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Ticket AG launches Ticket AI in Backstage

Promoters of club nights, parties, open airs and festivals can now ask their platform in their own words: Ticket AI answers from the real numbers of their presale.

Vaduz, 10 November 2026. Ticket AG is launching Ticket AI in Backstage, the platform where promoters at Ticket AG set up their events, sell tickets and see their numbers. Ticket AI is an assistant: promoters ask by text or by voice, about sales, buyers, contingents and payouts for example, and get the answer from their own presale.

On request, Ticket AI also sets up draft events and edits tickets, price levels, vouchers, contingents, venues and the guest list. For events that are already live, the assistant proposes each change and applies it only after approval. Ticket AI never publishes an event itself.

Ticket AI processes promoters' data entirely in the EU. The assistant only reaches the events and functions a user has rights to, and every access is logged. Buyer data reaches the AI model only aggregated and masked.

Ticket AI is available in Backstage on the web and in the Backstage app.

About Ticket AG

Ticket AG is ticketing for club nights, parties, open airs and festivals, built by promoters. It is run by Ticket AG, based in Vaduz, Liechtenstein, founded in July 2023 and live since October 2024. Promoters sell their tickets through Ticket AG, watch their numbers live in Backstage and pay themselves out, before the event.

Press contact

Ticket AG
Schaanerstrasse 99, 9490 Vaduz, Liechtenstein
info@ticket.ag, +423 239 7000
https://ticket.ag