

Helen Black

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Ticketrends Analysts Report

Trends pass it on...

June 2006

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About Ticketrends

Emerging trends are like the weather. There are highs and lows and subtle changes. This weeks, Newsletter presents very interesting patterns. Enjoy, and thank you for reading your Ticketrends News.

Ticketmaster unveils phone delivery for e-tickets

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



mobi-ticket™

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 Mobiqu, 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."

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Vertical Alliance & Houston Rockets Sign Long-Term Extension to Ticketing Services Agreement

"We are absolutely convinced that Vertical Alliance has the most advanced technology on the market," said Josh Logan, Director of Ticket Operations, Houston Rockets