



OR COSTING Y

[Home](#) » [Archives](#) » [2010](#) » [Jul](#) » [20](#) » [Mobile Tickets Following the Same Tract as Mobile Coupons...](#)

Mobile Tickets Following the Same Tract as Mobile Coupons



Much like mobile coupons a few years ago, mobile tickets - for movies, events and even transportation - is an up-and-coming consumer technology that holds significant opportunity for marketers.

According to a new study from Juniper Research called "Mobile Commerce Strategies", mobile ticketing transactions are forecast to exceed \$100 billion (based on gross transaction value) as soon as 2012. This is more than double the market in 2010, making it one of the main factors driving the growth of mobile commerce. ([via MarketingCharts](#)).

Unlike with mobile coupons, though, there are only a few examples of mobile ticketing. What there is, however, points to the technology's potential.

The ESPN Example

One recent example is the partnership recently forged by [ESPN](#) and [StubHub](#) to introduce a mobile ticketing application that will allow fans to buy tickets directly from their mobile phone. Called the StubHub Mobile Ticketing Center, the application will be available through both the ESPN ScoreCenter App and the ESPN Mobile Web.


Another example, albeit in the pilot stage, is the venture between [MovieTickets.com](#) and [Mobiga](#), a company specializing in mobile barcode ticketing solutions. They are launching a paperless, mobile ticketing pilot program that will send movie tickets directly to consumers' mobile devices via barcode for shows at participating Classic Cinemas theatres in Chicago. The bar code, acting as a mobile ticket, will then be scanned at the theatres.

RELATED TOPICS


[user experience](#)
[ad technologies & vendors](#)
[campaigns & creatives of note](#)
[tools & software](#)
[technical innovation](#)

SEARCH

[go>](#)

 [email this story](#) <<

[email the editor](#) >>

 [Share](#) 