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NEWS

Ticketmaster takes on mobile ticketing after O2 trial

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Ticketing company Ticketmaster is making mobile ticketing a permanent feature following a trial at last week's O2 Wireless Festival.

Ticketmaster declared its trial of mobile ticketing at The O2 Wireless Festival a success and has decided to use its MobileTicket delivery system, developed by mobile company Mobiqa, for future events.

It plans to roll out MobileTicket to Ticketmaster venues as well as using it at sports events.

Ticketmaster's system delivers...

... tickets via SMS to customers' mobile phones, giving them a barcode to be scanned when they enter the venue.

Ticketmaster is also in talks with O2 about rolling out a mobile ticketing service on i-mode.

O2 reported earlier this month that it sold £100,000 worth of mobile tickets for The O2 Wireless Festival in the first week of sale (NMA 08.06.06).

The mobile network has decided that it will use mobile ticketing for future events when it takes control of The O2 (formerly The Millenium Dome) next year.

Site Footer

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