



# CONCERTS

Ticketmaster, now on Spotify



On November 16, 2016, Spotify announced a new partnership with Ticketmaster. Spotify will use subscribers' listening data and location to recommend concerts and redirect them to Ticketmaster.com for purchase.

# PROBLEM

Among fans, Ticketmaster's reputation has become synonymous with poor experience and bad service due to **ticket scalpers and purchasing bots** infiltrating their e-commerce platforms. More than **67%** of desirable tickets at each event are taken from fans by scalpers and bots, and resold with highly inflated prices in secondary markets.

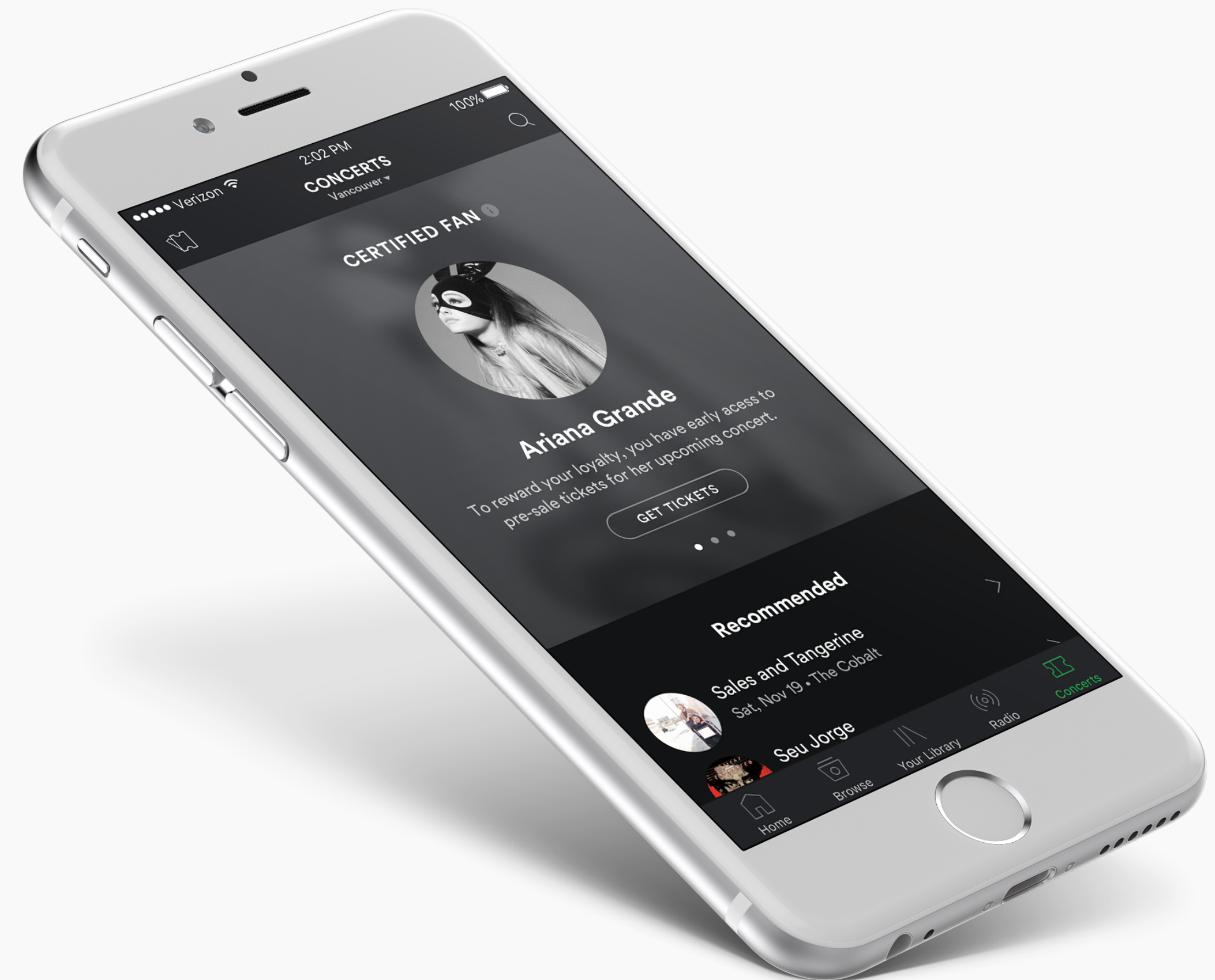
# FRAME

How can Ticketmaster verify legitimate fans and enable them to successfully purchase tickets?



# SOLUTION

Spotify Concerts is an integrated feature that firstly, aims to **verify real fans and bring the tickets to them** in a manner to combat bots. And secondly, strives to **redefine the purchasing experience through maintaining engagement** with Premium users from point of concert discovery to moments after an event.









PLATFORM: SPOTIFY



A black and white photograph of a person wearing a varsity jacket, looking down at a smartphone held in their hands. The background is blurred, showing what appears to be a parking lot with cars.

# 52%

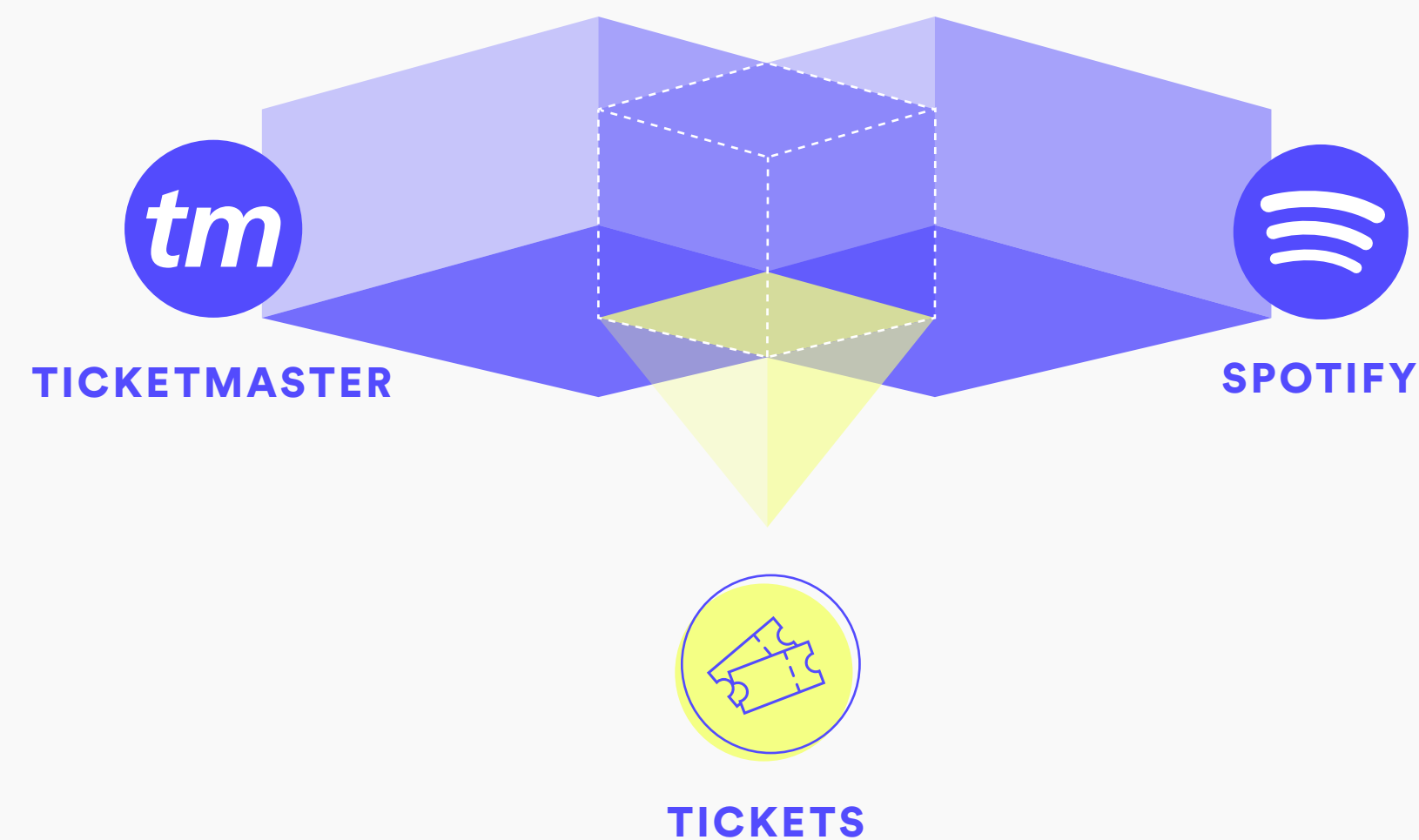
shift in Spotify users to  
mobile platforms

# 50%

increase in smartphone use  
for ticket purchasing



# SPOTIFY



## Global Brand Image

Spotify has maintained a reliable global brand image among over 40 million Premium subscribers.

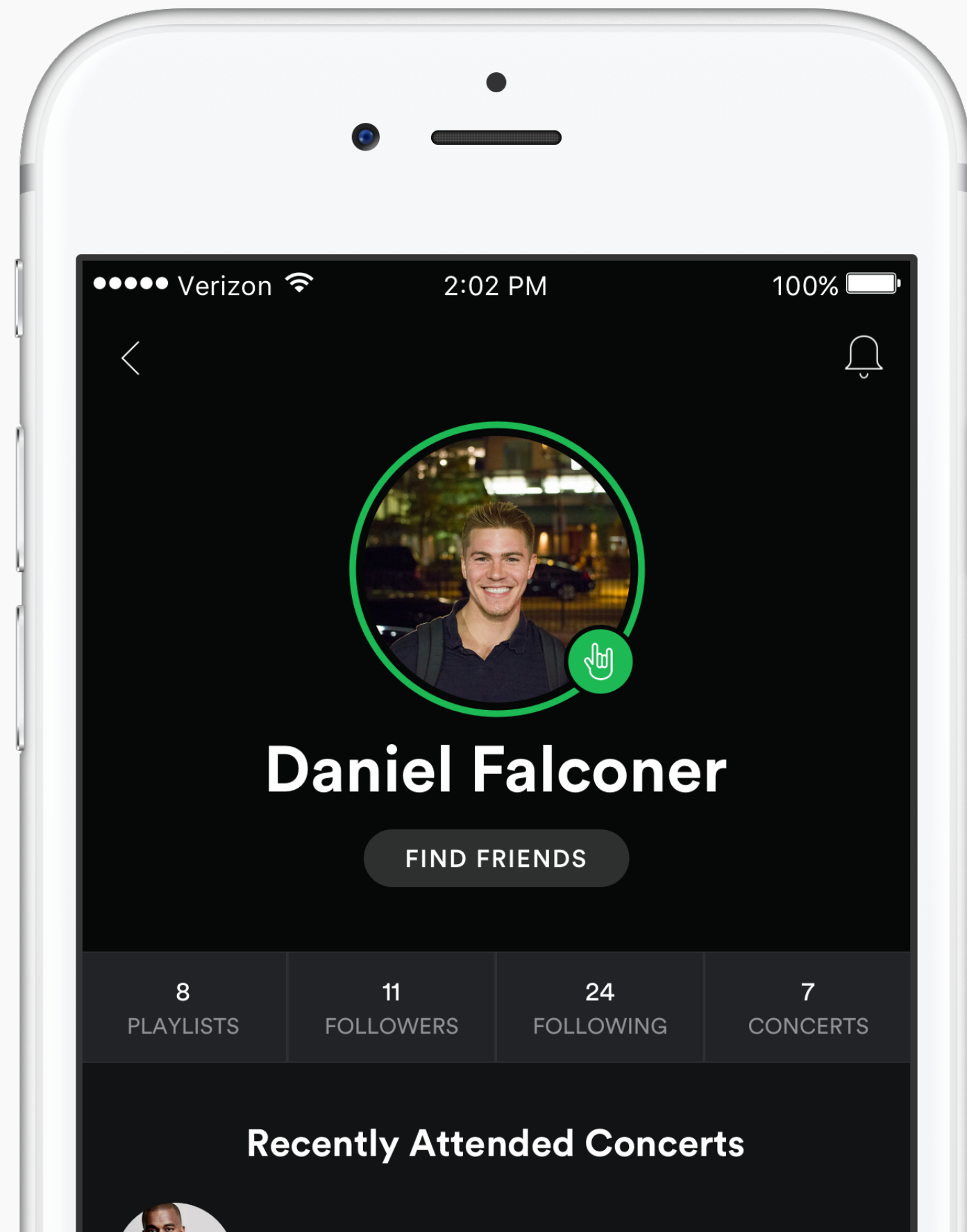
## Extensive User Data

With an extensive database of paid users metrics, they can distinguish real music fans and their interest for an artist.

## Facebook Authentication

Facebook authentication on Spotify can easily spot bots and ensure a trusted space for ticket purchasing.

# RECOGNIZING FANS



A system designed to filter out ticket scalpers and fraudulent clicks through Spotify and Facebook user metrics and certifying fans for exclusive perks.

## Facebook

Friend List

Profile Details

Activity

Friends on Spotify

## Spotify

Activity

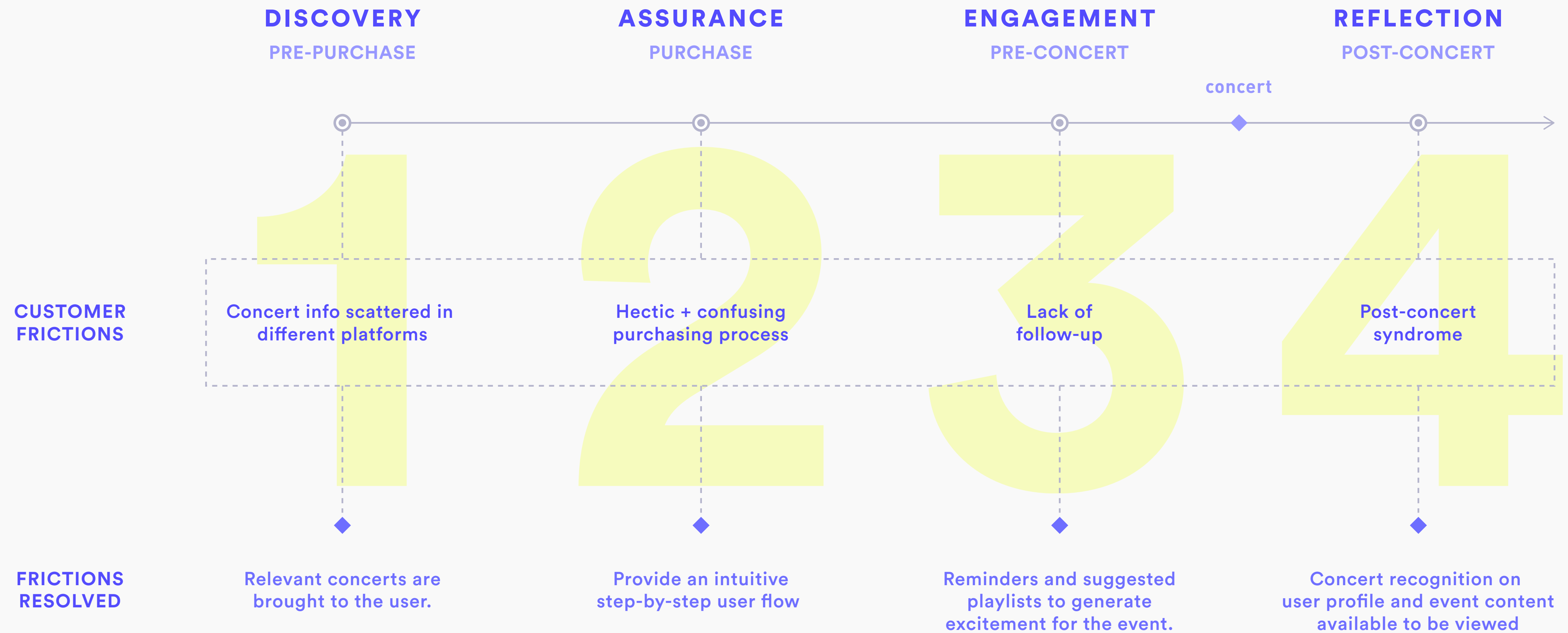
Duration of Plays

Number + Frequency of Plays

Variety of Listened Songs



# FRICTIONS



# IN APP + PUSH NOTIFICATIONS

*Discovery Stage*

From concert recommendations  
to event countdowns, notifications  
will keep fans in the loop.



SPOTIFY

now

## Special Announcement

Congratulations! You've been given access to pre-sale tickets for **Ariana Grande**.

[Press for more](#)



SPOTIFY

now

## Presale Access Expiring

Your early access code to Ariana Grande's tour is expiring in 2 hours.

[Press for more](#)



SPOTIFY

now

## Upcoming Concert

Ariana Grande's **Dangerous Woman Concert** at Rogers Arena is in 2 days.

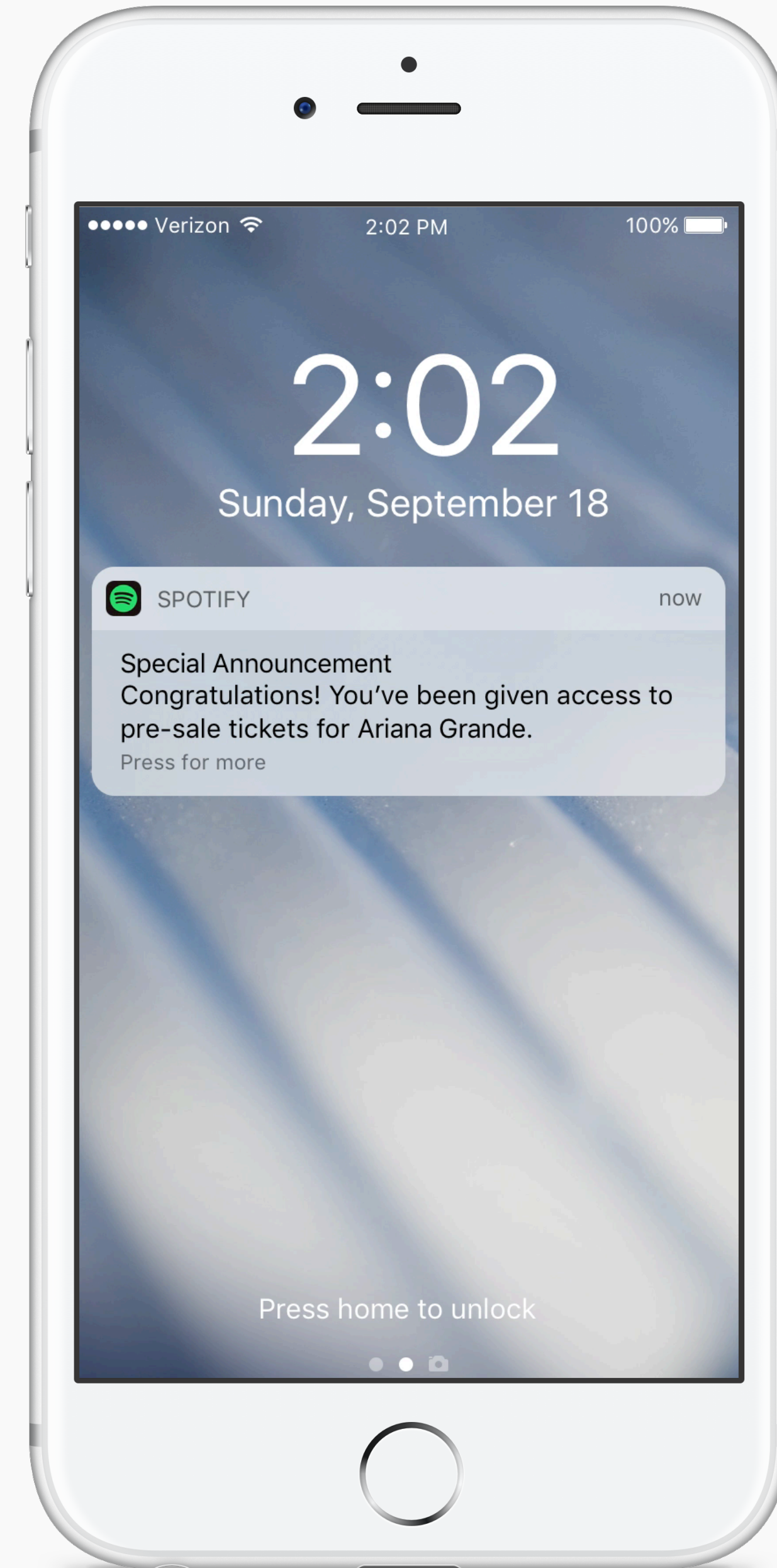
[Press for more](#)



# CONCERT TICKET PRESALE INVITATION

## *Assurance Stage*

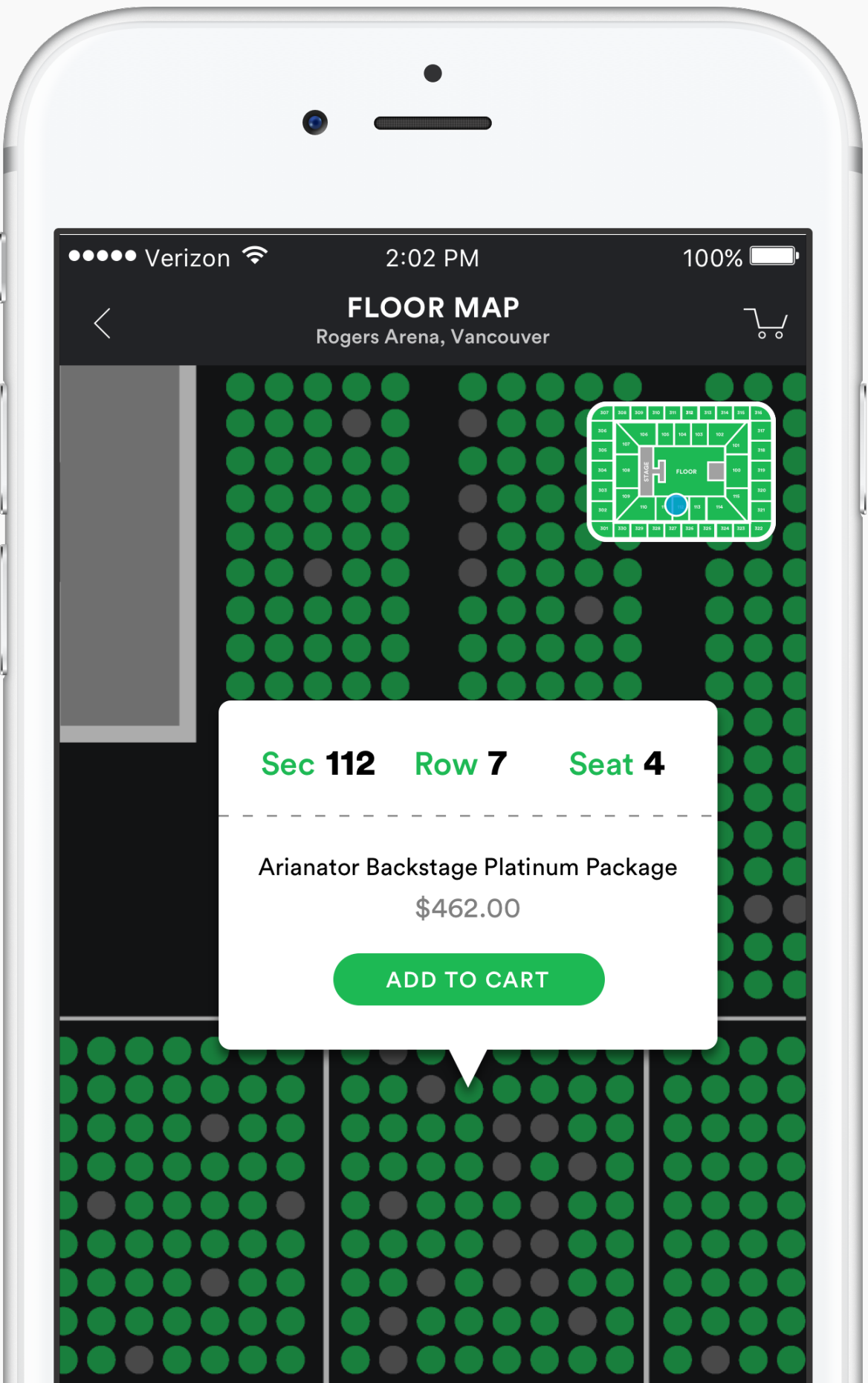
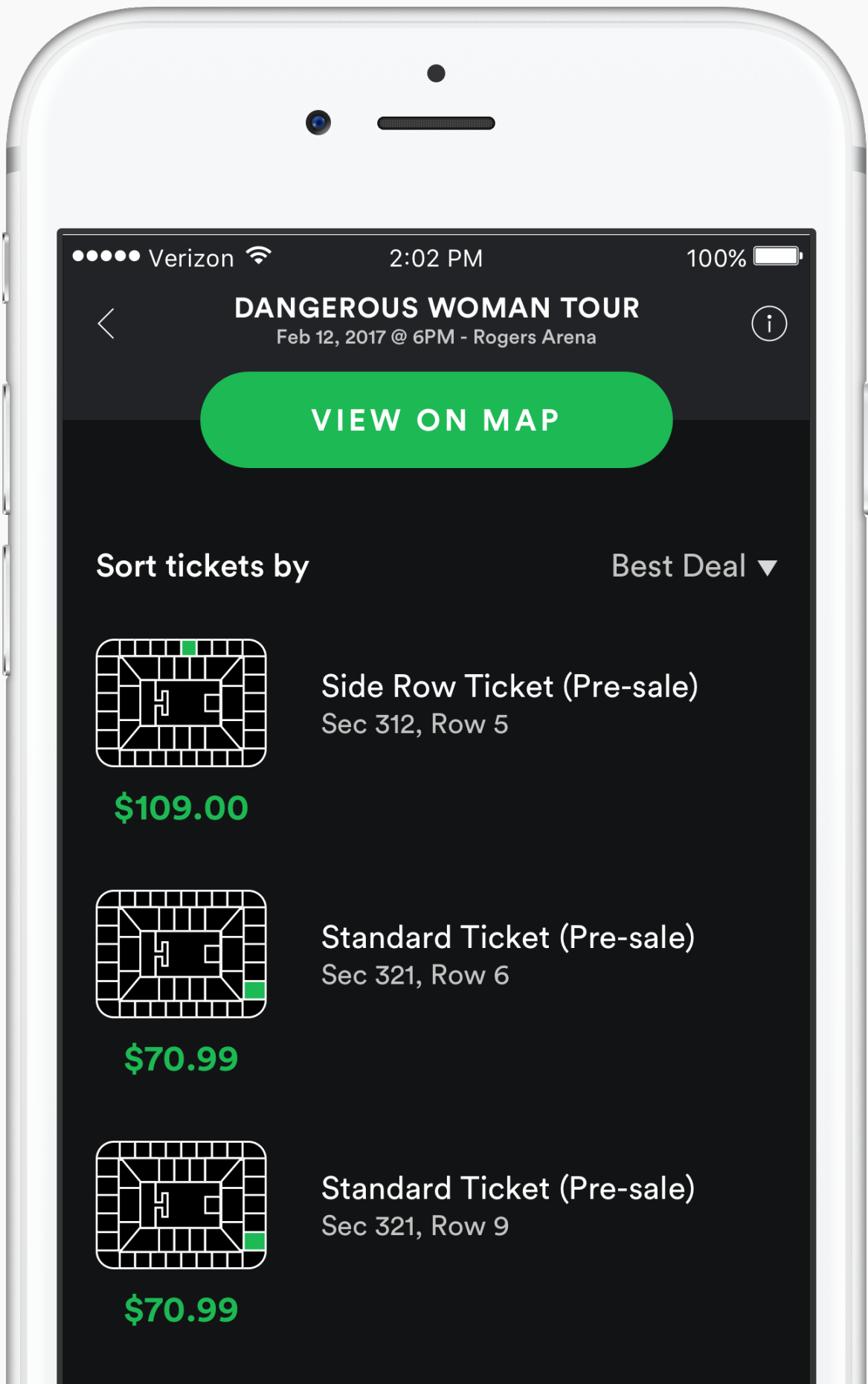
Certified Fans will be invited to attend the concert of their favourite artist; Ticketmaster delivers access codes to tickets directly to real fans as a way of deflecting bots.



# PURCHASING FLOW

## Assurance Stage

Users can discover seating at concerts  
through two methods: filters and map

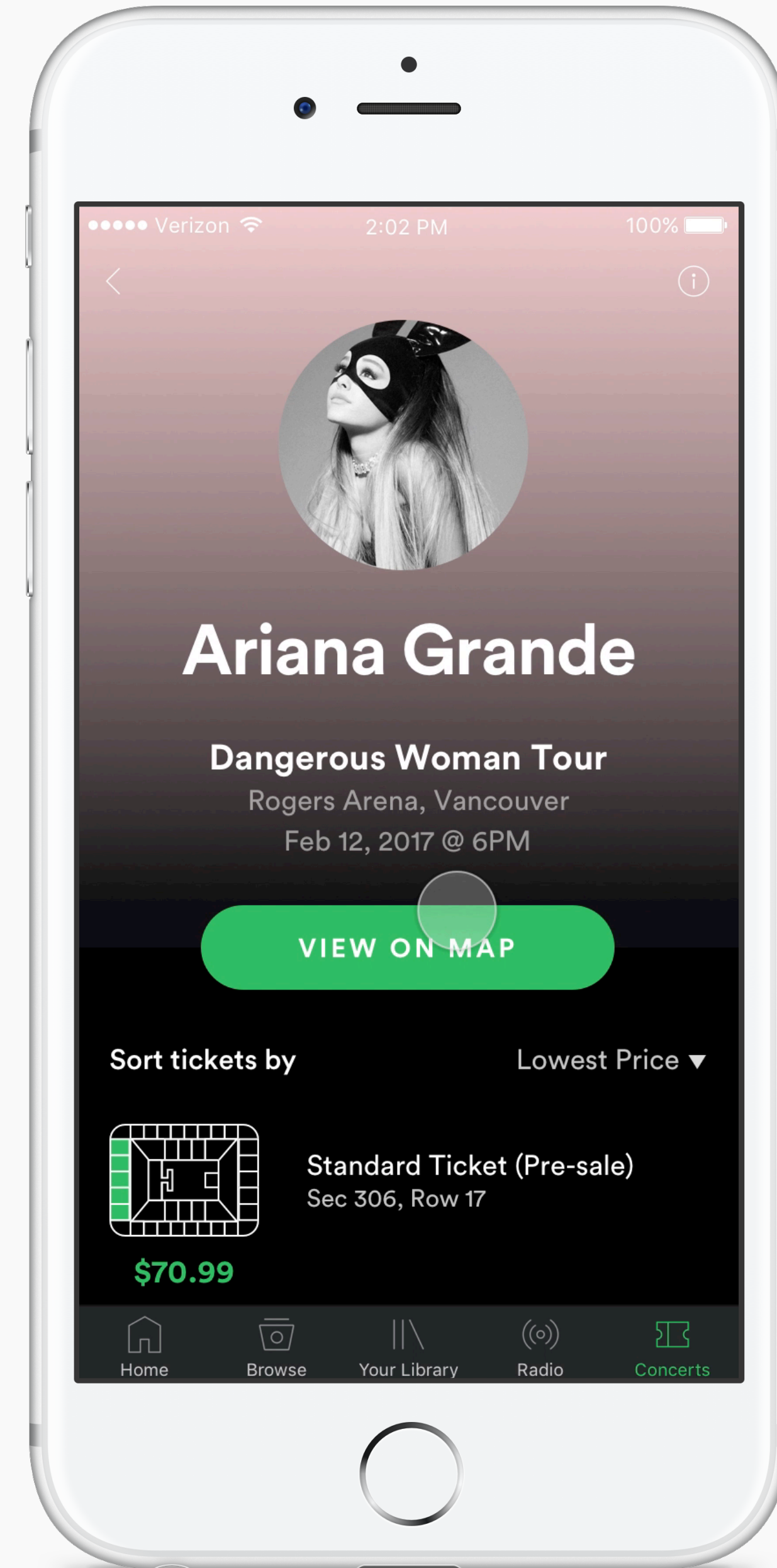




# PURCHASING FLOW

## Assurance Stage

Clear user-centred purchasing flow that aims to promote confidence in obtaining highly desirable tickets.

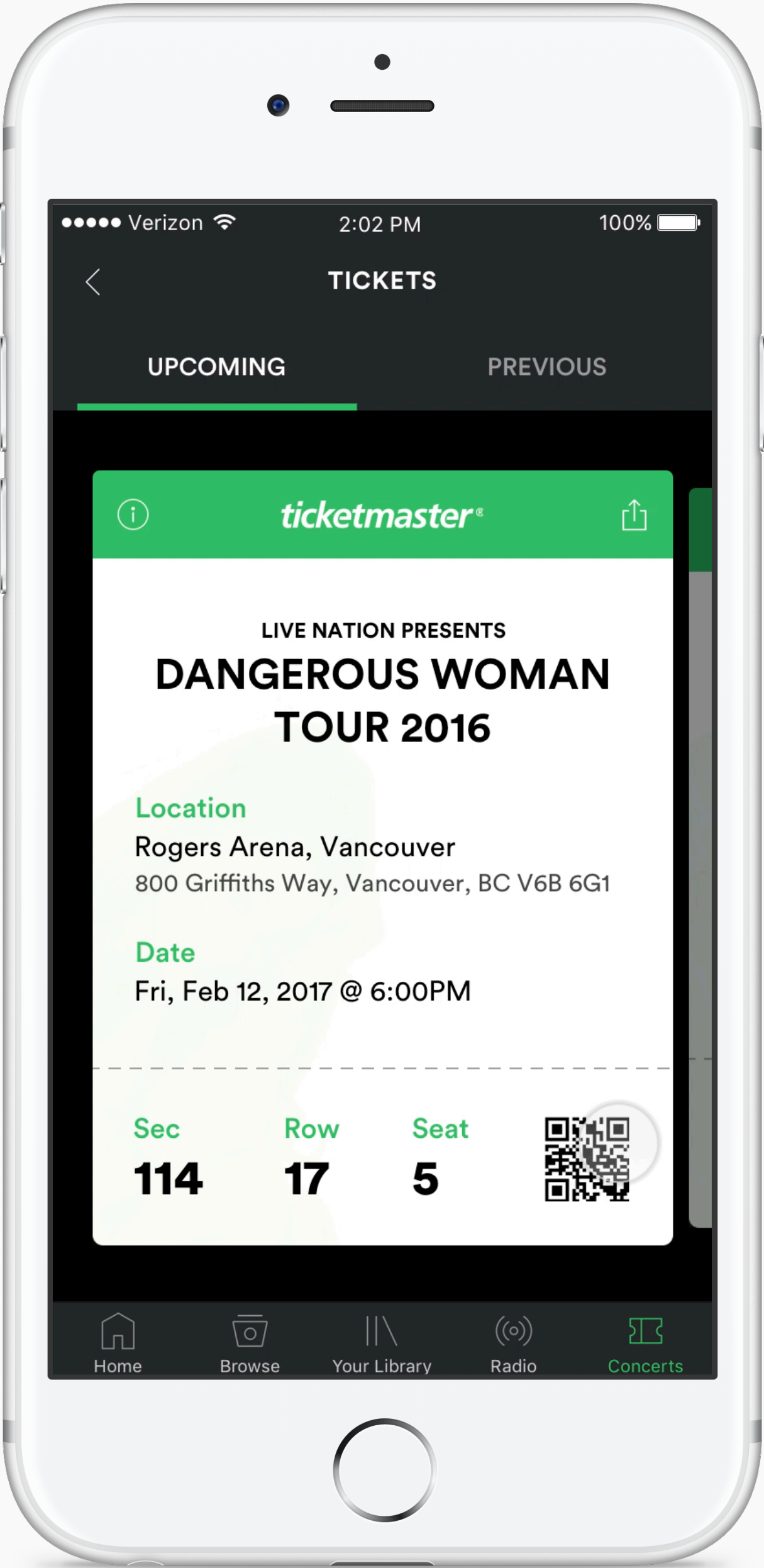




# SHARING TICKETS

Assurance Stage

Share tickets with multiple friends through  
Spotify or email.



# GENERATING EXCITEMENT

## *Engagement Stage*

Hype up users on the days leading up their highly anticipated event.

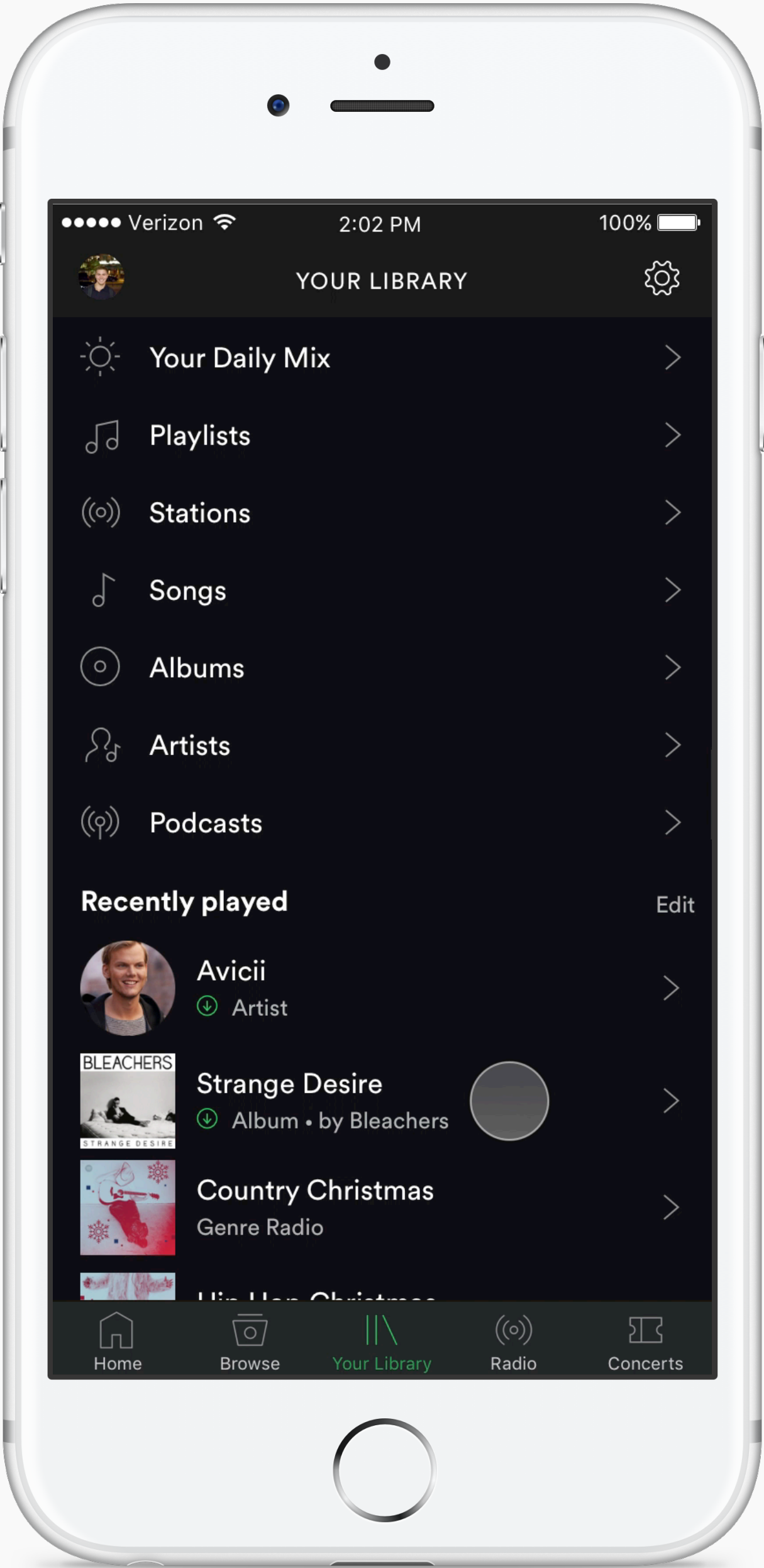





# END-TO-END EXPERIENCE

## Reflection Stage

A Holistic Approach to Concert-Going to maintain engagement after the event.





A black and white photograph capturing a moment of collective excitement at a concert. The image is filled with the silhouettes and skin tones of a dense crowd. Numerous arms are raised high, some with hands open, others with fingers pointing or making specific gestures. The background is a bright, hazy light, suggesting a stage or a large outdoor venue. The overall mood is one of shared joy and participation.

**Spotify Concert encourages passionate music fans to discover and experience music from their smartphones to the real stage.**



## REFERENCES

<http://ticketeconomist.com/>

<http://www.thebusinessofsports.com/2016/04/19/facebook-messenger-platform-an-opportunity-for-ticket-sales/>

<http://www.npr.org/sections/thetwo-way/2016/01/28/464708137/cant-buy-a-ticket-to-that-concert-you-want-to-see-blame-bots>

<http://www.wsj.com/articles/the-trick-to-taking-on-ticket-buying-bots-1467932126>

[https://thump.vice.com/en\\_us/article/ticket-scalping-new-technology](https://thump.vice.com/en_us/article/ticket-scalping-new-technology)

<http://www.npr.org/sections/thetwo-way/2016/01/28/464708137/cant-buy-a-ticket-to-that-concert-you-want-to-see-blame-bots>

<https://www.thinkwithgoogle.com/data-gallery/detail/online-ticket-purchasing-habits/>

<https://www.thinkwithgoogle.com/data-gallery/detail/timeline-buying-show-tickets/>

<http://www.billboard.com/articles/business/7573495/live-nation-italian-secondary-ticketing-market>

<http://www.billboard.com/articles/news/6813725/adele-tour-sold-out-angry-fans-ticketmaster>

<https://theringer.com/ticket-industry-problem-solution-e4b3b71fdff6#.f7i1cei1l>

<http://www.cbc.ca/news/business/tickets-bots-tragically-hip-marketplace-1.3811658>

<http://www.bloomberg.com/research/stocks/people/person.asp?personId=46448426&privcapId=384687>

<http://www.businessinsider.com/spotify-plans-to-use-data-to-unlock-the-power-of-superfans-2016-4>

<https://valuechaingeneration.com/2015/06/14/how-spotify-experiments-with-partnership-enabled-business-model-innovation/>

Spotify Logo Animation - Solomon Hsu

Images - RJ Shaughnessy + Julian Berman