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Ticketmaster unveils phone delivery for e-tickets

June 27, 2006 by Danielle Long

LONDON - Ticketmaster has launched a wireless delivery service to allow customers to receive event tickets on registered mobile phones.

The MobileTicket service will send ticket buyers an SMS containing a unique barcode that is valid for entry to events. The barcode, which is valid for the full number of tickets purchased, can be scanned at the venue point of entry when all ticket holders arrive at the event.

Ticketmaster trialed its delivery service for The O2 Wireless Festival in London and Leeds and is now offering the service to Ticketmaster's venues, promoters and sports team clients throughout the UK.

Ticketmaster has teamed up with mobile ticketing and mobile couponing company Mobiqa, to deliver the service.

Chris Edmonds, managing director of Ticketmaster UK, said: "MobileTicket will enable us to make ticketing even more secure and deter touts and counterfeiters, through its secure delivery and unique barcode validation capability."

Sean Moriarty, president and chief operating officer of Ticketmaster, said: "Ticketmaster is committed to delivering the next step in ticketing technology for the UK and worldwide and we are actively working towards the integration of this technology into our mainstream ticket delivery channels and across additional event categories."

"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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