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## FEATURE: 50 to Watch in Mobile/Tickets, coupons & interaction

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**With Big Brother, I'm a Celebrity and Pop Idol, we've got used to the idea of texting to vote for our favourite artists/artistes.**

Or winning competitions. But interactivity with consumers is going much further. One new application is ticketing. All the tickets for this year's Live8 concert, for example, were allocated by mobile phone. The company that did this? Mobile Interactive Group. (It also broke the record for the number of SMS processed per second at the same event.) It's a stunning start for serial entrepreneurs Roger Keenan and MD Barry Houlihan, who expect turnover to rise from a modest ?250k in 2004/2005, to ?16.7m by April 2006.

Another interesting player here is Edinburgh-based Mobiqu. Its ticketing product "Mobi-pass" also issues a photograph of the customer along with the event ticket (a barcode), simplifying event ticketing and providing additional security. As well as tickets, its mobile "barcode" technology can be used to deliver coupons, promotions and vouchers (reducing fraud), but also parcel tracking (see "Location, Location") and its turnover is well on the way to hitting the ?1m mark in 2006.

Sheffield-based Dialogue (see "The Publishers") is another that's strong on ticketing and billing, as well as B2B work. And behind the scenes is Cambridge-based C3, which provides the technology platform that allows users to vote on reality TV shows, access mobile betting services and interact with TV auction and music channels (see "Networks").