

ChatGPT Is Changing How Fans Discover Concerts and Football Matches

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The rise of conversational AI is beginning to reshape one of the internet's most familiar behaviors: search.

For years, discovering live events online has depended on structured interfaces built around filters, categories, and endless scrolling. Whether users were searching for football matches, concerts, or major tournaments, they were expected to manually refine their intent step by step.

That model is now starting to evolve.

As conversational platforms become more widely adopted, users are increasingly interacting with services by simply asking for what they want rather than navigating traditional search systems.

One example of this shift is [Seatpin](#), which recently launched its app inside ChatGPT.

The app allows users to discover live events conversationally through prompts such as:

- "Find me football matches in Madrid this month"
- "Show me concerts in London this weekend"
- "Find ticket listings for the 2026 World Cup"

Instead of restarting searches or manually changing filters, users can continue refining results naturally through follow up prompts like "show cheaper options" or "find seats with the best atmosphere."

The interaction reflects a broader transition happening across digital marketplaces, where conversational AI is increasingly becoming an interface layer between users and services.

This shift may be particularly significant for live events, where preferences are often subjective and difficult to capture through conventional filtering systems. Requests like "great atmosphere," "best experience under €100," or "good weekend concert" involve context that conversational systems can interpret more flexibly.

[Seatpin](#)'s ChatGPT integration connects users with live event marketplace listings, allowing them to explore current ticket availability and pricing through a conversational flow.

The company is part of a growing group of startups experimenting with how AI can move marketplaces away from static search experiences and toward more adaptive interaction models.

As conversational interfaces continue evolving, ticketing and live event discovery could become one of the clearest examples of how AI changes the way consumers navigate online platforms.

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