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Mobile "Ticket" Company Cracks Brazilian Market

■ A Scottish company that creates mobile phone 'tickets' for pop concerts has signed a contract with one of Brazil's largest independent filmmakers.

Edinburgh-based Mobiqa has signed a distribution and licence agreement with Tatu Filmes, which makes documentaries, films and adverts and has had some of its acclaimed work featured at both the Cannes and Berlin Film Festivals.



Tatu will be using Mobiqa's technology for their mobile marketing campaigns to promote their productions. The deal is the latest in a string of international contracts wins for Mobiqa. It has recently licensed its technology to media and marketing companies in Hungama in India, Task in Kuwait, Your Voice in Italy and MPoints in the Netherlands.

Mobiqa's technology enables venues to send bar codes to the mobile phones of rock fans and theatregoers which can be scanned to allow admission. Mobiqa receives a fee, typically 30p to 50p, for each ticket issued. The company's turnover is expected to exceed £500,000 by the end of the 2006 financial year as a result of its continued growth across the world.

Iain McCready, Chief Executive of Mobiqa, commented: "International partnerships are a key component of our business plan, and while license payments are key at this stage, actually royalties will eventually form the major part of our revenue."



"We will take our technology as far and wide as possible at this stage while the technology is emerging and we retain our strong position. Some countries are more advanced than others but in all cases, there is a vibrant and real market for mobile marketing."

This market, the next stage for mobile telephony, involves ticketing through mobile phones and is currently valued at over \$95 million worldwide. This is expected to increase to \$40 billion by 2009. In addition to their global partners, Mobiqa is also developing relationships with UK network providers and has delivered campaigns with Orange, Nokia and O2.

The company is also dealing direct with festivals and events venues in the UK to deliver mobi-tickets™ and mobi-coupons™ McCready continued: "The early response from the events and festivals market has been very positive. Events organisers love it because it eliminates the problems associated with counterfeit ticketing and reduces queue times."

For more information visit the [Mobiqa](#) website.

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