



NEWS RELEASE

StubHub Launches AI-Powered Tool for Artists, Teams, Venues

2026-03-18

“StubHub Distribution Manager” is self-serve tool that gives rights holders a direct line to over 125 million fans

NEW YORK--(BUSINESS WIRE)-- Today, StubHub announced the launch of StubHub Distribution Manager, an AI-powered self-serve tool that lets artists, teams, and venues list and manage official tickets directly on its global marketplace. Distribution Manager is the first product built on top of **StubHub's Open Distribution** model, which the company has been scaling over the past 18 months.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20260318205651/en/>

“StubHub Distribution Manager” is self-serve tool that gives rights holders a direct line to over 125 million fans

“Artists, teams, and venues want to distribute on their own terms. Distribution Manager gives them a simple way to do that,” said Shaun Stewart, VP of Open Distribution at StubHub. “More than 35 partners are already seeing the benefits of StubHub Open Distribution, and directly integrated sales are up 84% year-over-year. One MLB team alone has sold over \$40 million in tickets through the platform.”

Distribution Manager puts value back into the hands of those creating the events, cutting out the middleman. Whether it's a global sports franchise or a small grassroots venue, any “rights holder” can now reach more fans and keep a greater share of the revenue. There are no exclusive contracts, no seller-side fees, and full control stays with



the partner.

Through StubHub's marketplace, partners reach over 125 million registered users across more than 200 countries and territories and 33 languages.

StubHub Distribution Manager arrives as the market shifts toward open, non-exclusive distribution. The tool empowers rights holders to act on that shift today.

How Distribution Manager Works

Distribution Manager doesn't require a technical team or a complex integration. A festival manager, sports team or promoter can type something as simple as "Help me sell tickets," and the tool pulls up the event, identifies the ticket type, helps set a sales goal, and automatically lists the inventory on StubHub. There is no API integration required.

Because the tool sits on top of more than 25 years of StubHub marketplace data, it can surface real-time pricing and demand signals. Partners see what similar events are selling for and where demand is building before a single ticket goes live.

StubHub handles payments, fraud protection, and customer support. Every ticket sold through Distribution Manager comes directly from the artist, team, or venue, and is backed by StubHub's FanProtect Guarantee.

Early partners are already pointing to the wider value of Distribution Manager and, more broadly, StubHub Open Distribution:

Lenore Evans, Country Thunder Music Festivals

"Country Thunder Music Festivals has always been about bringing fans together around the music they love, and this partnership has opened up a whole new channel to reach music fans across the globe who we may never have connected with otherwise. The ability to tap into StubHub's marketplace while keeping full control of our inventory and pricing is exactly the kind of tool we've been looking for."

Dana L. Greer, Chief Brand & Operations Officer at GoodVibezPresents

"Onboarding to StubHub Distribution Manager took almost no time at all. It's exactly the kind of straightforward tool we've needed to reach more fans without adding extra complexity on our end."

Alex Bailey, Head of Ticketing and Event Sales, BWT Alpine Formula One Team

"Our fans follow BWT Alpine across continents and time zones. The partnership with viagogo puts race day tickets in front of those fans wherever they are, through a platform they can trust. For us, open distribution isn't just a sales channel. It's how we make sure the people who care most about this team can actually be there."

Eric Tobias, Co-Founder & CEO, Opendate

"At Opendate, we believe venues deserve more control. Our direct integration with StubHub Open Distribution gives clients seamless access to one of the world's largest ticket marketplaces—an early milestone that signals where the industry is headed."

Artists, teams, venues, and other rights holders interested in listing on StubHub can learn more at **www.stubhub.com/opendistribution**.

About StubHub

StubHub (NYSE: STUB) 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.

View source version on **businesswire.com**: <https://www.businesswire.com/news/home/20260318205651/en/>

Media Contact:

pr@stubhub.com

Source: StubHub