



Baseball League Expands Mobile Phone Ticketing Service

Following the roll-out of mobile ticketing capabilities for three USA based, Major League Baseball clubs, mobile ticketing is to be adopted by additional teams in the coming months.

Mobiqa, Tickets.com, and Major League Baseball Advanced Media (MLBAM) are providing this technology called 'Tickets@Phone' to baseball fans, which sends a unique, barcoded ticket to a purchaser's cell phone. The barcode is scanned at the event to grant access to the venue.

After Tickets@Phone was made available to the Washington Nationals, the Oakland A's and the Pittsburgh Pirates, the response to this form of ticketing has been phenomenal. Baseball fans have been eager to try out this new ticket delivery option and have commented on the advantage of no longer having to line up at the ballpark to collect their paper tickets.

Bob Bowman, President and CEO of MLBAM said, "It is important to constantly improve and evolve our customer offerings so that they receive the best care and most advanced services. Tickets@Phone offers many benefits over paper or e-tickets and is undoubtedly the next step in customer service and ticket delivery."

MLBAM is the internet and interactive branch of Major League Baseball (MLB).

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