



*ticketmaster*

# South Carolina Uncovers Hidden Revenue with Dynamic Pricing

## The Challenge

For years, the South Carolina Gamecocks women's basketball team dramatically undervalued high demand by using static ticket pricing, leading to significant revenue leakage to the secondary market. A \$25-\$40 primary ticket could fetch \$200 on resale platforms. While USC had traditionally kept ticket prices low to ensure they were accessible to their many women's basketball fans, tickets that weren't already reserved for season ticket holders sold rapidly and were consistently being resold for 5-10x the original cost on secondary markets.

The use of static pricing for women's basketball created a stark divide: high secondary market prices (\$200) versus affordable primary tickets (\$25-\$40). While wanting to keep tickets accessible, they were losing significant revenue.

**"We're incredibly proud of our women's basketball team. Partnering with Tillion has helped us align our ticket pricing with the program's true value, ensuring more fans can share in their success."**

Lance Grantham  
Senior Associate AD of Ticketing  
and Customer Relations

## The Solution

Tillion's AI-driven dynamic pricing, powered by Pricemaster, allowed South Carolina to adjust prices in real-time, capturing demand while still offering a range of price points.

## The Impact

Over a four week pilot, South Carolina saw:

**327**

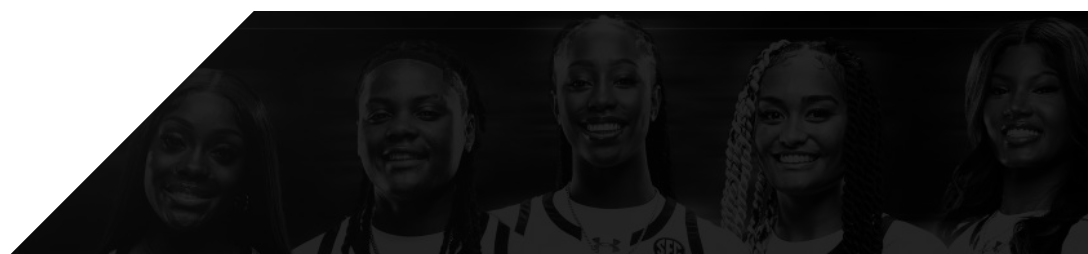
price changes in 4 weeks, responding to heavy market demand

**759**

tickets sold at new dynamic prices

**+40%**

potential increase in ticket revenue over historic static pricing





## The Potential

Given the results seen from the pilot, a full-year rollout across South Carolina's athletics programs was found to potentially yield a projected 40% increase in ticket revenue, allowing for enhanced fan experiences and program support—10x today's realized revenue.



## Why this matters

Tillion's technology empowers the South Carolina Gamecocks to move beyond static pricing, offering a dynamic and fair market where fans can choose from a range of ticket options based on their preferences and budgets. This approach ensures that the excitement of South Carolina athletics is accessible to a wider audience.

## Tillion + Ticketmaster

Tillion, a WMT technology, powered by Pricemaster, unlocks the future of revenue potential for college athletics programs. Ticketmaster's Pricemaster has long been a trusted tool for venues and sports organizations, providing a robust and reliable foundation for dynamic pricing. It empowers users to implement flexible pricing strategies based on pre-defined parameters and market trends, allowing for effective adjustments to meet evolving demand.

While Pricemaster delivers significant value, Ticketmaster recognized the opportunity to further enhance its capabilities by integrating cutting-edge artificial intelligence. This vision led to a strategic partnership with WMT and the introduction of Tillion powered by Pricemaster.

Ticketmaster, in collaboration with WMT, is proud to introduce Tillion powered by Pricemaster, a revolutionary enhancement to Pricemaster. This powerful synergy combines the proven reliability of Pricemaster with the unparalleled precision of Tillion's advanced AI technology to power revenue growth for college athletics programs.

