



A Case Study for:

# Open new doors for additional event revenue through safe event ticket resale

A path to revenue growth for live event organizers - Adriatique lessons learned

## About

Adriatique is a Swiss electronic music producer and DJ duo consisting of Adrian Shala and Adrian Schweizer. They first met in 2008 and have been producing and playing electronic music as Adriatique since 2009.

During the last few years they have remixed tracks for well known artists such as remixes for Moby, DJ Hell, M.A.N.D.Y, Marc Romboy, and Stephan Bodzin, RÜFÜS DU SOL and Swedish House Mafia with The Weeknd. In late 2022, they launched their X event series playing internationally at locations including Zürich, Tel Aviv, Ibiza, Beirut, New York, São Paulo, Amsterdam and the iconic Hatsheput temple in Luxor, Egypt.

The Adriatique X show took place on 10 May, 2025 at the Dionyssos Marble Quarry, the source of the Pentelic marbles, used in the construction of the Parthenon at Acropolis. Also joining them at this performance were well known artists Rivo, Liva K and KORRILA.



# Challenge

The performance was fully sold-out and the decision was made to enable resale for valid ticket holders thirteen days prior to the event. Attendee plans change, and the FOR303 team wanted to ensure that fans who had purchased tickets and now could not attend had an option to resale their tickets in a safe manner to those who had missed the chance during the original purchase window.



## The main priorities for enabling secondary market resale were:

- ✓ Supporting a positive fan experience by allowing for resale in a safe manner
- ✓ Protecting fans from ticket fraud and scalping during the resale process:
  - Valid tickets
  - Reasonable pricing
- ✓ Reducing the possibility of 'no shows' resulting in empty seats and lost consumption revenue during the event

The process was easy to implement and didn't cause any additional challenges from the event organizer's perspective. Once the tickets were approved for resale in the ComeTogether Event Organizer's Dashboard with the tick of a button and pricing parameters set to limit the maximum pricing ensuring a fair ticket buyer experience, the ticketing infrastructure was ready to go. ComeTogether notified all original ticket purchasers of the new option.

# ComeTogether's Solution

ComeTogether has supported hundreds of live events with the option to enable resale of tickets for sold-out or high demand shows. Once activated, the price range (minimum and maximum price) of the ticket resales is also defined by the event organizer. This ensures valid resale tickets and also prevents unfair resale prices. This is a common issue with popular events in black market or uncontrolled secondary markets.

Another benefit of ComeTogether's tools, is the ability for revenue sharing from ticket resales between the reseller and the event organizer. The event organizer is able to choose the commission percentage that they want to receive from each resale, resulting in a new secondary market revenue opportunity 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. Studies have shown that fans are more willing to purchase tickets farther out from the event date if they know the possibility for resale exists if their plans change. Another outcome is for the event organizer to have better real-time management of their show capacity to ensure fewer no shows.

## The Outcome



**Over 10,000 tickets sold**



**Hundreds of safe ticket resales - 7% of total tickets**



**Additional revenue for the event organizer through resale commission and an increase in the event consumption due to the reduction of no-shows - this resulted in a 8% overall increase of revenue.**



**Positive feedback from fans on the resale process shared with ComeTogether and FOR303 directly. Both the fans who were able to sell their tickets due to a change of plans, as well as the ones that were lucky enough to find a last minute ticket from resale were very happy.**



**NIKOS TZIOUFAS**  
FOR303

“Working with ComeTogether as a partner helped us to ensure fans had a positive experience with ticket purchasing and resale for our sold-out event. Fans were able to resell tickets if their plans changed allowing others to attend that had missed the initial opportunity. In addition to providing a safe alternative for ticket resale, we were able to share in the revenue generated through these sales. This is not only about the ticket resale revenue, but the revenue driven by consumption during the event. Empty seats would have resulted in a decrease of this revenue.”



**ComeTogether**

Reimagine ticketing for maximum revenue and fan engagement!