

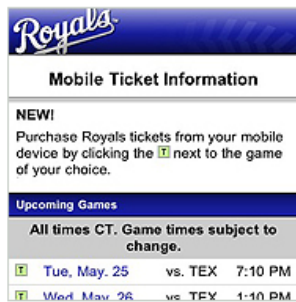
Mobile Commerce Daily

THE NEWS LEADER IN MOBILE COMMERCE AND RETAIL

Thirteen MLB teams launch mobile ticketing initiatives


By Dan Butcher

June 23, 2010





Royals

Mobile Ticket Information

NEW!
Purchase Royals tickets from your mobile device by clicking the  next to the game of your choice.

Upcoming Games

All times CT. Game times subject to change.

| | | | |
|---|--------------|---------|---------|
|  | Tue, May. 25 | vs. TEX | 7:10 PM |
|  | Wed, May. 26 | vs. TEX | 1:10 PM |

Major League Baseball Advanced Media's Tickets.com has incorporated the ProVenueMobile ticketing service for all 13 of its Major League Baseball clients.

The 13 MLB clubs on the Tickets.com client roster using ProVenueMobile include the Boston Red Sox, Chicago Cubs, Cincinnati Reds, Detroit Tigers, Kansas City Royals, Milwaukee Brewers, Minnesota Twins, Oakland Athletics, Pittsburgh

Pirates, St. Louis Cardinals, San Francisco Giants, Texas Rangers and Washington Nationals.

ProVenueMobile powers client-branded ticket transactions to be made 24/7 from select Internet-enabled mobile phones through each club's mobile Web site, offering fans the option to digitally receive unique bar-coded tickets directly to their mobile phones.

Mobile Commerce Daily's **Dan Butcher** interviewed **Sheri Fink**, head of ecommerce and strategic alliances at Tickets.com, Costa Mesa, CA. Here is what she had to say:

What is the strategy behind the partnership between Tickets.com and the 13 MLB clubs?

Tickets.com is at the vanguard of mobile technologies and Web site mobilization in the ticketing and admissions service industry.

The MLB clubs are very sophisticated and have games that appeal to a mobile-savvy audience.

We are excited to offer these innovative services to 13 MLB clubs as well as a wide variety of other clients.

What challenges does ProVenueMobile address for these teams?

ProVenueMobile enables the teams to sell tickets up to the last minute. Fans want convenience when they are purchasing tickets and arriving at events.

ProVenueMobile provides the ultimate convenience—the ability to purchase tickets anytime, anywhere. It enables fans to buy tickets on the way to the ballpark using their mobile phones.

With **Tickets@Phone mobile ticket delivery**, fans can also have the tickets delivered directly to their mobile phones without ever having to wait in line at the box office or will call.

ProVenueMobile is open to all mobile phones without requiring fans to download an application.

This allows anyone with an Internet-enabled mobile phone to purchase the teams' tickets quickly and conveniently just by going to their Web sites.

What demographic is this targeting?

Mobile ticketing appeals to a broad audience. We are currently working with the baseball teams to build a strong mobile fan base.

We have clients in the concert and performing arts industries who are using ProVenueMobile as well.

We are seeing mobile ticketing become especially popular with smartphone users.

How do baseball fans complete a ticket purchase via their mobile device?

Baseball fans simply go to their favorite team's Web site using their mobile device and select the game for which they would like to buy tickets.

Then, they log into their MLB.com account where their customer information is stored or enter their payment information if they're a first-time customer.

Fans select their preferred delivery option, make their purchase and then receive a confirmation of their transaction.

If Tickets@Phone mobile ticket delivery is chosen, the ticket bar codes are sent directly to their mobile phone via SMS or MMS.

The ProVenueMobile product contains all of the security features and added functionality available on the teams' private-label Web sites.

This seamless compatibility with mobile phones enables fans to purchase tickets using promo codes, if applicable, on the teams' mobile sites.

Mobile transactions are conducted in real time via the ticketing system, so reporting and ticket inventory display up-to-date numbers.

Why is mobile bar code ticketing better for fans and the teams?

Mobile bar code ticketing offers an improved fan experience by providing the ultimate convenience for ticket purchase and delivery. It saves fans time by enabling them to enter the ballpark without waiting in box office or will call lines.

And, because most people carry their mobile phones all the time, the potential for lost or misplaced tickets is greatly reduced.

From the teams' perspective, mobile bar code ticketing improves the fan experience, enables the teams to sell tickets up to the last minute, reduces operational costs—due to having fewer people in will call and box office lines—and increases revenue by enabling fans to enter the ballpark earlier where they can begin purchasing food, beverages, and merchandise instead of waiting in line outside.

It is also better for the environment because it saves paper and reduces printing.

How are Tickets.com and the 13 teams getting the word out about this mobile ticketing platform?

Several of the teams are already advertising this new technology via in-stadium announcements, signage, Yearbook ads and programs.

MLBAM is working closely with the teams on messaging the mobile ticket purchase capabilities within the teams' mobile Web sites.