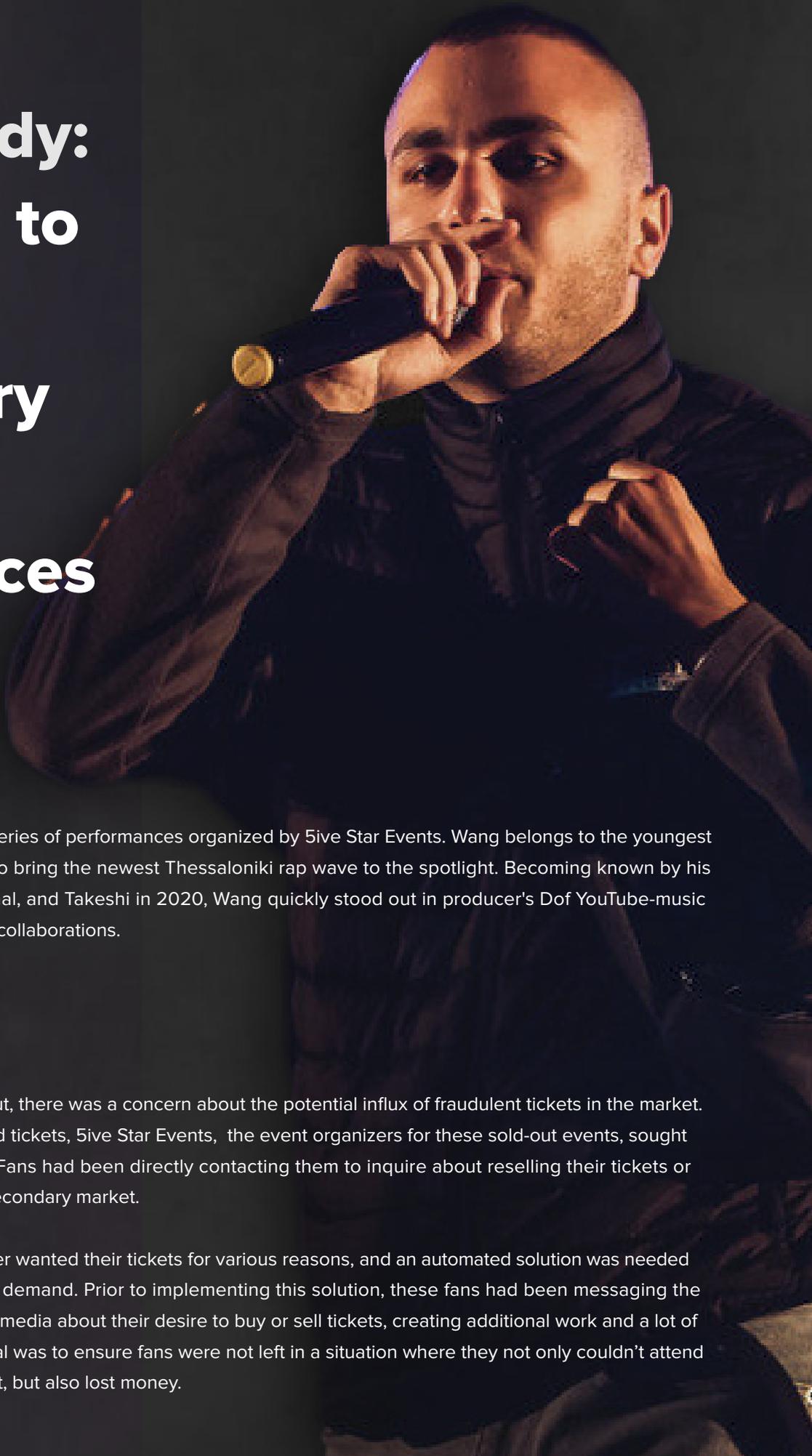


Case Study: The Path to Positive Secondary Market Experiences



About

Wang was touring Greece for a series of performances organized by 5ive Star Events. Wang belongs to the youngest generation of Greek rappers who bring the newest Thessaloniki rap wave to the spotlight. Becoming known by his initial records Wonderkid, Criminal, and Takeshi in 2020, Wang quickly stood out in producer's Dof YouTube-music sessions, followed by numerous collaborations.

Challenge

With the entire tour being sold out, there was a concern about the potential influx of fraudulent tickets in the market. To verify the authenticity of resold tickets, 5ive Star Events, the event organizers for these sold-out events, sought assistance from ComeTogether. Fans had been directly contacting them to inquire about reselling their tickets or finding available tickets on the secondary market.

Concurrently, some fans no longer wanted their tickets for various reasons, and an automated solution was needed to match this excess supply with demand. Prior to implementing this solution, these fans had been messaging the organizers and posting on social media about their desire to buy or sell tickets, creating additional work and a lot of unnecessary noise. The main goal was to ensure fans were not left in a situation where they not only couldn't attend an event they were excited about, but also lost money.

ComeTogether's Solution

Luckily there was an easy solution from ComeTogether as secondary market control is a key element of the standard NFT ticketing solution.

The steps to address this challenge were as follows:

- Any ticketing supported by ComeTogether can allow for ticket resale and sharing if the organizer enables this function.
- Once this capability is activated, the organizer can set the maximum price cap that is allowed for resale of tickets to ensure that fans are not presented with overinflated pricing.
- The tickets resold in this fashion are always valid and ticket fraud through secondary market resale is impossible.

It's as easy as that, and the problem was solved. Fans were notified that this option existed and an online tutorial was prepared to allow for step-by-step instructions for those who desired to resell or share their tickets.

The Outcome



REDUCED WORKLOAD

By automating the process of matching supply and demand, event organizers can save time and effort.



ADDITIONAL REVENUE FROM RESALE COMMISSIONS

When a ticket purchased in an earlier phase is resold, the organizer can generate extra income by taking the difference in price compared to the final phase.



ELIMINATING NO-SHOWS

By ensuring that people attend the event, revenue is maximized and the overall event experience is enhanced.



ENHANCED FAN EXPERIENCE

Improving the ticket buying and selling process results in a better experience for both sellers and buyers.



K. VERROS
Event Promoter

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ComeTogether was there when we needed them. This could have been a bad situation for our fans. Their seamless approach to secondary market control has ensured a fair and secure process for fans to resell their tickets. It was a relief that the overall event experience for our audience was great.

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