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presents:

Three Business Models Walk Into a Concert...



The three
proved business models
that changed
online ticket sales



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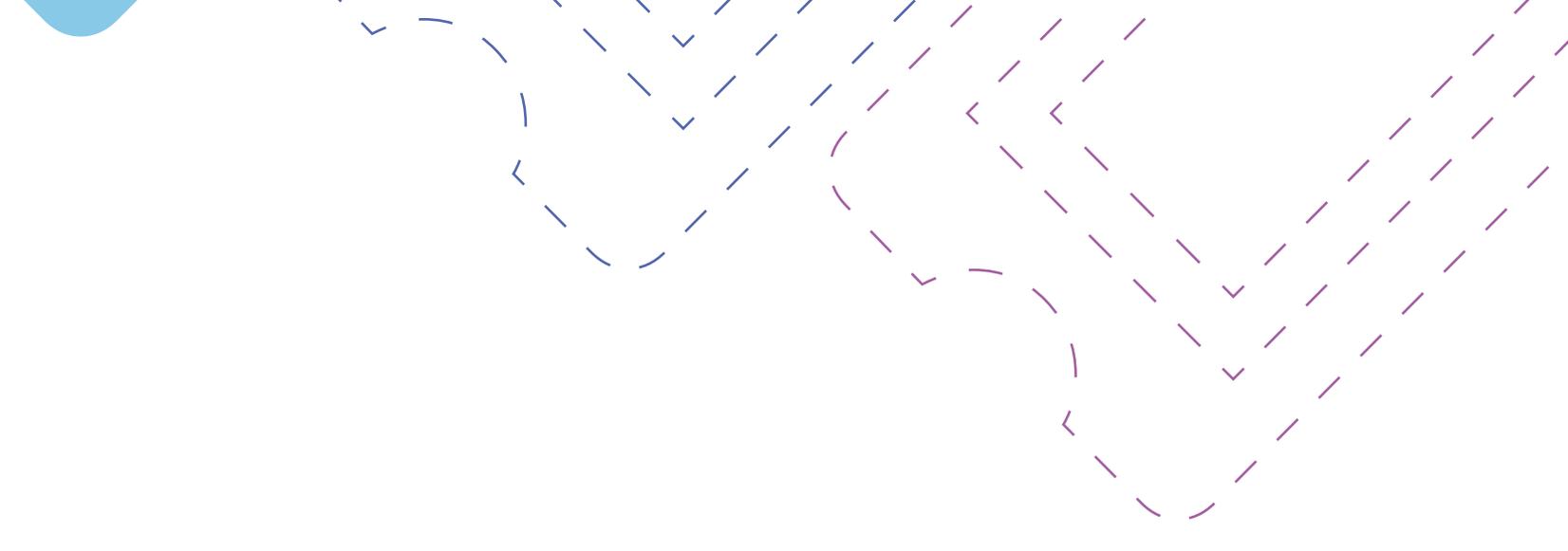


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Event ticket sales is no joke. The market makes up for 70% of sports revenue and up to 60% of music and film revenue.

Events, big or small, bring people together. We are social beings and we really like to get close to each other and enjoy life together. Throughout the ages people have gathered around gladiators and actors, in ancient Rome. They cheered for their favorite knights during the Middle Ages and now - everything’s available. Even Justin Bieber.

As the world grew smaller, we now can quickly join a local tweet meet or buy tickets to Madonna's concert or the Superbowl. With so many events and so little time a few companies evolved into (sometimes) friendly electronic helpers. Tickets are bought online and three models have evolved to cater to our needs.

Throughout this entertaining and information packed ebook you’ll find out which are these **three proven and dominant business models**. You’ll get an idea of how big the market is, who are the main players and how did they make it to the spotlight.

You’ll also get a graphical understanding of business models, information related to revenue and funding.

Let’s first have a look at **the market**.

The market

Ticket sales provide the financial backbone to any company in the event organizing and management business. In 2013 the top 100 movies grossed approximately \$10 billion, Madonna's 2012 MDNA tour alone grossed \$305 million and another \$75 million in merchandise sales, making her the highest paid musician. The NFL brings in an annual revenue of \$9.5 billion (second in line is baseball, with "just" \$7 billion in 2012).

Ticket sales generate roughly 60 to 70% of any given sports revenue, and 40 to 60 % for the music and film industry. The rest is split between sponsorships, endorsements and merchandise, but these too are dependent on ticket sales figures, a clear indicator of popularity and reach.

Ticket sales have been transformed, like any other industry, by the internet and several business models appeared during the dot.com boom. Only three survived and thrived. Let's have a look at these models and the companies that used them to dominate the ticket sales market, starting with number 1: the ticket retailer.

Key Numbers:

Top 100 movies in 2013:

\$10 billion

Madonna's 2012 MDNA tour:

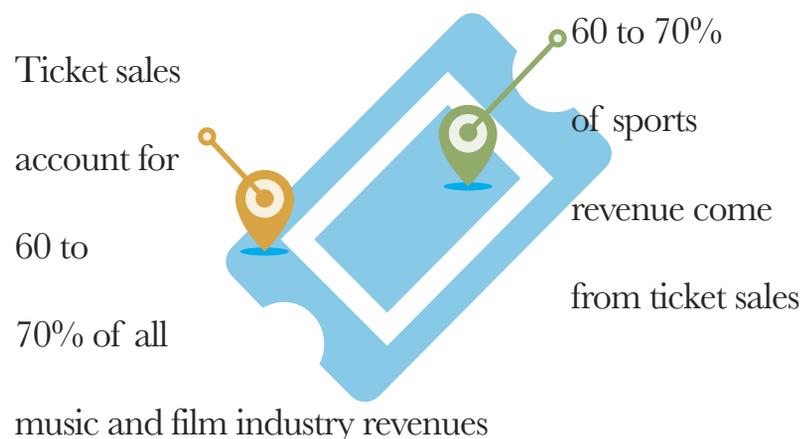
\$305 million

NFL annual revenue

\$9.5 billion

Baseball Major League annual revenue

\$7 billion



Sources:

- <http://boxofficemojo.com/yearly/chart/?yr=2013>
- <http://blogzap2it.com/pop2it/2013/03/madonna-joins-billionaires-club-after-mdna-tour-ticket-sales---report.html>
- <http://bleacherreport.com/articles/1707663-nfl-is-the-most-popular-sports-league-in-the-usa-really-too-big-to-fail>