

Fever and DICE: One Year On

fever

DICE

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Following the announcement in June last year that Fever and DICE would be joining forces, both companies have experienced a record breaking 12 months.

In the first six months of 2026 alone, DICE signed and extended partnerships with some of the most respected independent venues and promoters in the music industry. From extending partnerships with Alexandra Palace, Labyrinth and Fly Festival in the UK, Framework and Sound Nightclub in Los Angeles, Factory Town & Club Space in Miami, and Public Records in New York, to onboarding new marquee partners like Lux club in Lisbon, Stranger Than, Gallery club in London, and Yes in Manchester.

“Extending our partnership with DICE earlier this year reflects the value we place on our relationship. It’s encouraging to see the wider partnership with Fever creating new opportunities, and we’re looking forward to exploring how consumer channels such as Secret London can help raise awareness of our events, reach new audiences and support ticket sales.” says **Lucy Fenner, Commercial Director, Alexandra Palace.**

By tapping into the Fever infrastructure, DICE is now ready to launch in several new markets, including Australia, the Netherlands, Switzerland and Mexico.

Fever has spent the last year forging partnerships, including deals with Formula 1, FC Barcelona and the iconic festival Primavera Sound, cementing its status as the fastest-growing tech platform for live events, with presence in over 50 countries.

Building on the positive momentum from the DICE announcement, the Fever founders created a music vertical at the company, with the goal of maximising the fan and partner benefits of the new relationship. With Andrew Foggin and Simon Kempner at the helm, this vertical encapsulates and aims to grow both companies' music partners.

Andrew Foggin, CCO DICE, and Co-Head of Music Vertical Fever says: *"The last year has marked a turning point for DICE. We've always invested so much in ensuring fans see the right shows for them, and that their experience of the app is excellent. The relationship with Fever has really allowed us to keep focusing on what we do best, whilst providing us with the capabilities and resources to help us grow. I'm excited about what the next 12 months will bring."*

Simon Kempner, COO DICE, and Co-Head of Music Vertical Fever says: *"We have hit the ground running this year and there is a fresh momentum. The combination of the experience of DICE and impact of Fever means we are scaling faster than ever, bringing the industry-leading DICE experience to more partners and fans globally."*

2026 has also seen DICE partner with Olivia Dean on the UK leg of her The Art of Loving tour. This is a clear sign of things to come for DICE, who now have the capability and infrastructure to work with today's global superstars, as well as the independent and grassroots artists the DICE reputation was built on. The scalable platform allows partners of all sizes to serve fans with confidence.

Summer Marshall, CAA says: *"We've worked with DICE on Olivia's touring in the UK from the very start of her career. They've always provided detailed data and insights*

which help inform decisions across our business. It's exciting to see DICE's growth in the last year and we're looking forward to working on a more global level."

About Fever

Fever is the world's leading tech platform for discovering culture and live entertainment, inspiring over 300 million people last year to discover the best experiences in over 40 countries. With a mission to democratise 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, concerts, and festivals—while empowering its partners with data and technology to develop and expand new experiences worldwide. Learn more at feverup.com.

About DICE

Founded in 2014, DICE has transformed how fans discover and buy tickets to live events around the world. The mobile-first app was designed to provide upfront all-in pricing and personalised event recommendations, prioritising the fan experience and anti-touting technology. Learn more at dice.fm.

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