

TICKETMASTER × SPOTIFY

**We are proposing a new way for music fans
to purchase concert tickets by identifying
legitimate fans through Spotify, as a means to
counter bots and scalpers.**

× Business Problem

Among fans and artists, Ticketmaster's reputation has become synonymous with bad service and inefficiency. The company has been plagued with various business issues concerning scalping, auto-purchasing bots, and poor customer experiences.

“According to Ticketmaster, **bots have been used to buy more than 60 percent of the most desirable tickets** for some shows; in a recent lawsuit, the company accused one group of scalpers of using bots to request up to 200,000 tickets a day.”

Ben Sisario, NY Times (2013)

× **Frame**

How can Ticketmaster reduce friction and ensure that legitimate fans are able to successfully purchase tickets seamlessly and painlessly?

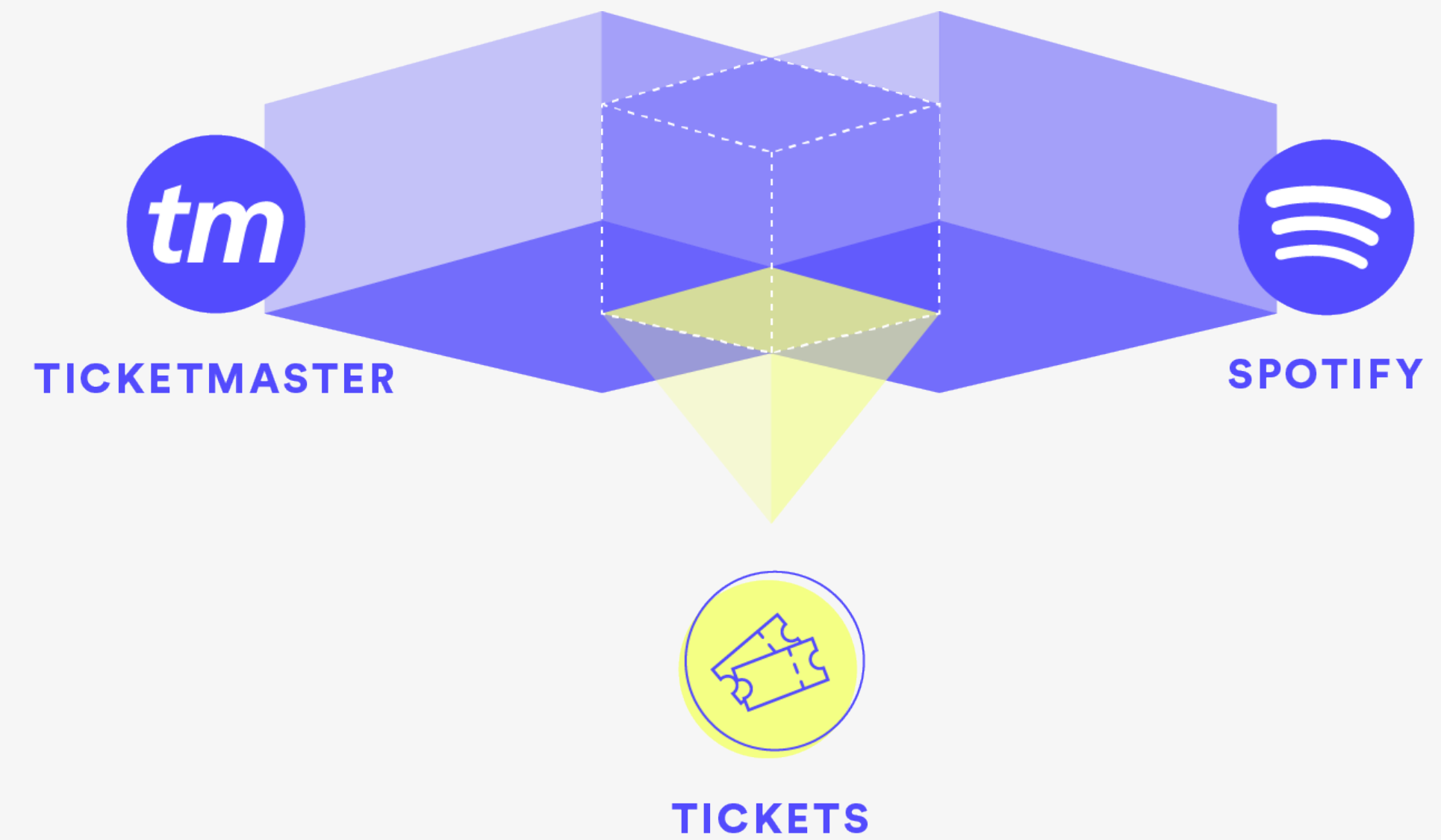
× Opening

“Ticketmaster and its parent company, Live Nation Entertainment, have **stepped up efforts to combat bots**, in part to improve the ticket-buying experience for concertgoers, but also to **burnish the company’s reputation with consumers.**”

Ben Sisario, NY Times (2013)

How can we improve the ticket buying experience for ‘real’ people, or people from a legitimate fan base?

× Solution



We are proposing a new way for music fans to purchase concert tickets through Spotify. By leveraging Spotify's platform, Ticketmaster can identify legitimate fans, promote concerts, and sell tickets to them based on their music tastes.

“Artists and teams can use technology to design a screening system that gets **below-market-priced tickets directly to passionate fans** who will use them.”

Nathan Hubbard, Former CEO of Ticketmaster (2016)

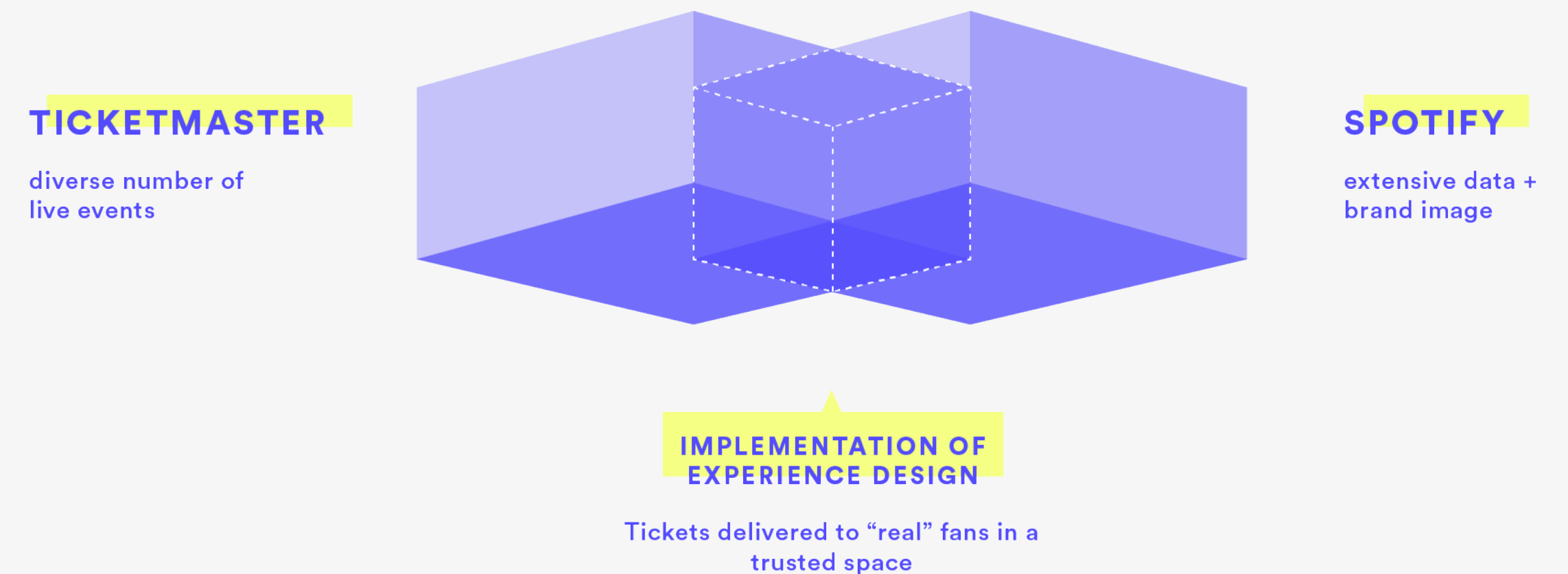
× Why Spotify?

Leveraging valuable data

Spotify has an extensive amount of data from their users that Ticketmaster can use to identify “real people” who are legitimate fans of music.

Leveraging a trusted brand image

Spotify has become a reliable brand for customers that Ticketmaster can leverage to enhance their own brand image to create a safe and trusted space for ticket purchases



Why Spotify would want to do this

This helps Spotify connect users with more diverse options for live events. It would aim to drive more fans to concerts, which improves their relationship with artists, as concerts continue to be a key revenue stream for most artists.

× Preact to Fuel Better Experiences



Preact

With Spotify's very recent acquisition of Preact, a cloud-based platform and data service that helps subscription based companies build up their subscriber numbers, it's clear that Spotify is focusing their efforts on improving the experience for Premium users.

Our proposal creates more incentive for people to become/upgrade to Premium in order to access this feature.

“Finding the trends and behavior patterns in our data that correlate with paid subscriptions is incredibly valuable...The addition of Preact to Spotify's team will help us design experiences that grow our premium customer base.”

Jason Richman, VP Product at Spotify (2016)

× Spotify's New Partnership Announcement

On November 16, 2016, Spotify announced a new partnership with Ticketmaster to provide concert recommendations:

- Concert recommendation emails for Spotify users, based on their listening habits
- Integrating their concert listings into artist pages and recommended concerts page
- Continue partnering with Songkick for concerts that aren't being sold via Ticketmaster

“Ticketmaster’s global scale provides Spotify users with the most diverse options for live events and **will help drive more fans to concerts**. Working directly with the Ticketmaster team and their data feeds will simplify the purchase experience and deepen our understanding of how recommendations drive sales.”

Spotify Blog, 2016

With this, we know that our proposal is viable for both companies and that we're headed the right direction.

× What We're Doing Differently

We are going to take this partnership and push further into what it could look like in the future.



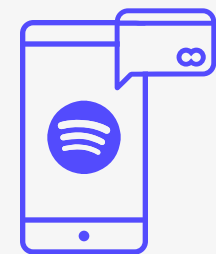
In-app + Push Notifications

These are concert recommendation for Spotify users, based on their listening habits



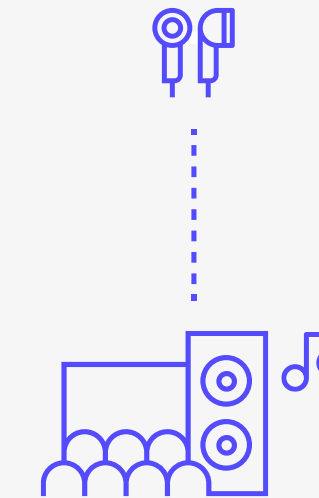
Recommend Presale Concert Tickets to 'Certified Fans'

A way to deliver tickets to real fans and deflect bots



Purchase Concert Tickets Within One Platform

On Spotify, powered by Ticketmaster, to offer a seamless, user-centred purchasing experience; right now the experience is jarring where users are taken to a 3rd party ticket vendor site



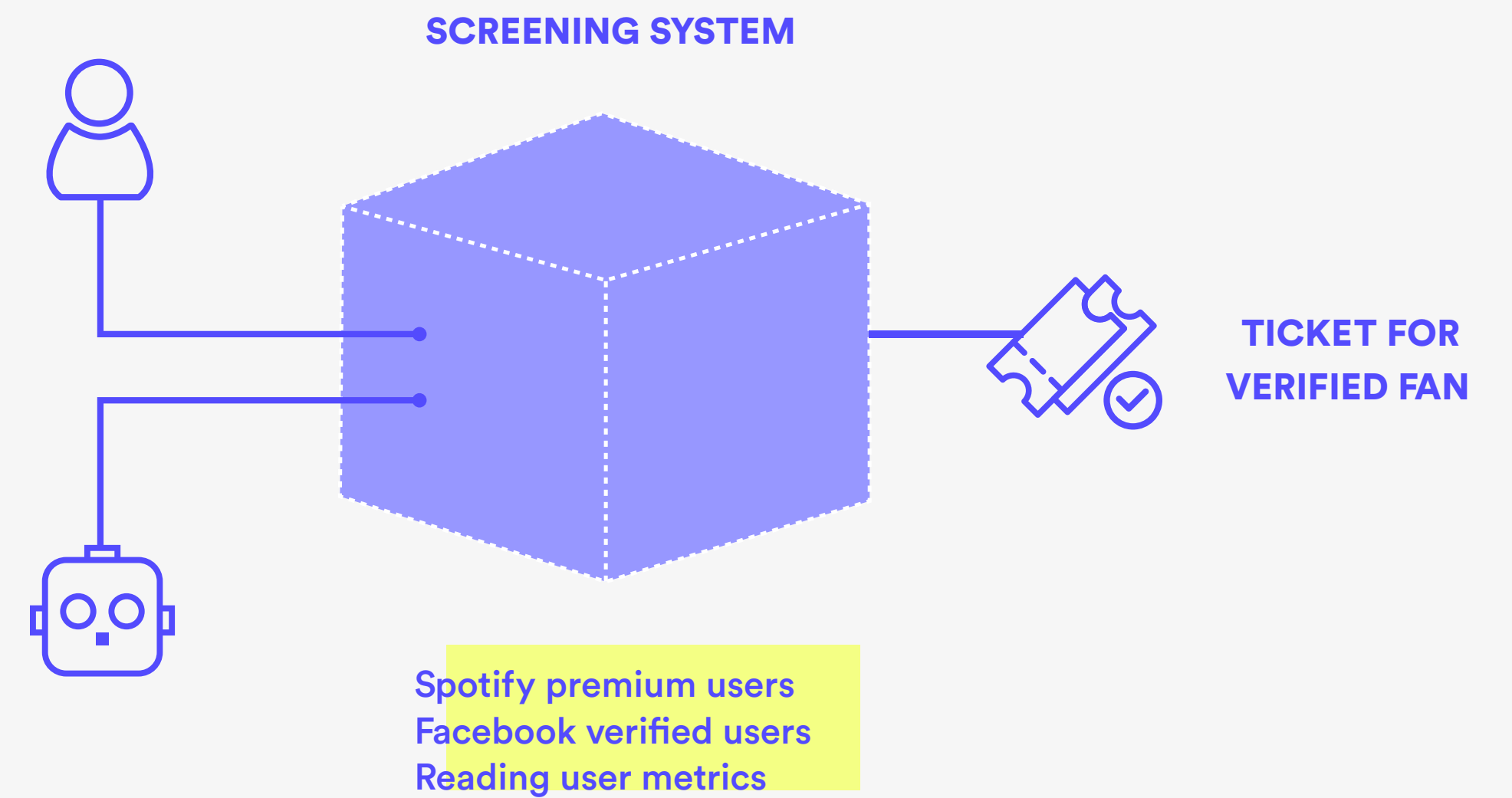
An End-to-End Customer Experience

Focus on a holistic design approach to create touchpoints that extend from the point of purchase to after attending a concert

× Combating Click + Scam Bots

We would aim to filter out scalpers and fraudulent clicks by creating ‘walls of resistance’ for bots trying to obtain tickets. We would do this by:

- Targeting Premium Spotify users & Facebook verified users
- Read user metrics to identify “real people” and legitimate fans



× Leveraging User Metrics

In order to create an algorithm to verify legitimate users, we would use metrics like:

- Facebook friend list, profile details, activity and friends on Spotify
- Spotify activity, duration of plays, number + frequency of plays, variety of listens

“The [Tinder] developers have taken measures to fight back, **using user Facebook data to make it harder for bots to look real**. If they can't stop bots getting on the site, they can at least empower the [company] to make it easier to spot them.”

Emmet Ryan, The Business Post (2016)

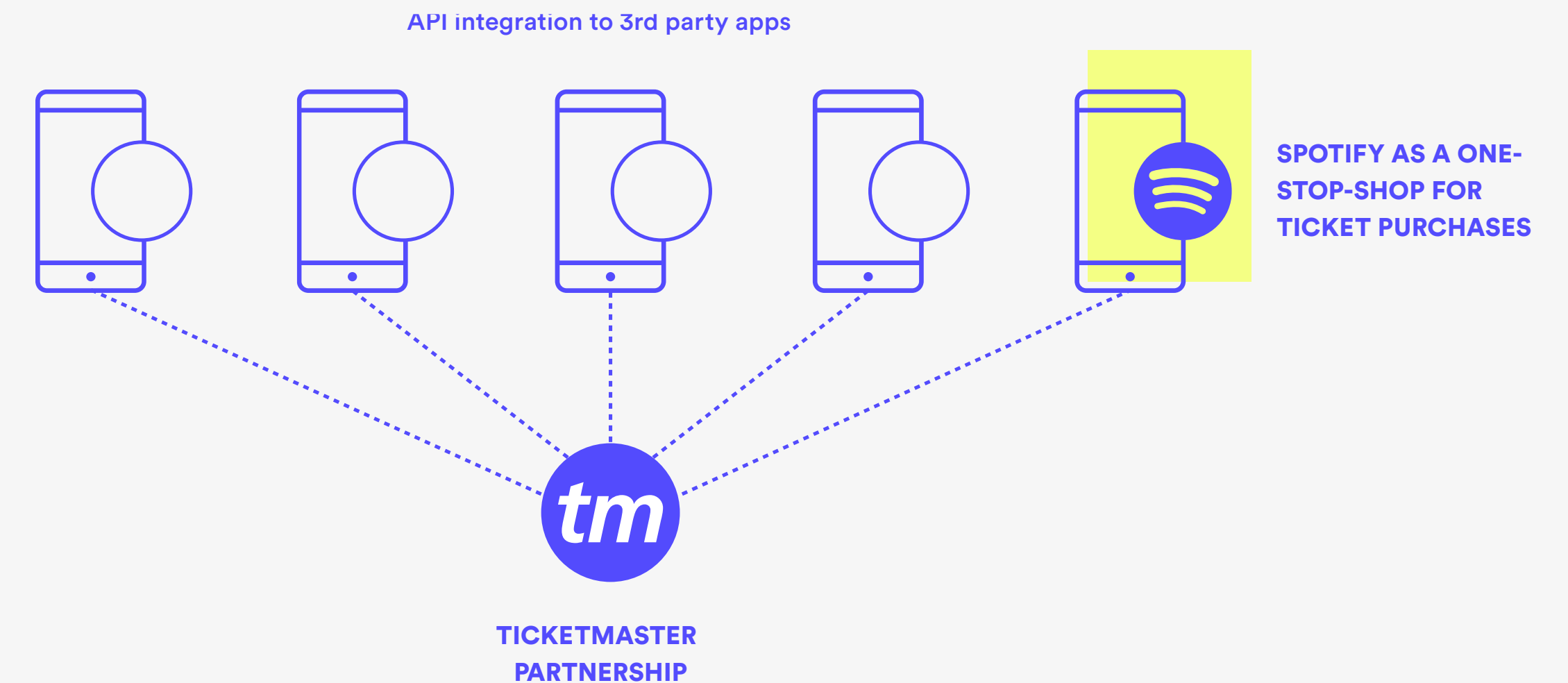
× Spotify as a One-Stop-Shop

Ticketmaster Integration into Spotify

Earlier this year (2016), Ticketmaster launched public and partner APIs to allow third-party apps to integrate its ticket discovery, purchasing, and management services directly into their app through their developer portal.

Viability of Ticketmaster Partnerships

Ticketmaster has been continuously exploring new partnerships with other companies to offer customers other means of purchasing tickets.



“We want to explore new partnerships with big brands and startups. Anyone out there who wants to build an innovative live event experience for fans, we are in the market to work with and help them succeed with using our data.”

Ismail El Shareef, VP of Open Platform & Innovation at Ticketmaster (2016)

× Competitor Case Study: Pandora

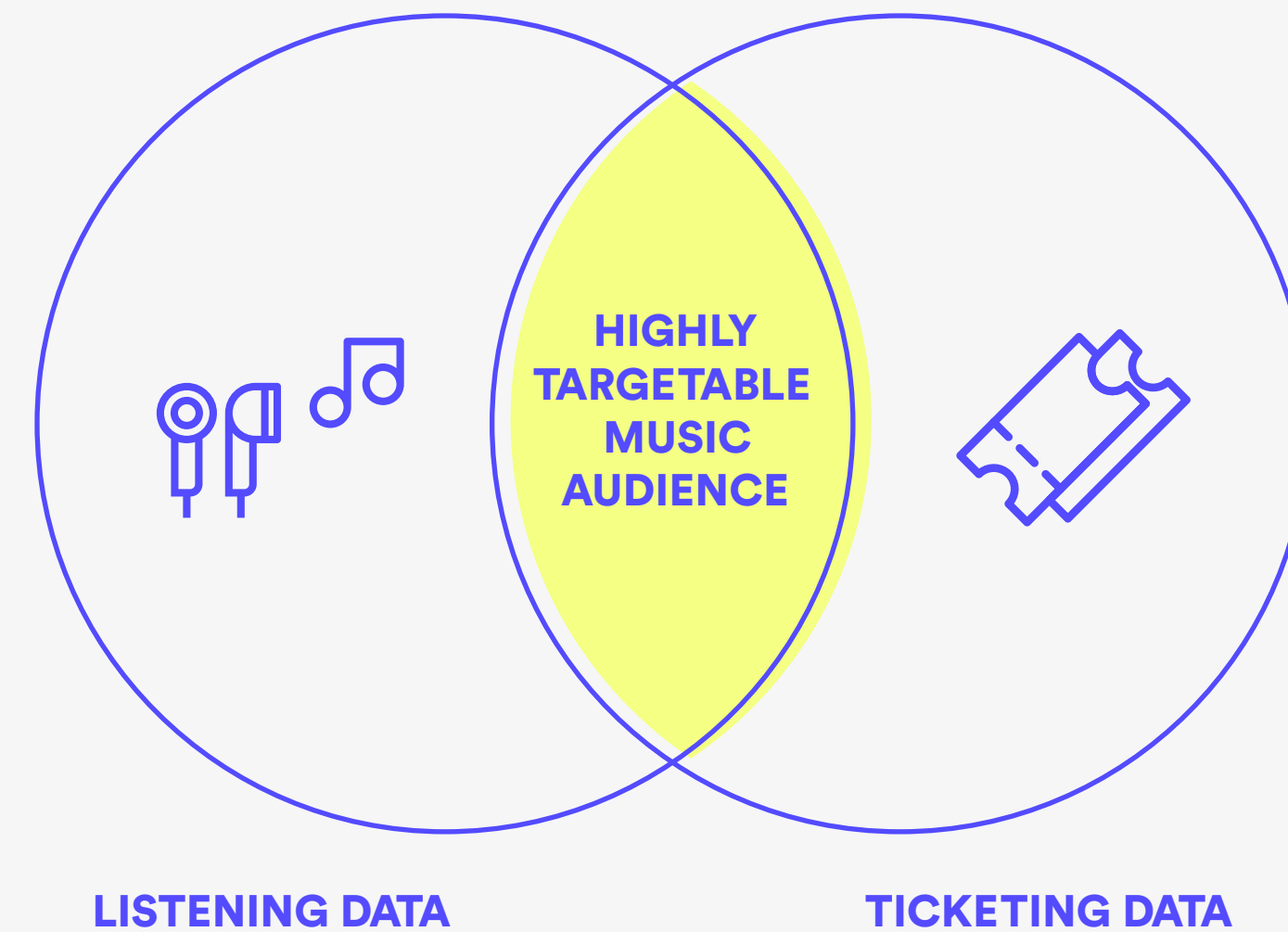
Pandora aims to combine listening and ticketing data to create in-depth and accurate customer profiles to:

Recommend upcoming shows by favourite bands in their markets

Reduce unsold ticket inventory

Enable and enhance discovery

Help mid-market artist and venues



“Data is just as crucial when it comes to selling concert tickets. Not only will Pandora know what music you like to listen to, it will also learn which artists motivate you to spend your disposable income on tickets, get off your couch, and go see a show in person.”

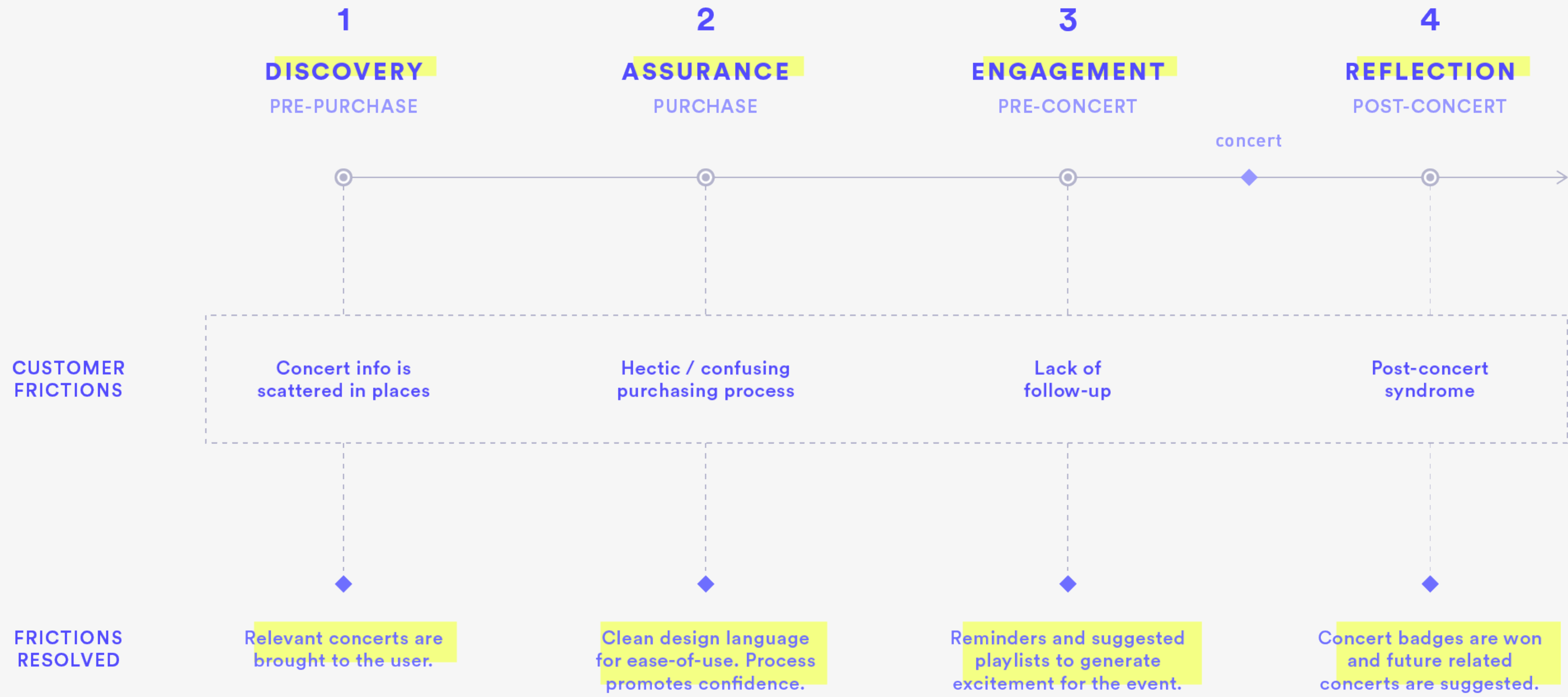
Fastcompany, 2016

× **Competitor Case Study: Pandora**

To obtain that level of user intelligence, music services like Spotify need to replicate Pandora's system by having their own in-app ticket-selling service to further leverage "the large and growing corpus of original algorithms and data science research"

Ticketmaster can also combine their ticketing inventory supply with the massive and highly targetable music audience on Spotify.

× Experience



× Reducing Cognitive Overhead

- Clean design language with clear call-to-actions
- Prevent a jarring user experience and potential confusion by keeping journey in one platform
- Bring concerts to the user intuitively