



TWG GLOBAL LAUNCHES RIGHTSHELPER, A TICKETING ANALYTICS AND OPERATIONS PLATFORM DESIGNED TO TRANSFORM REVENUE STRATEGY ACROSS SPORTS AND LIVE ENTERTAINMENT

New B2B platform formalizes and scales a rightsholder-built solution originally developed for the Los Angeles Dodgers

Los Angeles, California – March 3, 2026 – TWG Global (“TWG”), a diversified holding company led by Mark Walter and Thomas Tull, announced today the launch of RightsHelper, a ticketing analytics and operations platform designed to address growing vendor fragmentation and revenue inefficiencies for teams, leagues, and commercial rightsholders across the global sports and live entertainment ecosystem.

“The sports and entertainment industry is operating in a far more complex and demanding environment than it was even five years ago,” said Stan Kasten, President & CEO of the Los Angeles Dodgers. “Dynamic pricing pressure, shifting fan behavior, and rising operating costs require a more disciplined and data-driven operating model. RightsHelper provides organizations with a structured way to manage all these variables in one coordinated system. We believe it will elevate how organizations manage their revenue strategy at a fundamental level.”

The ecosystem of ticketing vendors on which rightsholders rely remains highly fragmented, with most teams relying on multiple vendors that operate independently and require constant manual reconciliation across departments. Rather than layering another analytics tool onto these disconnected systems, RightsHelper restructures how pricing, marketing, sales, and distribution decisions are governed — replacing a collection of vendors with one internally unified system for each team. Designed for Owners, Presidents, Chief Revenue and Chief Strategy Officers, RightsHelper was built by operators managing real ticketing risk inside a live sports environment, ensuring it directly addresses the practical, day-to-day challenges revenue leaders face.

RightsHelper was originally developed and deployed within the Los Angeles Dodgers organization. Following its successful implementation, more than 40% of Major League Baseball teams have turned to RightsHelper to deploy independent, custom solutions to allow them to serve their fans better, while maintaining the confidentiality of each team’s data. The technology is now being formally structured under the TWG Global umbrella to be licensed by the broader commercial rightsholder market.



“Building RightsHelper inside the Dodgers organization meant it had to work in a real, high-stakes environment from day one,” said Royce Cohen, Senior Vice President of Business Strategy, Los Angeles Dodgers. “It wasn’t developed in a lab or as a theoretical product. It was built by operators who live with the revenue consequences of every pricing and inventory decision over an 81-game home schedule and a varying number of playoff games in a 50,000-seat stadium. It’s practical, executable, and aligned with how teams actually operate. That ultimately benefits every rightsholder who uses it.”

Looking ahead, TWG Global intends to integrate capabilities from its advanced intelligence division, TWG AI, into the RightsHelper platform, further strengthening predictive modeling, scenario analysis, and real-time decision support.

ABOUT RIGHTSHelper

RightsHelper is a ticketing analytics and operations platform from TWG Global that unifies pricing, forecasting, inventory management, marketing, and distribution into a single coordinated operating model. Built by operators for rightsholders across sports and live entertainment, the platform was originally developed and deployed within a Major League Baseball organization, where it was designed to address the real-world revenue and demand challenges teams face. For more information, visit:

www.rightshelper.com.

ABOUT TWG GLOBAL

TWG Global is a diversified holding company led by Chairman and CEO Mark Walter and Co-Chairman Thomas Tull. TWG Global operates and invests in businesses with untapped potential, guiding them to new levels of growth. For additional information, visit: twgglobal.com.

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