

Paris FC deploys its ticketing and digital ecosystem with fanxp



fanxp announces the signing of a technology agreement with Paris FC, a Ligue 1 club. From the 2026/2027 season, fanxp will take charge of the club's entire ticketing infrastructure, back office, front office, payment, cancellation service and data management, in support of the club's commercial and digital ambitions.

A continued relationship, an expanded ambition

The relationship between the two organisations is not new. Paris FC already relied on bfan for its mobile application to engage its supporter community. This new agreement considerably broadens the scope of involvement, with a full deployment of the fanxp ecosystem from the 2026/2027 season:

- **Ticketing management, dtc:** back-office management, dematerialised tickets, internalised secondary market, CRM feeds and matchday on-call support.
- **Front office, nextxp:** B2C and B2B interfaces, queue management system, and immersive 3D modelling of the Stade Jean Bouin.

- **Payment and finance, extent:** C-Pay full service, D-Pay, E-Pay (cash desk control and B2C accounting connector) and PayByLink.
- **Data, dataxp:** management, structuring and utilisation of data for an in-depth understanding of the audience.
- **fanxp cancellation service.**
- **Mobile app, bfan:** ticket wallet and secondary market, business club space.



Towards structured revenue management

In a context of commercial acceleration, Paris FC is structuring and optimising its entire ticketing infrastructure. This is precisely what fanxp is here to deploy.

dataxp plays a central role, and not merely as a data platform: by structuring and leveraging fan data at every touchpoint, our teams guide Paris FC towards precise commercial decision-making, fine-grained offer segmentation and optimised pricing strategies. A genuine advisory layer, embedded in the partnership from day one.

The bfan application is also evolving with advanced new features: an enriched ticket wallet with transfer capabilities and an integrated secondary market, plus a dedicated Business Club space for B2B, an in-app universe designed for networking, hospitality and premium VIP experiences, in line with the standards the club has set for itself.

Dang Tran, co-founder and CEO of fanxp:

"We thank Paris FC for this renewed and considerably expanded mark of trust. By activating the full breadth of fanxp's expertise and technology solutions, we are proud to place our entire digital and ticketing knowledge at the service of this landmark project, propelling the club into a new era of performance and growth."

Fabrice Herrault, Deputy Managing Director of Paris FC:

"Paris FC is pursuing its transformation with the ambition of offering the best possible experience to its supporters. The choice of fanxp reflects our commitment to equipping ourselves with a modern infrastructure, capable of supporting our growth, deepening our understanding of our audiences and driving our commercial development. This is a technology partner that will enable us to deploy our strategy in the best possible conditions."

About fanxp

fanxp deploys an integrated ecosystem of digital solutions for sport and entertainment. Our solutions include:

- **dtc**: robust back-office software for advanced ticketing management
- **nextxp**: multi-product front office designed to enhance the customer experience
- **extent**: payment system and financial tracking for seamless reliability
- **bfan**: mobile application designed to maximise fan engagement and loyalty
- **fanxp cancellation service** integrated into ticketing
- **dataxp**: data management, structuring and utilisation
- **cloudxp**: cloud hosting and secure infrastructure
- **iXpole**: comprehensive management of VIP and hospitality experiences
- **alyx**: predictive optimisation of ticketing revenue

Beyond our products, our mission is to provide comprehensive support, tailored to the unique needs of each client.

PRESS CONTACT

market@fan-xp.com