marketplace directly into conversational platforms. The Claude launch is the second step in a broader roadway towards being the default platform to discover live events.

About StubHub

StubHub is a leading global ticketing marketplace for live events. Through StubHub in North America and viagogo internationally, StubHub services customers in over 200 countries and territories, supporting over 30 languages and accepting payments in over 45 currencies – from sports to music, comedy to dance, festivals to theater. StubHub offers a safe and convenient way to buy or sell tickets to live events across the world for memorable live experiences.

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