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## Event Genius live-streaming service, Festicket Live partners with Clubbing TV



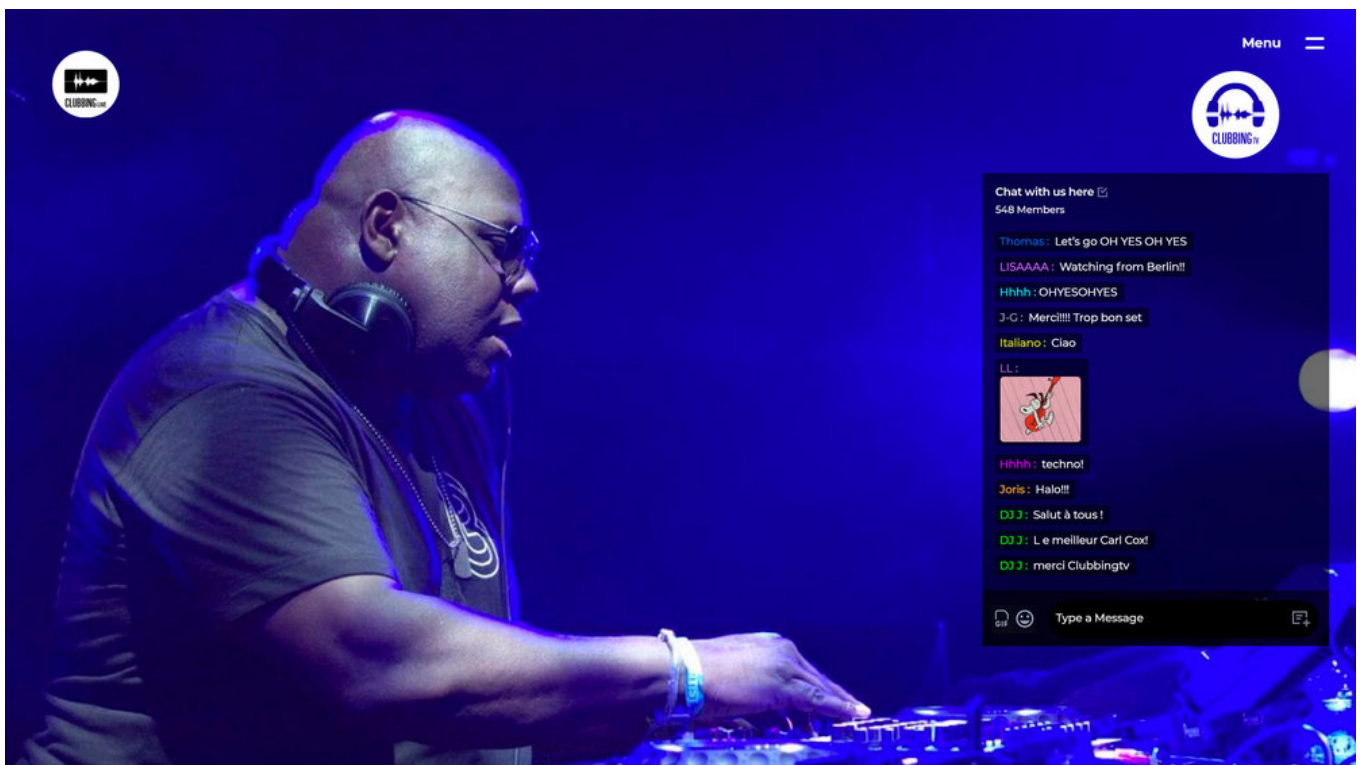
***The partnership will bring together Clubbing TV's extensive onsite production experience with Event Genius' ticketing platform and marketing reach, turning the Festicket Live product into a truly end-to-end service.***

**Event Genius** have partnered with the music and lifestyle TV channel **Clubbing TV** to further develop their online streaming platform Festicket Live.

The new partnership will bring together Clubbing TV's extensive production and live streaming experience through their clubbing.live product with Event Genius' ticketing platform and marketing reach.

The past year has seen a remarkable rise in live streaming due to national lockdowns and the absence of live events. And given the possibility that future events will have to operate at reduced capacities – at least in the short term – Event Genius expects events will continue to use live streaming as a way to engage with their fans whilst generating additional revenue.

For the past ten years Clubbing TV have been at the forefront of live streaming, having worked with events such as Tomorrowland, Kappa FuturFestival, Winter Music Conference Miami, Amsterdam Dance Event, Rampage, We are FSTVL, Amnesia Ibiza, and other ibiza superclubs to broadcast high quality live streams to millions of people worldwide.



Their impressive growth now means that Clubbing TV is broadcast on traditional TV (cable, satellite, DTT, IPTV) in 50 countries around the world and into 100 million households, and any stream on their clubbing.live platform has the potential to feature on their main TV channel.

By partnering with Clubbing TV, Event Genius will be able to offer promoters and artists world-class production for their live stream – be it a digital panel, workshop, DJ set or festival-style production – as well as global marketing reach and ticketing functionality. Promoters and artists will have the option to put their streams behind a ticketed paywall, which will be password protected and linked to a customer's IP address to avoid sharing.

“We’re delighted to start this new collaboration with Event Genius & Festicket for ticketed live streams.” Commented **Stephane Schweitzer, CEO & Founder of Clubbing TV**. “It is a logical evolution for Clubbing TV and for our live streaming platform, [www.clubbing.live](http://www.clubbing.live), to be able to offer to festivals, clubs & promoters a turnkey solution to reach their fans and provide entertainment anywhere in the world, especially during the pandemic while travel conditions and capacities of events are reduced. With Event Genius, Festicket, Clubbing TV & clubbing.live together, event organisers can fully focus on their artistic work and marketing campaigns knowing that they will be fully covered by professionals from the ticketing, TV broadcasting & live streaming industries”.

Announcing the partnership, **Festicket and Event Genius Marketing Director Luis Sousa** said: “After initial success with the Festicket Live product, it felt like a natural move to partner with one of live streaming’s major players in Clubbing TV to offer onsite live stream production and delivery. Their vast experience in putting on world-class live streams for some of music’s biggest brands is clear, and we believe that by combining that with our global marketing reach and ticketing functionality we have a great product to offer the industry.”

## **ABOUT CLUBBING TV**

Clubbing TV is the World’s first lifestyle TV channel dedicated to clubbing, DJs and Electronic music culture. We offer the best live events, DJ sets, lifestyle programs, music videos, party reports from the hottest dance floors, interviews with the most famous DJ & producers plus exclusive shows, festivals and concerts gravitating all over the international dance music scene. From Ibiza to Amsterdam, Miami to Mumbai through Paris, from the smallest underground clubs in London or Tokyo to the massive mainstream festivals like Tomorrowland or the Ultra Music Festival, Clubbing TV represents all the electronic music styles and flavors. We bring the party to you!

Being the official media partner of some of the world’s biggest electro festivals, Clubbing TV is able to bring you in the heart of massive events such as the worldwide famous Amsterdam Dance Event, the Miami Winter Music Conference, the International Music Summit in Ibiza, Time Warp, Tomorrowland, Exit Festival, the best Ibiza superclubs and many more insane parties and events.

Clubbing.live is a live-streaming platform conceived by the team at Clubbing TV for both music lovers and live streamers. Free, easy to use and interactive, Clubbing.live lets dance music fans watch various DJ sets, live performances, talk-shows and 3D virtual experiences every day. The Clubbing.live interactive chat allows users from all over the globe to talk to each other's during all the live shows or even send audios and animated gifs, re-creating a real participative experience.

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#### ABOUT FESTICKET

#### **ABOUT EVENT GENIUS**

Event Genius is a multi-award winning end-to-end UK based ticketing and cashless POS platform servicing events of all types across the globe.

Festicket is the world's largest platform for discovering and booking festival trips. Founded in 2012 by Zack Sabban and Jonathan Younes, the company is backed by a range of investors including Beringea, Edge, Lepe Partners, ProFounders and InMotion Venture and in 2019 completed the acquisition of Event Genius, and the associated Ticket Arena consumer website and brand.

The new joint venture creates an end-to-end platform for organisers and fans alike, providing the most complete offering in the live entertainment industry. Through the egTicketing, egMarketing, egTravel, egAccess and egPay solutions, the platform brings together technology and expertise including POS and cashless payment services, ticketing, accommodation, travel & packages, marketing, data insights & analytics, access control, fan engagement tools and more to plug a gap in the market that no other organisation has addressed to date.

Together, the company works closely with over 4000 official festival and event partners including Coachella, Tomorrowland, BST Hyde Park, Ibiza Rocks, Motion Bristol, Amnesia Ibiza and Wales Rally GB, serving a growing community of over 5 million customers.

Festicket was named in the FT (Financial Times) 1000 in 2019, is a Tech Nation Future Fifty member and also made Deloitte's Technology Fast 50 list in 2019. Alongside its London HQ, the business has offices in Leeds, San Francisco, Amsterdam, Berlin, Porto and Nantes.

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Festicket