

PRESS RELEASE

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Paris Basketball chooses fanxp for the overhaul of its ticketing and digital infrastructure



fanxp announces the signing of a new multi-season agreement with Paris Basketball. The Parisian club, which competes simultaneously in Betclic Elite and EuroLeague, has entrusted fanxp with the complete overhaul of its ticketing infrastructure: back office, front office, mobile app, payments, cancellation service, to support a meteoric sporting trajectory, spanning national growth and European ambitions.

A technological architecture built for European excellence

Paris Basketball has developed along an atypical trajectory within French sport. Founded in 2018 with the explicit ambition of restoring Paris to a leading position in top-level basketball, the club has climbed the ranks at an exceptional pace: promotion to Betclic Elite in 2021, EuroCup victory in 2024, and victory in Betclic Elite and the French Cup in 2025.

This rapid progression, which has seen the club competing in EuroLeague since 2024, brings particular operational demands. A ticketing system capable of absorbing growing audiences while elevating fan loyalty and the fan experience to match this new standard has become a condition of the club's rise in stature. This is one of the structural challenges this deployment addresses.

A system built for two competitions

The deployment covers the entire ticketing chain, with particular attention paid to modelling the venue and to a smooth purchasing journey.

dtc - Ticketing management: back office, dematerialised tickets, in-house secondary market, CRM flows and API.

nextxp - Front office : B2C and B2B interfaces, queuing system, 3D modelling of the Adidas Arena.

bfan - Mobile app: digital wallet, ticketing hub, editorial content (news, video content), login via SSO. The offering is designed to progressively expand with fan engagement features (loyalty, gamification), sponsor visibility, and a Business Club.

extent - Payments and finance: full-service C-Pay, D-Pay, E-Pay (cash register control, B2C accounting connector with e-reporting, B2B Invoicing accounting connector) and PayByLink.

fanxp - Cancellation service.



A ticketing system built to match the club's ambitions

Paris Basketball is approaching this overhaul with a dual constraint: that of a young club, which does not have the ticketing legacy of major French institutions, and that of a club now subject to the demands of EuroLeague, the most closely followed competition in European basketball.

The integration of fanxp's solutions within the club's digital ecosystem is the guiding thread of this deployment. By covering the entire ticketing chain across two competitions, the system simplifies operational management and lays the foundations for a structured fan relationship, capable of scaling with sporting results and capturing new audiences as the club establishes itself in the European basketball landscape.

Thomas Kouck, co-founder and president of fanxp:

"We are delighted to welcome Paris Basketball into the Fan XP community. It's a privilege to be part of this journey, as young as it is singular and high-performing. A dynamic, forward-thinking club that is more focused on innovation than ever."

Jérôme de Chaunac, deputy CEO of Paris Basketball:

"Paris Basketball is not looking to replicate French sport's traditional models: we are building a global brand and a premium entertainment experience. Moving to fanxp's technology gives us the operational agility we need to fill our arenas while maximising the value of every touchpoint. For our fans, the experience becomes complete, seamless and frictionless; for the club, we are laying the foundations needed to sustain our model at the highest level of basketball and sport."

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 and financial tracking system for unwavering reliability
- **bfan**: mobile app designed to maximise fan engagement and loyalty
- **fanxp cancellation service**: cancellation service integrated within ticketing
- **dataxp**: data management, structuring and utilisation
- **cloudxp**: secure cloud hosting and infrastructure
- **iXpole**: comprehensive management of VIP experiences and hospitality
- **alyx**: predictive optimisation of ticketing revenue
- **goxp**: mobility and accessibility hub for sporting and cultural events

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

PRESS CONTACT

market@fan-xp.com