

Fever joins Muse: live experiences, soon just a conversation away with Meta's new AI agent

The integration is the latest step in Fever's drive to make discovering and booking live experiences as seamless as possible



▲ Fever & Muse

September 24, 2026 - Fever, the world's leading tech platform for discovering culture and live entertainment, today announced a partnership with Meta's new personal AI agent, Muse.

Consumer discovery is shifting toward conversational, AI-led experiences, and **Fever is investing to meet that change**. Soon, Muse users in the US will be able to make requests such as *"What should I do this weekend?"* or *"Find me something fun nearby tonight"* and receive tailored recommendations across Fever's portfolio of sports, music, pop-ups, cinema, museums and immersive theater. The integration builds on

Fever's ongoing commitment to reducing friction between discovery and purchase, for audiences and partners alike.

For venues, promoters and creators that sell through Fever, Muse opens a new, organic discovery channel, offering greater visibility on Meta's new AI platform and access to audiences at the moment they decide what to do. Fever will power the transaction layer behind every Muse booking, keeping the experience seamless from discovery to purchase.

Muse adds to Fever's growing ecosystem of AI integrations and strategic collaborations, which connects compatible AI assistants directly to its catalog. Within its own app, Fever's recommendation engine and conversational assistant personalize discovery for every user.

The partnership reflects Fever's continued mission of democratizing access to culture and live entertainment, and its use of AI and technology to redefine how the world enjoys live experiences.

"Our job is to make it as seamless as possible to discover and book great experiences, wherever people are looking. AI is reshaping how people decide what to do, and together with great partners like Meta, we're helping shape what live entertainment discovery and booking will look like in an agentic world, with a better, more personalized consumer experience at the center. Soon, when someone asks Muse what to do tonight, the answer could be a concert, an exhibition, or a show they'll love. For our global roster of partners, it means they can keep engaging with their audiences wherever those audiences are. "

Javier Macias, SVP Marketing & Growth at Fever

About Fever

Fever is the world's leading tech platform for live entertainment and culture, inspiring over 300 million people last year to discover the best experiences across more than 55 countries. With a mission to democratize access to culture and entertainment in real life, Fever inspires users to enjoy unique experiences and events — from immersive exhibitions and sports to interactive theatrical performances, museums, concerts, and festivals — while empowering its partners with data and cutting-edge technology to develop and expand new experiences worldwide.

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