

WORLD
LEADERS IN
MOBILE
BARCODE
SOLUTIONS

Mobiqa case study

Manchester United Vs. Portsmouth FC

This match in Abuja Stadium Nigeria was the first football match in the world to offer mobile ticketing to fans.



CASE STUDY: World first: mobi-tickets™ for football match

In July 2008, Telemagic Communications, Mobiqa's Nigerian distributor, ran a competition for Manchester United fans to be in with a chance of winning tickets to see their favorite team play in a Premiership match in Abuja Stadium, Nigeria.

In order to win the tickets, fans were asked to text the keyword TINAPA, using their mobile phone, along with the name of any Manchester United FC player. 150 tickets were up for grabs to watch Manchester United vs. Portsmouth FC along with authentic football strips, 3G iPhones, iPods and two 32 inch LG LCD TV's.

Tickets for the event were also sold online at www.ticketonmobile.com where fans experienced the first ever mobile ticketing service powered by Mobiqa.



www.ticketonmobile.com is the first ever online mobile ticketing service in Nigeria and Sub-Saharan Africa.

Fans bought tickets from this

website and received them on their mobile phone.

Fans were allowed to text in as many times as they wanted to enter the competition and the winners were sent their mobile ticket in the form of an SMS message.

Spectators arrived at the stadium and had their mobile ticket scanned at the entrance by staff using MC50 scanners. The tickets were then verified using the Mobiqa online redemption application.

To find out more go to www.mobiqa.com or www.telemagicgroup.com



Technology Overview

Receiving tickets on your mobile phone device for a game is a simple and very convenient process.

1.

In a response to a call to action, fans were asked to send a keyword to a shortcode.

2.

The ticketing platform transmits the relevant data—barcode number, mobile phone number, handset make and model and dynamic text underneath to Telemagic and Mobiqa in XML format.

3.

Telemagic send out the mobile tickets by SMS/MMS/WAP Link/WAP Push to the customer's mobile phone.

4.

Football fans takes mobile phone to Abuja Stadium and it is scanned by staff.

5.

MC50 scanners either contain or link to the original ticketing platform are used to complete validation.

