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Ticketmaster offers m-tickets

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Ticket-distribution firm Ticketmaster has launched a mobile ticketing service based on bar-code technology. Consumers registered with the service can buy tickets on the mobile phone and receive a unique bar-code ticket via SMS. The company is working with Mobiqa, which develops mobile-ticketing and mobile-couponing technology, to deliver the ticketing platform. Ticketmaster is also working with O2 to allow for mobile ticket sales via I-mode. Ticketmaster trialed the mobile bar-code tickets last week at the O2 Wireless Festival in London and is now offering the mobile ticket option to its venue, promoter and sports-team clients across the UK.

This article is taken from Mobile Media Research Service. [Click Here](#) for more information.

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