



# News Release

## FOR IMMEDIATE RELEASE

### **Live Nation Entertainment Outsources its Tech Facilities to Google LLC**

**BEVERLY HILLS, Calif., April 15, 2022-** Live Nation Entertainment, Inc. announces that the company's technical services are now going to be handled by Google LLC, Inc. to create a stronger network.

“Live Nation seeks to maximize the concert experience for fans; we know how difficult it can be to get tickets during online sales. This was due to our network being unable to support thousands of users, as seen in the past. Now, with the help of Google LLC, a new network is in the works that will facilitate the online-ticket buying experience for our users,” said President Mark Yovich. “A stronger network will not only help us have all of Taylor Swift fans on the queue but to locate bots placed by ticket resalers, giving fans a higher opportunity to see their favorite artist.”

While Live Nation outsources its tech facilities to Google LLC, the Live Nation and Ticketmaster websites will still be accessible from different web browsers, not exclusive to Google Chrome.

### **About Live Nation**

As the world’s leading live entertainment company, we are privileged to work with artists to bring their creativity to life on stages across the globe. Whether it’s two hours at a packed club, or an entire weekend of sets at a festival, a live show does more than entertain, it can uplift, inspire and create a memory that lasts a lifetime.

Bringing 40,000 shows and 100+ festivals to life and selling 500 million tickets per year is a massive undertaking made possible by our 44,000 employees worldwide. But just because we are big doesn't mean we do things the same way as other companies of our size.

# #

Contact: Mariana Castro

Edelman

(312) 708 3709

[lcastr18@deapul.edu](mailto:lcastr18@deapul.edu)

<https://www.edelman.com/>

