



A Case Study for:

Safe & Controlled Event Ticket Resale - Reworks Festival

Protect fans from ticket fraud and scalping - Extra source of revenue for event organizers

About

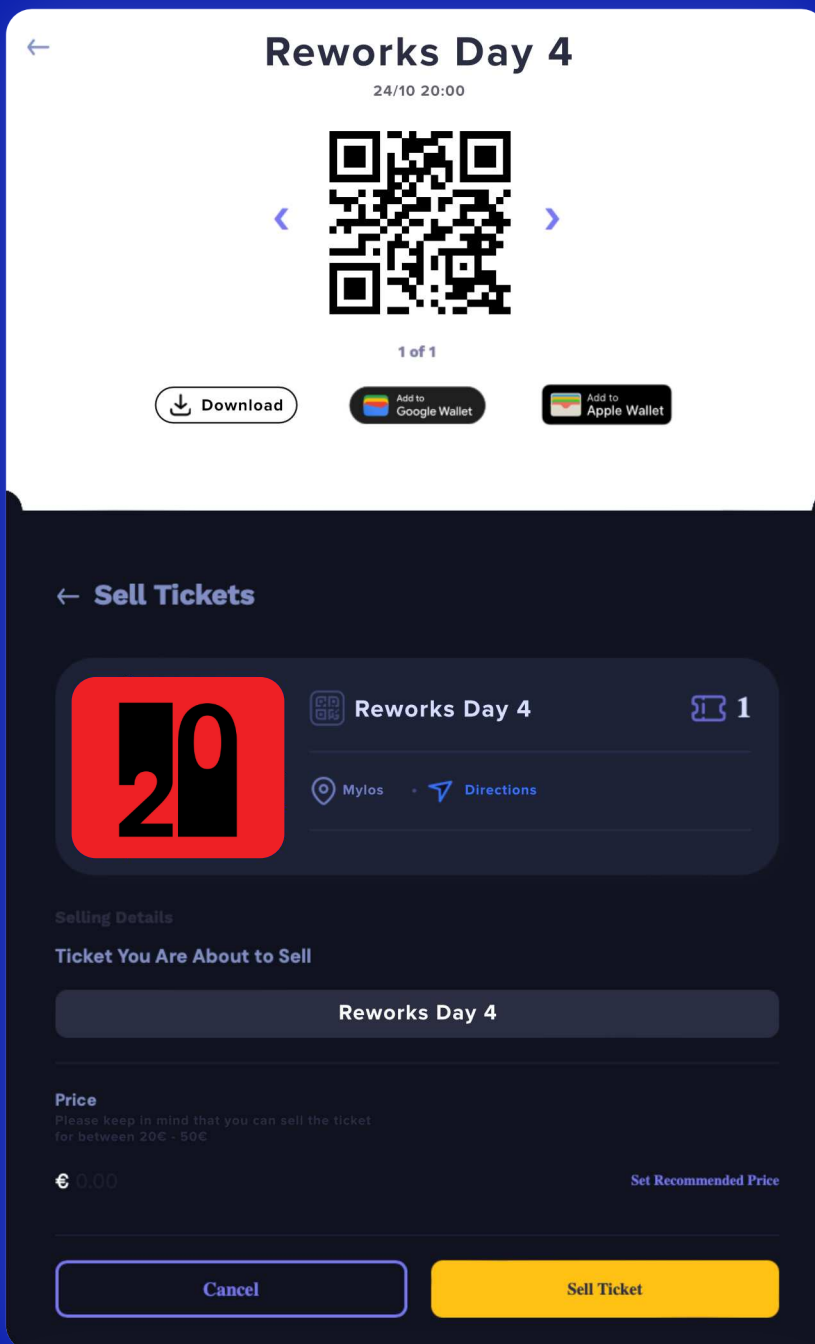
Reworks is the pioneer electronic music festival in Greece and among the most well-known in Europe, presenting a wide spectrum of electronic music and its relationship with other music genres since 2005.

From the 18 - 22nd of September, 2024 the festival transformed the city of Thessaloniki into a meeting place between friends of advanced music from within the city, across Greece and beyond. This is the 20th year of the festival with this year's participants including SOLOMUN / Maceo Plex / ARTBAT / INNELLEA / Nina Kraviz / Ben Klock / KINK / CERRONE / Chaos in the CBD / The Ritual with Anañe & Louie Vega/ Fjaak / Richie Hawtin/ Mano Le Tough

This year there were three European festivals to also join the program - France's renowned Nuits Sonores, Portugal's exquisite Semibreve, and Insomnia from the distant and beautiful Tromsø in Norway.

Challenge

Once the festival was underway with 3 of 5 festival days fully sold out, a new challenge emerged. How to support fans reaching out who wanted to be able to resell tickets to these events due a change in their plans. Given there was an outstanding demand to purchase tickets to the event from fans initially disappointed due to sold out dates, reworks needed to figure out how to ensure a positive ticket resale experience for their fans. It was important to enable a safe resale experience for ticket buyers and sellers, as ticket fraud and scalping is a common, notorious phenomenon for events with huge demand and naturally there were some incidents of it in prior years of the festival.



The main priorities for enabling secondary market resale during the Reworks Festival were:

- Support a positive fan experience by allowing for resale in a safe process.
- Protecting fans from ticket fraud and scalping during the resale process:
 - Valid tickets
 - Reasonable pricing
- Ease of implementation, no need for development resources.
- Enabling real-time control of the resale opportunities as additional days became sold out and fans requested the ability to resale tickets.

An additional outcome of secondary market resale was to ensure the number of 'no show' attendees was kept to a minimum. This allowed the festival to not lose out on revenue from consumption of food, drinks and merchandise during the event.

The outcome was a win-win for the fans and the organizer!

ComeTogether's Solution

This is the second consecutive year that reworks utilized ComeTogether's resale capability. During last year's festival, the need became urgent during the ticket sale process and ComeTogether's solution was adapted to allow this function with a simple click in the organizer's dashboard to 'allow ticket resale.' Once activated, reworks was able to control the price range (minimum and maximum price) of the ticket resales. This ensures not only valid resale tickets but also prevents exorbitant resale prices, that have become the norm for popular events in black or uncontrolled secondary markets, like Viagogo. Based on the success of the resale functionality in 2023, it was planned from the start to be available if needed in 2024 and was announced during the ticket sale process that sold out dates would support ticket resale..

At the same time, ComeTogether's tools allow for a revenue share from ticket resales between the reseller and the event organizer. Reworks was able to choose the commission percentage that they wished to receive from each resale, hence unlocking new secondary market revenue in addition to their primary ticket sales. Ticket resale is a standard part of ComeTogether's offer, putting the organizer in control of this topic while protecting fans from possible fraudulent ticket resale practices. Fans benefit not only from the safety of a blockchain solution, but also the opportunity to be more flexible with their event ticket purchases, knowing there is an opportunity for resale if their plans change.

The Outcome



Over 20,000 tickets sold



Hundreds of safe ticket resales for sold-out days



Positive feedback from fans on the resale process shared with ComeTogether and Reworks directly



Additional revenue through ticket resales



Event consumption levels maintained without reduction due to 'no shows'



ANASTASION DIOLAZIS

MUSIC DIRECTOR OF NON & REWORKS FESTIVAL

“ Our partnership with ComeTogether began in 2023 with the focus initially on the desire to deploy a solution to allow us to sell tickets directly from our website with reworks' branding. During the festival we started to receive requests from fans who could not attend our four sold out days asking to be able to resell their tickets. Based on the success of ComeTogether's functionality to enable this with only a quick click in the organizer's dashboard we built this into our plan from the start this year for sold out shows. Problem solved - happy fans buying and selling tickets, a safe resale platform ensuring valid tickets and reasonable pricing and an additional source of revenue for reworks. ”

reworks

International music festival

NON

Reworks Festival Organizer

 **ComeTogether**

Re-imagine ticketing for maximum revenue and fan engagement