

WORLD
LEADERS IN
MOBILE
BARCODE
SOLUTIONS

Mobiqa case study

Major League Baseball

Major League Baseball, the largest sporting organisation in the world, has rolled out Tickets@Phone for their fans.

mobiqa
mobile barcode solutions

CASE STUDY: Tickets@Phone for Major League Baseball

Major League Baseball has an enormous following with over 110 million tickets issued to fans

attending Major and Minor League games each year.

In May 2007, following the highly successful roll-out of mobile ticketing

capabilities for the Spring Training Season for the Washington Nationals, the PirateFest for the Pittsburgh Pirates and the Postseason for the Oakland Athletics, Tickets@Phone has been successfully deployed across 10 Major League Baseball teams throughout the US.

Tickets@Phone will provide multiple redemption opportunities; granting access into the ball park while also



potentially delivering a coupon to a mobile phone that can be redeemed for concessions.

When the Tickets@Phone service was launched with the Pirates, Athletics and Nationals, the response and uptake were phenomenal. Baseball fans were eager to try a convenient new ticket

delivery option and many have commented on the advantage of no longer having to queue at the ball park to collect their paper tickets.

The launch of Tickets@Phone was also covered heavily by the local and national press in the US. CNBC, ABC News and WTAE TV all featured Tickets@Phone in prime TV news slots.

Larry Witherspoon, CEO of Tickets.com

explains, "We are delighted to offer this innovative ticket functionality to our customers. The feedback from them has been great and we consider Tickets@Phone to be an essential component of our customer service."





Technology Overview

Receiving tickets on your mobile phone device for a game is a simple and very convenient process.

