ReservedSeat.com

WHO IS THE OFFICIAL SELLER?

The 2026 ticket seller map: the company behind each ticketing brand, the official seller for each league and Broadway landlord, and the cases still in court.

DOCUMENTED RELATIONSHIPS ONLY
AS OF NOV. 25, 2026
RESERVEDSEAT.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 this site's sponsor.
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.** ReservedSeat.com does not sell tickets. It is sponsored by GoodSeats.com, a resale marketplace under common ownership whose listings are supplied through TicketNetwork. Neither site is an official partner of any league, team or theater named here. Free to share with credit and a link.

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