

Mobiqa case study



Vodafone TBA Gigs

Mobiqa and Nokia Interactive have been providing mobile tickets for the Vodafone TBA gigs for over 3 years.

mobiqa
mobile barcode solutions

CASE STUDY: Vodafone TBA Gigs 2006 - 2008



As part of Vodafone UK's initial three year commitment to live music, it created two major live music properties; TBA and The Vodafone Live Music Awards. To Be Announced (TBA) is a series of spontaneous, free gigs by top bands in cities around the country, starting in April, with one each month and culminating in the Vodafone Live Music Awards in October. mobi-tickets™ were used either for

exclusive access to the gig or VIP area in front of the stage. Vodafone subscribers were asked to text ACTS to a shortcode where they were sent a WAP Link back to complete registration. 48 hours before the gigs, successful registrants were sent their barcoded mobi-ticket™ in the form of an SMS message. Additional informational SMS' were sent out alerting people to the start of the acts. Spectators arrived at the gig and had their mobile phone scanned at the entrance by Vodafone Live staff using MC50 scanners. Mobiqa tickets were

verified using Mobiqa's Offline Redemption Application .

Channel 4 and E4 broadcasted the TBA gigs as a series of one-hour shows, including excerpts from the gig and behind the scenes footage including interviews from the band and preparations for the gig.

Recent bands include: Sugababes, The Feeling, The Hoosiers, Snow Patrol, Amy Winehouse, The Zutons, The Pussy Cat Dolls and Razorlight.



Technology Overview

Vodafone subscribers were able to register and receive their TBA tickets straight to their phone.

1.



Vodafone subscribers text a keyword to a shortcode. A WAP link is sent back for customers to complete their registration.

2.



3.



The ticketing platform transmits the relevant data—barcode number, mobile phone number, handset make and model to Mobiqua in XML format.

The TBA mobile ticket is a fully optimised and secure barcoded ticket which is scanned and validated at the entrance to the venue of the music event to allow access.