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m-Payment: Ticketmaster Goes Mobile

Submitted by [Mike Grenville](#) on Mon, 26 Jun 2006 18:19

Ticketmaster's venue, promoter and sports team clients throughout the UK will be able to use MobileTickets as a delivery option in a deal with Mobiqua.

Ticketmaster MobileTicket successfully trialed its wireless ticket delivery for the [O2 Wireless Festival](#) that ran until Sunday 25 June at Hyde Park, London, and from 24 -25 June at Harewood House in Leeds. A record £100,000 worth of mobile tickets were sold in the first week of sale.

Following the successful trial, the options for offering MobileTicket delivery to consumers are now available to Ticketmaster's venue, promoter and sports team clients throughout the UK.

Ticket buyers will be able to receive their event tickets directly to their registered mobile phone as an SMS, which includes a unique barcode that is valid for entry to the event. One MobileTicket and corresponding barcode is delivered per order and that MobileTicket is valid for the full number of tickets purchased in that single account transaction. The MobileTicket barcode is scanned at the venue's point of entry when the party of attendees arrives together at the event.

The mobile ticketing solution is provided by [Mobiqua](#), who recently won the 2006 [160Characters Mobile Messaging Award for Best Business Messaging Application](#).

"MobileTicket will enable us to make ticketing even more secure and deter touts and counterfeiters, through its secure delivery and unique barcode validation capability" said Chris Edmonds, Managing Director, [Ticketmaster UK](#).

"We are actively working towards the integration of this technology into our mainstream ticket delivery channels and across additional event categories," said Sean Moriarty, President and Chief Operating Office, Ticketmaster. "Our developments in sales through handsets and the launch of MobileTicket are significant steps toward enabling consumers to browse Ticketmaster.co.uk for an event, make their booking, and receive their tickets, all through a mobile device.

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