

## m-Payment: PayPal Teams With Mobiqa To Play Rugby

Submitted by [Mike Grenville](#) on Mon, 05 Nov 2007 12:47

Rugby fans who were left stranded without tickets during the recent postal strike in the UK were able to pay for their rugby tickets via PayPal Mobile's WAP site on their phone and receive their barcoded tickets on their phone.

The mobi-tickets from [Mobiqa](#) were offered for the Scotland v Wales World Cup qualifier match on the 4th November at the Old Anniesland ground.

Fans were prompted to purchase their tickets for the game through promotional posters encouraging them to text 'TICKET' to a shortcode. A link to PayPal's WAP site was then delivered to their phone where they could sign-in using their existing PayPal account to pay for their ticket using PayPal's Mobile Payment Service. Upon completion, a mobi-ticket was sent straight to their mobile phone. mobi-tickets are text messages which contain a standard barcode and accompanying information about the match.

Under 16s could get free tickets to the match by texting 'SRL' plus the make of their mobile phone (e.g. SRL NOKIA) to 60030.

Match-goers presented their mobi-ticket at the Old Anniesland ground where the barcode was scanned to allow for entry.

Angus McNab, Sponsorship Director of [Scotland Rugby League](#) says, "The Postal strikes caused nightmares for rugby league fans waiting for tickets for the Super League Grand Final and those who attended our international in Glasgow on November 4th. Mobi-tickets are a fantastic solution to this problem."

Mobiqa were winner of the Messaging Application or Service: Business for Chiltern Railways Mobile Train Tickets in the [2007 Global Messaging Awards](#) and also in 2006 for the Red Bull Rail Storm.

