



## SOLUTION BRIEF

# Safeguarding Live Entertainment

## Bots are winning the ticketing war

Live entertainment platforms—particularly ticketing systems—are prime targets for identity-based attacks driven by high-demand events and monetization opportunities. Instead of breaching systems, attackers exploit identities using stolen credentials, bots, and automation to take over accounts, hoard tickets, and bypass purchase limits. This enables large-scale ticket scalping, promotion abuse, and resale fraud, often leaving legitimate fans unable to access events. Credential stuffing and fake account creation allow attackers to operate at scale while appearing as legitimate users.

The challenge is intensified during on-sale events, where traffic spikes make it difficult to distinguish between real fans and automated attacks. Synthetic identities, compromised accounts, and AI-driven impersonation further blur the line between legitimate and malicious activity. At the same time, platforms must maintain fast, seamless purchase experiences, limiting the use of high-friction security controls.

These trends highlight the need for continuous identity threat detection—capabilities that assess every digital interaction, from account creation, login, and ticket purchase, to determine in real time whether it is initiated by a legitimate user or a threat actor.



# The impact of the identity crisis in live entertainment

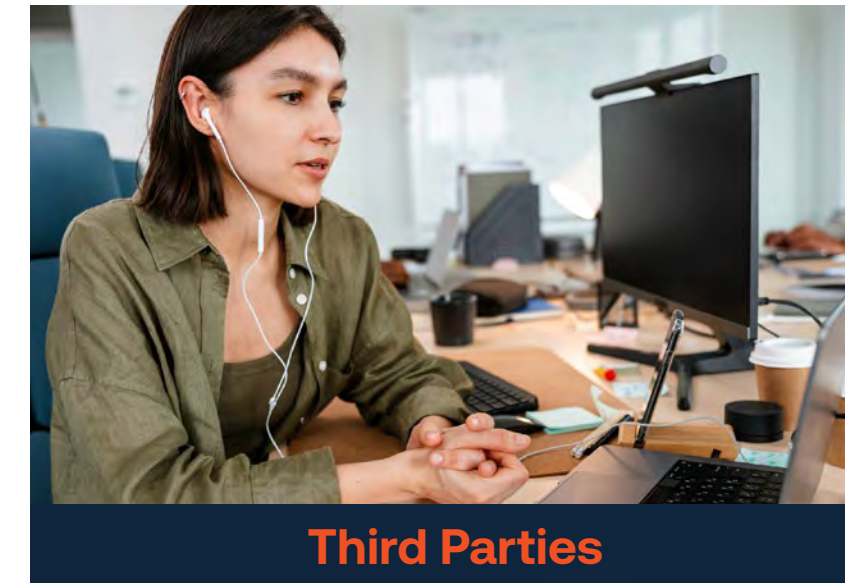
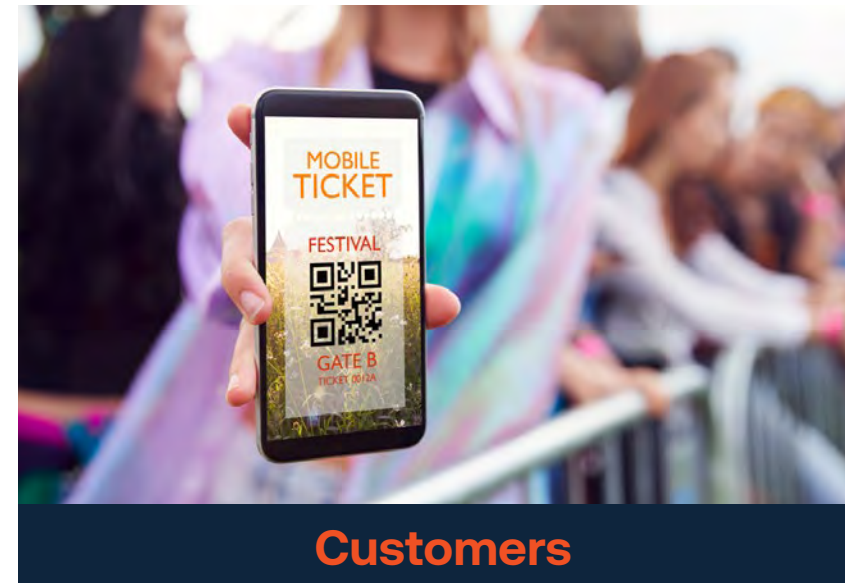
- Lost revenue
- Market distortion
- Fan frustration
- Brand damage

## The need to move beyond credential-only authentication

Traditional identity and access management (IAM) solutions focus on verifying whether a user is authorized to access a system or resource. However, modern attackers frequently bypass authentication controls using stolen credentials, social engineering, or AI-powered impersonation techniques.

To combat these threats, live entertainment providers must expand their identity security strategy beyond credential-only authentication and incorporate continuous identity threat detection and risk mitigation across all digital interactions.

This includes protecting all identity-related attack vectors across the organization:



## Continuous, reliable identity threat detection

Detect identity risk in real time and stop fraud without disrupting legitimate users and fans.

ID Dataweb™ helps you stay ahead of identity fraud and account-related threats while maintaining a seamless digital experience for your customers, third parties, and workforce.

In turn, you can

- Prevent scalping and abuse
- Ensure fair ticket access
- Improve customer trust
- Maintain control over pricing and distribution

### Typical use cases

Account creation (i.e., fan account, loyalty program)

Contractor and employee onboarding

Account login

Call center fraud prevention

Credential reset

Account recovery

Account takeover prevention

High-risk interactions

Identity database hygiene

And more...

## The ID Dataweb solution

The ID Dataweb platform combines:

- Adaptive identity verification
- Behavioral analytics
- Device and credential intelligence
- AI-driven risk scoring
- Expert human insights

Together, these capabilities detect and prevent identity attacks in real time while minimizing friction for legitimate users.

Unlike traditional identity verification tools that are static and siloed, ID Dataweb delivers dynamic, multi-layered risk orchestration that adapts to evolving threats.

The cloud-native platform:

- Deploys quickly
- Integrates easily with existing identity infrastructure
- Supports low-code policy customization
- Continuously evolves with the threat landscape

## Safeguarding every identity attack vector

The traditional security perimeter has disappeared. Stolen credentials are widely available, and static security controls cannot keep pace with modern threats. ID Dataweb helps live entertainment providers adapt with a single platform that protects all identity attack vectors.



## The ID Dataweb advantage

### Quick and easy implementation

- Flexible integration options
- Pre-built templates
- OpenID Connect support

### Scale and adapt easily

- Low-code platform
- Easy updates
- Robust APIs and SDKs

### Tailor the solution to your needs

- Industry's broadest range of authoritative identity data sources and risk signals, giving you the flexibility to tailor identity verification and adapt to any use case you require
- Full identity lifecycle coverage



**One platform. One vendor.  
Comprehensive identity protection.**

# ID dataweb

ID Dataweb™ delivers identity threat detection and mitigation solutions to safeguard against identity fraud and account-related threats, all without disrupting the user experience.

[Book a demo](#)



[iddataweb.com](https://iddataweb.com)

ID Dataweb, Inc.  
5875 Trinity Parkway  
Suite 110  
Centreville, VA 20120  
United States