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## WIRELESS

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### **AEG plans full mobile ticketing for The O2 following successful trial**

AEG Europe, the entertainment company behind The O2 arena, is to ramp up its mobile ticketing offer.

Mobile ticketing will be pushed for events within the venue's main entertainment arena, as well as its smaller Indigo bar and exhibition space The O2 Bubble.

Mobile ticketing was trialled at a pre-launch event at the venue with good results, but head of ticketing at AEG Paul Newman said the back end wasn't ready for the scale.

"In the build-up to The O2 opening, we were pushed...

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... to try lots of things and found ourselves having to reign them in. Mobile ticketing was one of those," he said. "While we could offer good customer experience, the back end was very manual." The first tickets to be available on mobile under the new system will be for Simply Red later this year.

Newman also said it would be rolled out for future Indigo events and a forthcoming exhibition.

"For the exhibition coming after Tutankhamun, we'll definitely be offering mobile tickets and even going a step further as we're also looking at using RFID," he said.

O2 this week told NMA it had doubled its mobile ticket sales for The O2 Wireless Festival earlier this month compared to last year's, with more than £200,000 worth sold.