

THE TICKETING BUSINESS AWARDS 2018

Recognising leadership, innovation and achievement in the application of ticketing across sports, performing arts, music, cinema, live entertainment and visitor attractions

**TICKETING
BUSINESS
AWARDS**

2018 WINNERS

17 April 2018 • Emirates Old Trafford • Manchester



CAMPAIGN OF THE YEAR

For the most effective ticket sales and marketing campaign – with emphasis on the innovative use of technology and digital channels

and the award goes to...

Vasco Rossi at Modena Park

Big Bang/VivaTicket/Best Union (Italy)

About our Winner

Vasco Rossi is an Italian rock legend – often compared to America's Bruce Springsteen. On 19 April, 2016, Rossi announced he would be appearing in a concert in Modena, the city where he began his 40-year career as a DJ and singer.

Held on July 1, 2017, in Modena Park, this massive event was the largest concert in history, with 225,173 tickets sold (including 5,000 free tickets). It was organised by Big Bang and sold by the VivaTicket ticketing platform, both belonging to Italy's Best Union.

Rossi teamed up with Best Union, the country's biggest ticketing and access control solutions provider, in January as the debate around secondary ticketing was still a hot topic in the Italian music market. The last 20,000 tickets were a special online-only offer, exclusive to those who had not previously purchased tickets. They were solely managed by VivaTicket and the highly sought-after tickets, put up for sale May 23, were sold out within minutes.



The Finalists

- Vasco Rossi at Modena Park – Big Bang/VivaTicket/Best Union (Italy)
- #CheersTo18Years – London Theatre Direct (UK)
- 10 Festivals, 48 hours – Skiddle (UK)
- Ticketmaster Presence debut with Orlando City Soccer (USA)
- #WeAreTogether – Bolton Wanderers FC (UK)



and the award goes to...

Sue Beaumont

Ticket Office Manager, Huddersfield Town FC (UK)

UNSUNG HERO AWARD

For an individual/team who delivers consistently outstanding service and results for an entertainment ticketing enterprise. Awarded to the quiet achiever(s), the ever-reliable 'behind-the-scenes' fixer(s) and the person(s) who 'just gets on with the job'

About our Winner

"What can I say about Sue? Put simply, she has been a superb member of staff, dare I say an icon of this Club, someone who has ensured that thousands of our supporters have watched their team, both home and away.

"Sue has helped to create memories for our fans and become a minor celebrity to them. They have the confidence to know that if they have any problems, Sue is approachable and can sort out their issues.

"People like Sue deserve the credit for dedicating their working lives to our industry, and with Sue celebrating 25 years with the Club in September next year, this award is a superb way to highlight her work for us."

Sean Jarvis, Commercial Director, Huddersfield Town FC



The Finalists

- Ekaterina Kameneva, Head of Project Department, Kassir (Russia)
- **Sue Beaumont, Ticket Office Manager, Huddersfield Town FC (UK)**
- Chris Sheap, VP, Ticket Operations, Monumental Sports and Entertainment (USA)
- Daniel Hunt, Ticketing Manager, WhatsOnStage (UK)
- Sarah Goodson, Director, Fine Arts Ticket Office, Florida State University (USA)
- Sally Rennie, Operations Manager, Ayr Gaiety Theatre Partnership (UK)



IMPACT AWARD

For the best migration, upgrade, integration or new implementation project. Who's moved onto a new platform and really seen their revenues and retention rising? Who's really bringing their resources together by using smart tools and digital connectivity to wow their customers?

and the award goes to...

Nimax Theatres' new ecommerce website

Nimax Theatres (UK) & TixTrack (USA)

A word from our Winner

"This project has been a unique team effort between Nimax, TixTrack and Lightmaker to not just upgrade our ecommerce platform but also to take us to a new level for the West End."

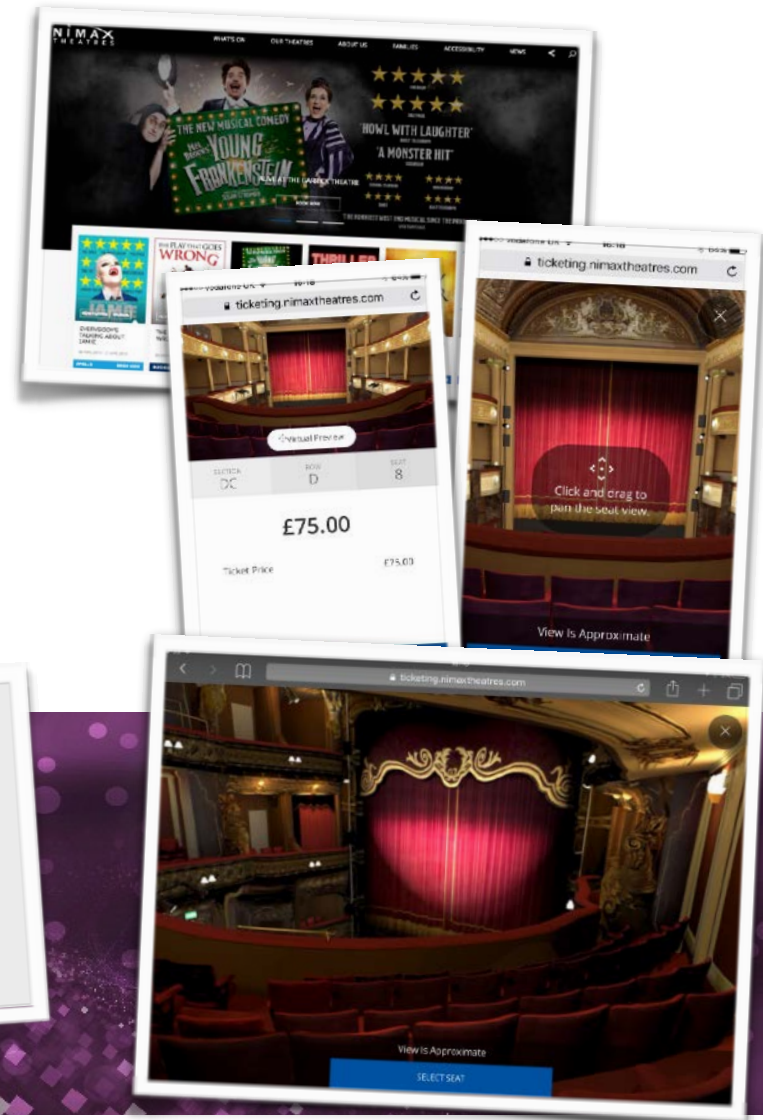
"With the View-from-Seat and Select-a-Seat modules, we are able to provide a very special customer experience to enhance their seat buying. Together with being the first West End chain to offer Apple Pay on mobile, our customers can fully complete transactions in less than 30 seconds."

"Our customers and producers have been delighted with the experience and the results. Furthermore, it has led to a genuinely massive increase in the share of business coming to the venue, which assists with customer service, customer satisfaction and revenue management. When we began this project two years ago, I never thought the results would be as good as they have ended up. It has been wonderful."

Laurence Miller, Commercial Director, Nimax Theatres

The Finalists

- Danish Superleague migration to Roboticket – Roboticket (Poland) & Danish Superleague (Denmark)
- Hertford Theatre new ticketing implementation – Hertford Theatre (UK) & Ticketsolve (Ireland)
- TicketWeb Backline for independent music venues – Music Venue Trust and TicketWeb (UK)
- University of Vermont move to MyTickets – University of Vermont and Tickets.com (USA)
- **Nimax Theatres' new ecommerce website – Nimax Theatres (UK) & TixTrack (USA)**
- Ecommerce platform for Amsterdam Dance Event – Paylogic (The Netherlands)





and the award goes to...

Ticketfrog

(Switzerland)

About our Winner

Ticketfrog is a free-of-charge, self-ticketing platform, financed exclusively by vouchers on tickets, which does not impose any fees, credit card charges or fixed costs on event organisers or ticket vendors.

Ticketfrog makes it affordable for any kind of event to use a professional online ticketing service, including payment, mobile scanner, hall plan creator, integrated marketing tools and sales statistics.

Ticketfrog enjoyed a very successful launch of the disruptive self-ticketing platform in Switzerland with growth from 0 to 500 events per month and a monthly volume of 100,000 tickets sold over the platform.

The Finalists

- GUTS Tickets (The Netherlands)
- Ticketranner (Germany)
- Upgraded Inc. (USA)
- **Ticketfrog (Switzerland)**
- TickX (UK)

DISRUPTOR AWARD

Disruptors share a common purpose: to create businesses, products and services that are better – less expensive, more creative, useful and impactful – as well as being scalable. Which new business is set to disrupt, or has already destabilised, the established ticketing order?





- and the award goes to...

Fan-to-Fan resale platform

See Tickets (UK)

A word from our Winner

"The launch of Fan-to-Fan is us nailing our colours to the mast and saying that we don't believe anything to do with the secondary market is fair to fans and that's why we have never been involved in it."

"Fan-to-Fan is a completely customer-focused platform – we have committed extra customer support resources to manage it and it's free to list tickets, too."

"We think fans deserve a safe space where they can buy and sell amongst each other without the vastly inflated prices imposed by the secondary market."

Rob Wilmshurst, CEO, See Tickets

GUEST EXPERIENCE AWARD

Awarded to the service, initiative or enhancement to the ticket-buying guest experience – be that at purchase, on arrival, during or after the event. Who has the 'best box office' out there? What is really improving the way our customers purchase and consume their entertainment experience?

See

Fan-to-Fan
an ethical, fair and secure resale marketplace

The Finalists

- Alfred NFC ticketing at Oakland A's – Tickets.com/Apple/Infinite Peripherals (USA)
- **Fan-to-Fan resale platform – See Tickets (UK)**
- Ticketmaster Verified Fan – Ticketmaster (USA)
- Outsourced telephone ticketing services – TicketSource (UK)
- Reinventing the cinema ticketing experience – Everyman Cinemas (UK)



and the award goes to...

Event Genius Pay

Cashless event solution (UK)

About our Winner

"Event Genius delivered RFID cashless payments as part of an end-to-end event solution – including access control and ticketing – to El Dorado Festival with more than 5,000 attendees.

"The cashless payment systems were stress-free. Once they'd bought their first drink, customers understood how it worked and no-one had to wait long to get another. Without having to wait for customers to fumble around for cash or wait for the card machine to connect, my staff could serve at twice the speed and made fewer cash-handling mistakes."

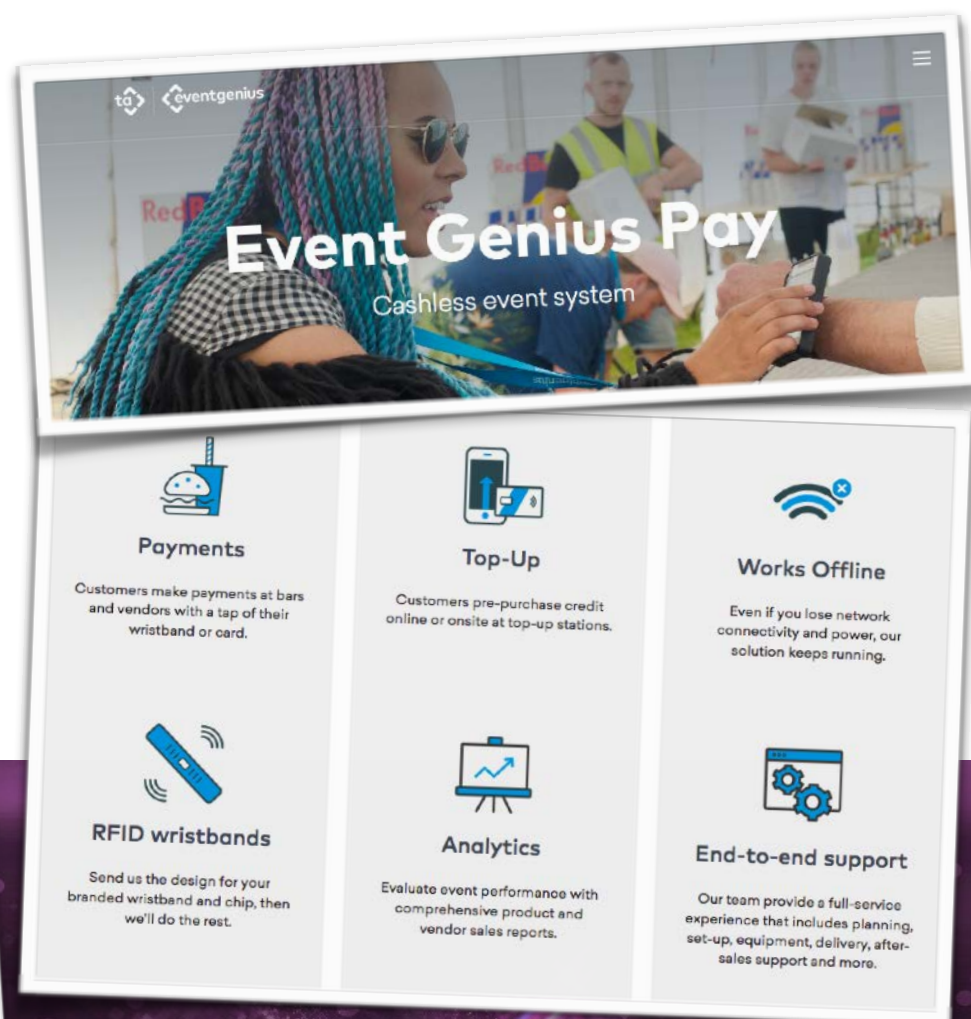
Robert Kearins, Bar Manager, El Dorado Festival

The Finalists

- Machine learning, ecommerce fraud prevention SaaS – Riskified (Israel)
- ReCreateX reseller platform – Syx Ticketing (Belgium)
- Ticketmaster's Presence & LISNR's data-over-audio technology – LISNR & Ticketmaster (USA)
- Nliven VR mobile preview – TixTrack (USA)
- **Event Genius Pay cashless event solution – Event Genius (UK)**

PRODUCT INNOVATION AWARD

Awarded for a product or service that has uniquely transformed and improved the way ticketing entities do business





INSIGHTS & ANALYTICS AWARD

For the best integration or application of data analysis and insights to an entertainment ticketing challenge

and the award goes to...

Arenamatrix data analytics tools

Tech4Team (France)

About our Winner

"Arenamatrix provided high value-added insights and recommendations from day one, simply by conducting a detailed data analysis."

"Through a close collaboration between our teams, we designed best-in-class strategies that yielded great results, both in terms of revenues performance and operations management. In addition, we are now able to track and optimise revenues and attendance on a daily basis, thanks to the web solution Arenamatrix specifically developed for us!"

Hortense Halfen, Revenue Management Director, Grévin Museum

The Finalists

- Arenamatrix data analytics tools – Tech4Team (France)
- Etix Analytics and Etix Community – Etix USA)
- Smart Gift Finder/Event Affinity Engine – Ents24 (UK)
- C-Feed customer review feeds – Jewel Labs (The Netherlands)
- Ticketmaster Presence at Orlando City Stadium – Orlando City Soccer & Ticketmaster (USA)





and the award goes to...

Ashish Hemrajani

Co-founder & CEO, BookMyShow (India)

About our Winner

Ashish set up BigTree Entertainment in 1999, with a clear focus of providing cutting-edge ticketing solutions to the cinema industry. In 2007, Ashish and his team launched BigTree's most successful brand yet, BookMyShow. He strove to make the brand a quick success, taking the market by storm and bringing cinema biggies, including PVR, INOX and Cinapolis, onto the portal.

Ashish didn't limit BookMyShow to cinema ticketing and soon built diversified business offerings in the sports and music space. This allowed many big brands, such as IPL, ISL, F1, Sunburn and Supersonic, to use the BookMyShow portal for ticketing their events.

Ashish's strong passion and belief in his business model for BookMyShow, saw him bring on board investors Network 18, Accel Partners and SAIF Partners, who've together put in Rs. 300 crore in venture capital at a valuation of Rs. 1000 crore.

Ashish was quick to see that consumers in India favour the mobile over the PC and launched the BookMyShow mobile app, getting the early mover advantage. By 2015, with more than 12 million downloads, the app accounts for more than 60% of overall transactions, making it one of the most successful apps in

EXECUTIVE OF THE YEAR

For the leader, pioneer or visionary who has moved the ticketing sector to new heights. Awarded to the individual who has over-delivered in the past 12 months.



The Finalists

- Russell D'Souza, Co-founder, SeatGeek Enterprise (USA)
- Helge Hollander, CEO, Reservix/AdTicket (Germany)
- **Ashish Hemrajani, Co-founder & CEO, BookMyShow (India)**
- Sean Hanly, CEO, Ticketsolve (Ireland)
- Luuc Elzinga, CEO & Co-founder, Tiquets.com (The Netherlands)
- Travis Janovich, CEO, Etix (USA)



and the award goes to...

Tiqets

(The Netherlands)

About our Winner

In December 2013, four Dutch entrepreneurs realised that a change was needed in the way visitors access museums and cultural attractions. Customers were waiting in line to show printed tickets to get in. Why not use the smartphones travellers had in their pockets to speed up the process?

They found a clear demand for easy-to-use, mobile ticketing and travellers loved the ease of use of their system.

Tiqets claims to be the fastest-growing tech company in the Netherlands and is one of the fastest in Europe, according to data reviewed this spring by TNW and Adyen. The start-up provides last-minute tickets for museums, tours and activities through its online platform and mobile application, which is available in seven languages. It then presents customers with a scannable barcode for their reservations.

This connection of traveller to ticketing inventory is changing our business.

THE TICKETING BUSINESS OF THE YEAR

The big one! Awarded to the best ticketing business in the business – be that a ticketing platform, service supplier, box office, venue, team, promoter, visitor destination, festival or rights holder. Which organisation has really taken its ticketing to a new level in the past 12 months?

The Tiqets logo, featuring the word 'Tiqets' in a large, teal, sans-serif font.

An illustration showing a group of people interacting with large smartphones. One person is sitting on a giant smartphone, another is standing next to it, and a third is holding a smartphone. The background is a stylized cityscape with a yellow sun and a blue sky. The text 'Tickets to culture and entertainment from your smartphone. No printing, no waiting.' is written in white on a teal background.

Tickets to culture and entertainment from your smartphone. No printing, no waiting.

The Finalists

- London Theatre Direct (UK)
- SeatGeek Enterprise (USA)
- SecuTix (Switzerland)
- **Tiqets (The Netherlands)**
- Etix (USA)



and the award goes to...

Paul Williamson

Managing Director, Sports Ink Associates

About our Winner

Paul Williamson is the consummate industry professional, the quiet man of ticketing who has achieved so much and is highly regarded and respected throughout the sports ticketing world.

He established his Sports Ink consultancy to develop and implement strategies 'to maximise sales revenues and attendances and to reduce the risks for start-up events', and his list of successes in major event ticketing over the 20 years since is a roll-call of sport's premier global events and leading organisations. They include: London 2017 World Athletics Championships; Sixday Cycling; London Olympic and Paralympic Games 2012; World Track Cycling Championships London 2015; Glasgow 2014 Commonwealth Games; Cricket World Cup Australia/New Zealand 2015; Rugby World Cup 2015; Rio 2016 Olympic Games; West Ham United; Wasps Rugby; Rugby Football Union; the IAAF.

In an industry landmark, Paul presided over a ticketing operation at the 2012 Olympic and Paralympic Games that sold 99.9% of its available stock online, totalling £600million (which was hundreds of millions ahead of target). More recently, he led pricing at the World Athletics and World ParaAthletics Championships. On the final night of the event, the Guinness Book of Records presented the ticketing team with a certificate, recognising the event as the biggest ever World Athletics Championships in terms of tickets sold. His current projects include the Rugby World Cup Japan 2019, the Cricket World Cup England 2019, the Netball World Cup 2019 England and Eugene 2021 World Athletics Championships.

"The ticketing industry has been fortunate to have someone with the wealth of experience and ability that Paul Williamson has provided over the past two decades," commented *TheTicketingBusiness Awards 2018* Judging Panel. "Ticketing is one of the most visible, most discussed and most emotional topics around sports and live entertainment: headline news when it goes wrong, but a forgotten aspect if all goes well. Teams, venues and sports event organisers can rest assured that when Paul is at the wheel, they have done their best to mitigate risks, maximise revenues and reach their target audience. With this Award, we recognise Paul's achievements and success to date. Long may they continue."

OUTSTANDING ACHIEVEMENT

.....
This award recognises an individual who has shown exceptional commitment, service and leadership to the entertainment ticketing industry over a sustained period of time. (And no, they don't have to be retiring any time soon!)



with thanks to...

The 2018 Judges

OUR JUDGES

Thank you to our international judging panel for their support and commitment to TheTicketingBusiness Awards 2018



Our Judges

- David Andrews, Senior Vice President, The Shubert Organization, USA
- Tim Chambers, Director, TJChambers Consultancy, UK
- Helen Enright, CFO and Business Development Director, Trafalgar Entertainment Group, UK
- Daniel Gidney, CEO, Lancashire County Cricket Club/Emirates Old Trafford, UK
- Joseph Lee, CEO (HK & Macau), Cityline, Hong Kong
- Holly Limpkin, Head of Ticketing, The O2, UK
- Ben Milsom, Chief Ticketing Officer, Tampa Bay Buccaneers, USA
- Ian Nuttall, Founder, TheTicketingBusiness, UK
- Patti-Anne Tarlton, COO, Ticketmaster, Canada