<IMAGE_01>
'02_2007'

Print@home ticketing, provided Ticketmaster's TicketFast system, is used by various football clients, as well as Twickenham and London's The O2 Arena, as pictured.

TICKETING &

With the global economy in definite downturn, just as movie theatres are welcoming more patrons who want to escape their economic situation, so are sports and entertainment events at stadia and arenas around the world attracting more attendees.

To maximize their revenue sources, more venues are upgrading their ticketing and access control products and services, with virtually every vendor offering new technologies to keep pace with both venue and patron demand. At the same time, security concerns such as counterfeit tickets, entrance turnstiles and interior locks are receiving similar attention.

This overview of the worldwide sports and entertainment venue marketplace includes objective insights from key vendors on both sides of the Atlantic, including from North America: Ticketmaster, Event Innovation, ShoWare by VisionOne, Veritix, Tickets.com, Worldwide Ticketcraft, TICKETsage and iggli, and from Europe: Ticketmaster UK, VisionOne AG, TicketOnline, Immersive Solutions, Smartmachine, Kaba Gallenschutz, payment solution AG, SKIDATA, Fortress GB and Legic.

Feature-writer, Steve Traiman, reviews the new technologies, products and services offering additional revenue streams to stadia and arenas around the world, with insights from leading industry vendors.

ShoWare Center.

<IMAGE_02>
'ShoWare...'

Ticketmaster's Leading Role

Ticketmaster Entertainment, with headquarters in West Hollywood, CA, USA, consists of Ticketmaster and Front Line Management Group, with European business development and technology development, as well as implementation handled by Ticketmaster UK in London, UK. Established in 1976, the Company operates in twenty markets through www.ticketmaster.com with approximately 7,100 retail outlets and seventeen worldwide call centres. Serving more than 10,000 clients worldwide in 2008, the Company sold more than 141 million tickets valued at over US$8.9bn. Tick-

ACCESS CONTROL

Tickets.com.

etmaster acquired a controlling interest in Front Line Management Group back in October 2008, with co-founder Irving Azoff now Ticketmaster CEO. As of late May 2009, the US Justice Department's Antitrust Division was still reviewing the proposed merger — announced in February 2009 — of Ticketmaster Inc. and Live Nation Inc., the world's largest concert promoter.

Commenting on the most important trends in ticketing and access control, Ticketmaster UK Managing Director Chris Edmonds observed: "We've seen a greater level of interest regarding access control technology across all stadia, especially with football clubs, in the last year. They are replacing their season ticket booklets with barcoded season ticket cards, which work in conjunction with our access control systems, AccessManager and eEntry, installed at the venues. Print@home ticketing provided by our TicketFast system is used by various football clients, as well as Twickenham and London's The O2 Arena. Another trend is RFID cards, already used at Arsenal FC's Emirates Stadium. We also feel there will be a move towards the 'cashless stadium', where customers use an RFID card they 'top up' with money to make all their purchasing within the arena without using cash or credit cards."

Ticketmaster's newest service is their Paperless Ticket technology. Originally developed and launched last summer in response to fan and client requests for a non-transferable ticketing option, which provides enhanced convenience and security in one simple transaction. The technology creates an electronic ticket on the buyer's credit card, up until venue entry, when they present their credit card along with a valid photo ID, to receive immediate access and receipt. Paperless Ticket was first employed for Tom Waits' 2008 "Glitter and Doom" US tour; then, in September 2008, extend-

ed to the UK when more than 18,000 fans attending Metallica's concert at The O2 Arena were scanned in. It was launched in Canada April 4, 2009, for Metallica's October 12 concert at MTS Centre in Winnipeg, Manitoba, and faced its biggest test with only paperless tickets being sold for superstar Miley Cyrus' 45-date US tour to take place this autumn/fall, which went on sale June 8.

Among other recent Ticketmaster UK deals, in March, a contract was secured to provide exclusive ticket retail services, marketing and event day services to the 2009 UK Athletics via their agency Fast Track Events, for events in Glasgow, Birmingham, Sheffield, Gateshead and London. And back in May, Ticketmaster UK signed a new multi-year agreement with Plymouth Argyle FC to provide ticketing, customer service and a stadium access system. Ticketmaster will install AccessManager at Home Park Stadium, whilst ticketing operations move to Venuemaster's hosted solution, VM Host.

US News & Views

Asked to comment on the most important trends in ticketing and access control technology, Bruno Boehi, CEO of ShoWare by VisionOne Inc., advised: "The most important trends I foresee are: ease of use, from the point of sale to the point of entry for the customer and venue staff; mobile ticketing, thanks to RFID on mobile/cell phones; User Interface Experience to make ➲

TICKETING & ACCESS CONTROL

online sales very easy, with full control over venue ticketing and the ability to make fee changes as the performance is selling; in addition to real-time reporting on all aspects."

For Washington, DC-based Event Innovation, Chairman and CEO Stephen Gilfus commented: "The rise of paperless ticketing — electronic tickets with capabilities to let most venues electronically manage and transfer tickets. The whole concept of 'stored value' cards with associated ticket accounts: the rise of 'loyalty programs' tied to the number of times they come to a venue tied to a ticket purchase, plus a significant trend around the use of mobile devices. I come to an event with my iPhone or Blackberry with a barcode that acts as my ticket, as well as my payment for concessions and merchandise. Most importantly, venues are interested in obtaining critical data on who is sitting in their seats, what kind of events they're coming to, who's coming with them, and what they're buying. The bottom line is how they are going to build relationships with their customers."

Derek Palmer, Chief Commercial Officer of Tickets.com, advised: "The trend will continue toward organizations taking more control of their brand and ticketing operations; building a more personalized relationship with the fans. With access control, it will go beyond the simple validation of tickets and the continued expansion of stored value or bundled options, like our Uptix product, will allow organizations to gain a much better picture of their patrons' purchasing habits."

Guy Villa, Vice President of Sales for Veritix, based in Cleveland, Ohio, noted: "Venues, teams and artists want to gain full control over the entire ticketing process, from sale to re-sale. Plus the want entry gained only via electronic tickets bought, sold or transferred from a branded website. This guarantees full data capture on each transaction with substantial financial impact."

Tom Higley, founder and CEO of iggli Inc., based in Boulder, Colorado, advised: "The venues' appetite is to build their added incremental business, based on improving yield management to fill empty seats and have these additional patrons buying more food, drink and merchandise."

Tim Timco, Vice President of Sales and Marketing at WorldWide Ticketcraft in Deerfield Beach, Florida, added: "As a ticket printer, our most important concern is a paperless society. The new technological developments in ticketing are increasingly geared towards the use of an electronic device without the need for a paper ticket. The industry's continuing battle against counterfeit tickets is a global concern."

In agreement with this is Stephen Cassar, CEO of TICKETsage, Fayetteville, Arizona: "Anti-scalping and fraud ticket detection technology is a prime concern of venues and consumers alike."

New Products & Services

Among the newest products and services in stadia and arena ticketing and access control technology, Boehi referred to: "Our Customized Venue Solution is geared to concert and sports events, including SKIDATA Access Control."

Frank Ganis, Vice President of Business Development at Event Innovation advised: "Our 'Attendee Intelligence' is based on over ten years experience in the college market, with our original Ovation venue loyalty card changed to a SocialTix card. Each venue would have the first online social network focused on

<IMAGE_06> '_MG_3788'

<IMAGE_07>'...3942'

Founded in 2006, Flash Seats offers an innovative, cutting-edge solution combining electronic venue access, a branded marketplace for electronic event access rights, and a retail-class behavioural marketing system. In April 2008, the NBA Houston Rockets adopted the technology and incorporated the system at Toyota Center.

events, venues and social ticketing, including functionality like event management, invitation facilitation, ticket management and ticket transfers. This would enable and encourage strong social dynamics among event attendees. Since last autumn/fall, we've been working with five different venues — from an NFL stadium and NHL arena, to large and medium size PACs, and a small regional theatre — on pilot programs that will run through the summer."

Tickets.com has two new products, as Palmer confirmed: "We introduced our Tickets@Phone product in January 2007, which allows delivery of barcodes to mobile devices that work with venue access control. It is currently in use at the Royal Oak Music Theater, K-Rock Centre, San Jose Earthquakes, BOK Center, Times Union Center, and by multiple Major League Baseball teams. We're also now rolling out the next-generation ProVenueMobile, which allows for the complete closed-loop transaction and delivery of tickets on mobile phones. This year we introduced our Uptix product with the MLB San Francisco Giants at AT&T Park. In a partnership with Givex, Uptix allows organizations and fans to bundle additional value onto their tickets for redemption at merchandise and concession stands, and allows organizations to do very specific marketing to fans in particular seating areas or tied to specific promotional items."

Veritix's Villa announced: "Integrated into our digital ticketing program is the 'paperless' ticketing service of Flash Seats, usable for all individual tickets, season, group, complimentary, fan club and parking events. Founded in 2006, Flash Seats offers an innovative, cutting-edge solution combining electronic venue access, a branded marketplace for electronic event access

rights, and a retail-class behavioural marketing system. Flash Seats launched for the 2006-2007 season with the NBA Cleveland Cavaliers at what is now Quicken Loans Arena with a successful rollout and financial return. In April 2008, the NBA Houston Rockets adopted the technology and incorporated the system at Toyota Center. In June 2008, MLS Real Salt Lake signed on, with the system ready for the last three home games in the new Rio Tinto Stadium in nearby Sandy, Utah. The power of the electronic ticket lies in the data collection and the consolidation of the secondary market. As an example, for each Cleveland Cavaliers' season ticket account on Flash Seats, seventeen new sales were generated each season." ⟳

TicketVerify by TICKETsage empowers venues to not only deter fraudulent tickets but to track and monitor their traffic by analyzing the data in order to proactively fight scalping.

<IMAGE_08> 'Ticketverify'

Higley reported that: "iggli inc. is the creator of a web-based 'Invite' service that serves fans and providers in the sports and entertainment ticketing industry. Fans use the service to create invitations for ticketed events, track responses, and social conversations around an event. Partners, such as ticketing sites, venues, promoters, artists, sports teams and event aggregation sites, use the service to generate more awareness of events and make it easier for visitors to invite friends and buy tickets. We're working with Nederlander Concerts at the Grove Theater in Anaheim, CA, and the Greek Theater in L.A., and hope to extend the trial program to arenas and stadiums later this year."

Worldwide Ticketcraft's Timco advised: "To help the industry combat the insidious losses from counterfeit tickets, we've developed a four-colour, anti-counterfeit ticket, which incorporates an overprint varnish, holographic and cold foil, microtext, custom perforation, safety centre paper, and a hidden image on the front, plus yellow blacklight ink, sequential numbering and coin-activated ink on the back. We also developed a new line of cost-effective thermal ticket printers, with three models introduced in this tenth anniversary year. Standard features include an internal power supply, USB connectivity, adjustable gap sensor, international character sets and flash memory. We have sold numerous printers to theatres, ticket outlets and kiosks, and are now seeking arena/stadium sales."

TICKETsage's Cassar confirmed: "TicketVerify, our anti scalping product, is now in production, and was recently successfully trialled at three U.S. venues in Houston, TX; Tulsa, OK; and Johnson City, TN. The program empowers the venue to not only deter fraudulent tickets but to track and monitor their traffic by analyzing the data in order to proactively fight scalping. We'll be extending our trials this year to more arenas and stadiums in the US and abroad."

Key Expansion Markets

Reporting on how much of their business is outside North America, and what their key expansion markets are, ShoWare by VisionOne's Boehi advised: "We have about 350 customers in the U.S. and 500 in total worldwide. Our U.S. headquarters are based in Fresno, CA, with VisionOne AG based in St. Gallen, Switzerland. We also have offices in Mexico, Chile, Argentina, Brazil and Austria.

For Event Innovation, Ganis commented: "We're starting with N.A., but since we introduced SocialTix at the Stadium Revenue Summit last November in London, we've been getting enquiries from venues in Europe, Latin America, the Middle East and Asia. While European venues have done a lot with paperless ticketing, no one has put all the pieces into one neat box like SocialTix."

At Tickets.com, Palmer confirmed: "We're 100% focused on rolling out our products to our existing North American markets; then we will address expansion markets."

Veritix's Villa echoed this: "We are focusing on the North American market segment at this time."

For Worldwide Ticketcraft, Timco observed: "Currently, only a small portion of our business is from international sales, however a more aggressive marketing plan is being implemented to expand and grow our business into markets outside the U.S."

At TICKETsage, Cassar replied: "Expansion markets make up about 19% of current business in Germany, Holland, Spain, Dubai and Latin America."

European Vendors' Thoughts on Key Trends

For Europe-based ticketing, access control and security vendors, it would seem that their views on future trends reflects that of their U.S. counterparts.

Andreas Angehrn, CEO for VisionOne AG in St. Gallen, Switzerland, noted the industry trends he foresaw to include: "Paperless ticketing, based on RFID/NFC or Barcode Cards; system integration of CRM functionalities (member groups, privileged booking opportunities); multi-use of RFID/NFC Carriers (booking, payment, access, and cashless payment); connection to messaging services (e-Mail, SMS); and deep and detailed analyses of customer data."

Norbert Stockmann, CEO of TicketOnline, Germany, commented: "Print@home is certainly a key trend, and associated enhancement of scanners, especially wireless, e.g. handheld scanners. Mobile ticketing will pick up with more penetration of smartphones, like the iPhone and G1."

Florence Maffrand, Business Development Manager of Immersive Solutions in Colomiers, France, concurred: "Visualization and mobile portability, as well as other integrations with CRM systems, are the linked industry trends."

Thomas Wiedner, Marketing & Business Development Director for Smartmachine, with headquarters in Salzburg, Austria, also reflected this view: "A clear tendency/trend is to make use of any type of 'virtual' tickets (like RFID, print@home, mobile phone), driven by expanding online purchases. For access control, venue operators are looking for self-service access, with adaptability to ⊃

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Immersive Solution's 'My Stadium' offers 3D e-ticketing capabilities, with seat-to-pitch visualization.

raise capacities quickly through links with third-party systems."

Heinz-Peter Strömsdörfer, founder, CSO & COO of payment solution AG, Munich, Germany, added: "Diverse new ways in ticketing (print@home, mobile text messaging, etc.) is the future. It is the truly integrated multifunctional use of customer cards based on RFID contact-less chip technology, and the seamless interaction of all relevant components, such as ticketing, access, point-of-sale, parking, etc."

At SKIDATA, based near Salzburg, Austria, Gunther Geisenfelder, Vice President Marketing & Sales for Fairs, Attractions & Arenas, noted: "The latest market trends show there's a clear focus for our stadium operators and clubs towards issues such as security, availability of services, and marketing support. The latest solutions use NFC (Near-Field Communication) technology, and we've been actively involved in the development and standardisation as a Principal Member of the worldwide NFC Forum. When it becomes widely available in around two years time, NFC-enabled mobile devices will download the ticket from so-called 'Smart Posters' and also pay for the service. In terms of security, threats like hooliganism and terror attacks have caused legislators and stadium operators to step up precautions. In response to that, we've developed — in cooperation with our technology partners — special full-height security gates for ten Italian stadiums."

For Kaba Gallenschütz, Marc-Oliver Quass, Senior Sales Manager for Public Systems & Solutions, observed: "The requirements of stadiums regarding access control and ticketing technology are getting more and more specific. Security is a worldwide concern at all arenas and stadiums, and many venues need different solutions to secure different entrance areas."

For Legic, Dr. Otto Eggimann, Vice President, Sales & Business Development, added: "Sports and entertainment event centres with permanent 'sub-tenants,' such as the offices of leading football clubs, box lease-holders, and a wide variety of different event-organisers, require a very flexible key management system, which can be offered only by means of an electronic locking system with companion on-site programming."

Richard Pinnick, head of Global Business Development for London-based Fortress GB Limited, observed: "There are two over-riding trends. One is 'functional', as stadiums and arenas are reinventing themselves as multi-purpose entertainment venues, they need flexibility to shift from hosting a football match to a concert or a trade show. The other is 'strategic', with a focus on the customer or fan base, and the challenge of how a venue can identify this customer and influence their behaviour so as to generate additional revenues — a process we call 'yield management'. Using an RFID smartcard or paper ticket to access a stadium or pay for goods is now commonplace and well proven. Today, leading edge stadiums are looking for 'integrated services' with management asking, 'How do I get my investment in systems to work together to deliver a suite of services to the customer that maximises my earnings potential?'"

Europe's Latest Ticketing and Access Control Services and Products

As for European companies latest ticketing and access control services and products, VisionOne's Angehrn noted: "Elements of our Customized Venue Solution include paperless ticketing through RFID; seamless connection of ticketing systems with cashless payment systems; a wide range of CRM and address management functionalities; and online sales of season cards and fan packages."

For TicketOnline, Stockmann confirmed: "We're currently finalising interfaces to the three leading access control systems: Skidata (done), Interflex and Aditus, so that going forward we'll cover the majority of the market. We also developed our own access control system called 'TO Easy Control'. Key features include: available for stationary and mobile use; stand-alone version with local use of a handheld scanner at a single entrance (print@home tickets only, season tickets only, etc.); a networked version: with parallel use of multiple handheld scanners on a WLAN basis at various points of admission; affordable with minimal outlay on installation, training and maintenance; and quickly expandable and multilingual. Last year, Ticket Online became the official ticketing partner for the 12th IAAF World Championships in Athletics — the world's largest ⊃

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sporting event in 2009, with 500,000 visitors expected at Berlin's Olympic Stadium this August."

Maffrand advised: "Immersive Solutions' product interfaces with the club's ticketing system to provide seat-to-pitch visualization. We first developed a b2b application branded Immersive Stadium, with customers including Toulouse FC, Grenoble GF38, AFG St Gallen (Switzerland), and Olympique Lyonnais for their future stadium opening in 2013. For Grenoble FC, fans can choose their seat on the internet and visualize the exact view from their seat, compare different seat views, and then purchase their tickets online. A Beta version of an enhanced 'My Stadium' global concept for sports clubs is now being tested at several European venues as an integrated 3D solution. This will help clubs to better operate their venues as the 'core solution' for their marketing strategies to their fans and corporate partners."

Smartmachine's Wiedner reported: "For The O2 World on Tour show this year, we changed the mechanism for our original mobile delivery service from bar-coded SMS to MMS, with the ability to instantly check the originating network. We support any other delivery method as well. Our new service, which was launched back in April, is an application that can be downloaded directly to a mobile/cell phone and allows for administration of mobile tickets, with added security through PIN protection. It also provides secure forwarding with guaranteed delivery."

SKIDATA's Geisenfelder noted: "Our core technology in the stadium/arena market is Handshake, introduced in 2001 at Stockholm's Globe Arena as a solution centred on access, guest management and related workflows. It is designed to work with a wide range of ticketing formats and technologies, and can 'read' tickets of virtually any provider. Handshake can import any venue's ticket white-list and details on barcode, or other formats, to read and verify them at the point of access or at other POS, with about 200 current installations worldwide. Handshake is designed to leverage its capabilities as a 'data and workflow hub' to help operators serve the entire guest cycle."

Strömsdörfer of payment solution reported: "We provide a lot of unique internet services, which allow our customers the autonomous administration of the

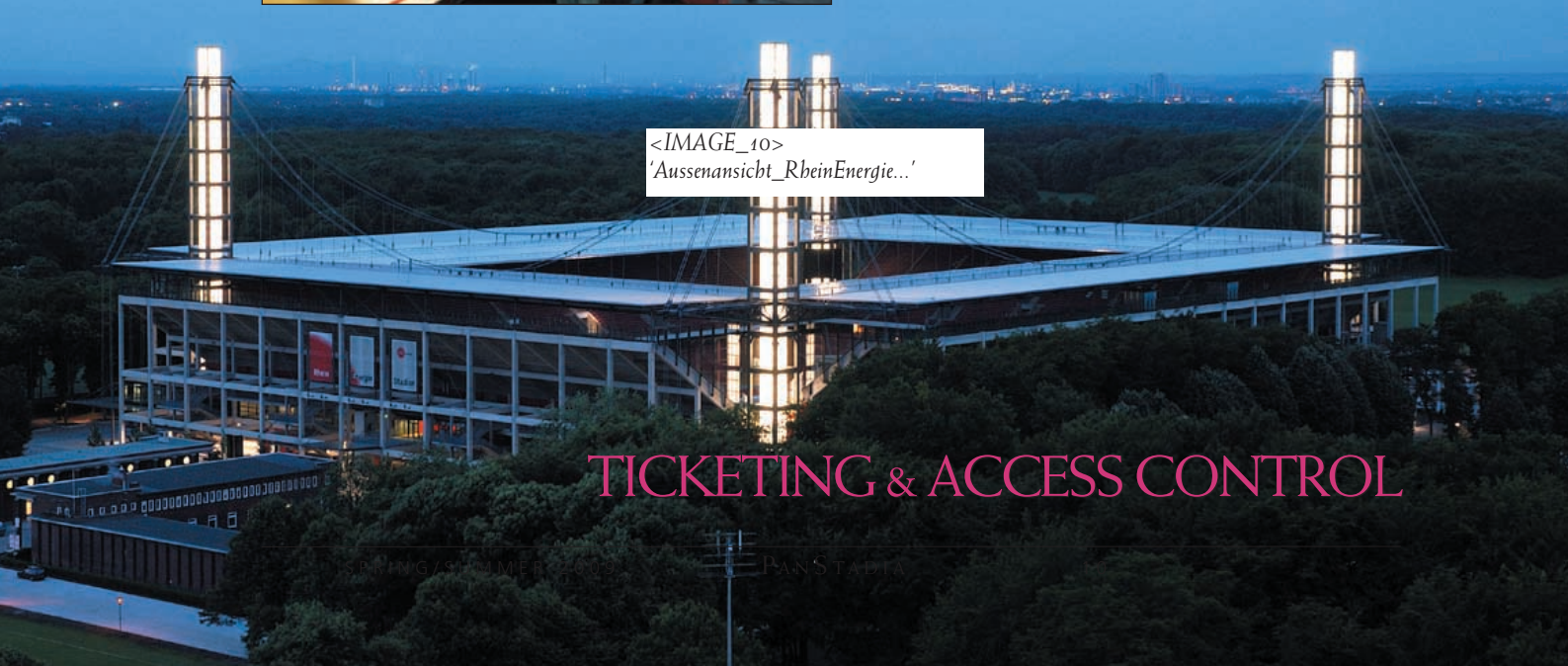

<IMAGE_12> & 'buc_071217_076k.jpg'

payment solution's 'my justpay' service allows all card owners to self-manage their cards via the internet. They can top up their card, block their card, transfer money from one card to another, and buy web shop merchandise. Card layouts can be customized for the venue or club, as 1. FC Cologne did at RheinEnergieStadion.

<IMAGE_11> & 'buc_071217_016k.jpg'

<IMAGE_10> 'Aussenansicht_RheinEnergie...'

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Kaba offers a full product range, from tripod barriers for main entrances, to full-height turnstiles for opposing team entrances, to sensor barriers for VIP entrances.

venue or club card with focus on the payment function. Last August we introduced the 'my justpay' service, which allows all card owners to self-manage their cards via the internet. They can top up their card, block the card; transfer money from one card to another; and buy web shop merchandise. Card layouts can be customized for the venue or club, as 1. FC Cologne at RheinEnergieStadion, Eintracht Frankfurt at Commerzbank-Arena, 1899 Hoffenheim at Rhein-Neckar-Arena and 1. FC Kaiserslautern at Fritz-Walter-Stadion have all done."

To meet the needs of arena and stadium clients for flexible systems, which can be instantly re-configured to handle the different infrastructure requirements of sports, concert or trade show events, Fortress's Pinnick noted: "We provide the ability for access control to interface with multiple ticketing systems for a single venue, and to accept the complete spectrum of ticketing technologies. In one such venue, Fortress is interfacing with six different ticketing systems through a single unified reader, our TR140, to process barcode, second barcode, print@home, RFID tickets, RFID smartcards, Mobile Phone barcodes, and NFC technologies. This gives the venue and event promoter complete flexibility for whatever mechanism they use for ticket sale and validation. To address the strategic demand by clients for systems that create a real-time 'conversation' between the customer and venue operator, our Fortress Smart Stadium solution uses the 'RFID smartcard' as a Customer Management tool. Our Smart Stadium platform is a transaction exchange that integrates with all the sub-systems in, around, and outside the stadium. These run the gamut from ticketing software, access control, retail and concession POS, to hospitality and digital signage solutions, to name a few. The Fortress Smart Stadium solution is used today in over 65 venues worldwide, including the majority of UK Football Premiership and National Stadiums. In some stadiums we are integrated with over 20 different systems. Each time the customer places his/her card on a turnstile, POS reader or kiosk, our exchange captures that event, and can instruct the sub-system on how to treat the customer. As examples, 'He is a loyal cus-

tomer so give him an upgrade' or 'She has £x funds on her card so use these funds (e-money) to pay for goods and services' or 'This person has not purchased a shirt, so offer him a cash-back incentive to buy'.

"Fortress has also launched the first integrated Stadium Card and MasterCard product. This not only provides the customer with the complete range of our in-stadium services (ticket, access, cashless payments, loyalty, rewards) but also adds the ability to use the card for day-to-day purchases. It's a win-win — every time the customer uses the card in their local grocery store or gas station, they earn cash back or rewards that goes straight into account with their sports team. This extends the commercial reach of the sports team into the daily lives of their customers. The value of this integrated approach goes straight to the stadium or sports club's bottom line, with our clients routinely achieving increases in customer revenues of between 28 to 35%."

For Kaba, Quass advised: "Whether it's tripod barriers for main entrances, full-height turnstiles for opposing team entrances, or sensor barriers for VIP entrances, our product range is able to provide customised solutions for the different requirements, with all our units compatible with any ticketing system. With a growing demand for sensor barriers to regulate the access to VIP areas, our newest unit consists of a sensor-controlled passageway with automatic half-height swing doors. They allow for comfortable, contactless access as they harmonise with the stylish premium areas of stadiums and arenas. One of our recent references is the Bird's Nest stadium in Beijing, main venue of the 2008 Summer Olympic Games, with our tripod barriers installed at many European stadia, such as Berlin Olympiastadion, Veltins Arena auf Schalke, and Stade de France."

Legic's Eggimann commented: "Our recent installation at RheinEnergie Stadium in Cologne, Germany - home of leading football club, FC Koln, and its sub-tenants is a good example. The Omega Legic 815 DK cylinder locks were introduced to the venue market several years ago. They are VdS-certified and the 'Time' version used at the stadium was awarded a class B cer-

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<IMAGE_16> 'Std de France...'

Manchester City FC's Combined Fortress & mastercard (right) and Fortress TR-140 in action on turnstiles at Stade de France (above).

<IMAGE_15> 'MCFC...'

tificate in compliance with guidelines for mechanical security fixtures and electronic cylinder locks drawn up for loss prevention. Kölner Sportstätten GmbH, venue owner/operator, gives maximum priority to the security of all its facilities, and of the fixtures and fittings of more than 50 box lease-holders. Management values the ease of use of the Omega Legic software, which makes it possible to change the locking schedules at any time, as well as to view incidents, plus the added Program Master feature that authorises programming media and on-site key programming."

European Vendors Looking Abroad for Expansion

In regards to expansion plans for European companies, they seem to be setting their sites outside of their normal 'home' markets.

Stockman reported: "In 2008, TicketOnline became part of the SEE Tickets International Group, with headquarters in Amsterdam. The Group operates in The Netherlands, France, Spain, Belgium, and Great Britain, with TicketOnline Germany responsible for the German, Austrian and Polish markets. One future focus area is the roll-out of our successful TO30 system to the other SEE Group countries."

Immersive Solutions Maffrand noted: "Our business

has been exclusively European so far, which does not preclude market expansion with our new 'My Stadium.'"

Smartmachine's Wiedner observed: "The contribution of overseas sales to our total sales is still less than 10%, but with new partnerships to be established, our goal is to have 30-40% contribution within the next two to three years. We've had an established partnership in South Africa and recently started business in Brazil as a kind of 'test market' for Canada and the U.S. (where we have relationships with ticketing firms). Other targets include the Middle East and the Far East, but for 2010 and beyond."

"As we operate worldwide," observed payment solution's Strömsdörfer, "there's no focus on special markets for expansion. While our stress is on Europe, there are other market perspectives and we're confident in spreading our business all over the world. After recent contracts with Ricoh Arena in Coventry, UK, and AFG Arena in St. Gallen, Switzerland, we will equip the first cashless stadium in Eastern Europe, at the US$400 million, 50,000-seat Donbass Arena in Donetsk, Ukraine, under construction as the new home of FC Shaktar Donetsk, based on a multi-functional debit card using our ePayment system."

For SKIDATA, Geisenfelder noted: "We have representation in more than 40 countries, and our stadium/arena business outside Europe currently accounts for approximately 20% of revenue, with a strong upward trend. Key expansion markets are Eastern Europe, the Americas, the Middle East (UAE) and the Asian/Pacific region, with a focus on Japan, India, China and Korea."

Kaba's Quass advised: "We operate worldwide and while Europe is our main market, we are also active in expansion markets like China, India, Central and South America."

For Fortress, Pinnick commented: "About 40% of our business is outside Europe, with the U.S. and Asia Pacific as key new markets."

<XHEAD> Optimistic Outlook for 2009 & Beyond

Looking at their revenue outlook for the stadia and arena market through 2009 and beyond, both U.S. and European vendors are generally bullish.

ShoWare by VisionOne's Boehi observed: "We expect stadia and arenas to generate about 20% of our revenues in the U.S. and about 50% worldwide for 2009."

Event Innovation's Gilfus advised: "We definitely see this market expanding globally for us. There's more interest today in an economic downturn to better target marketing dollars to more specific audiences and individual attendees."

At Tickets.com, Palmer emphasized: "We are positive about seeing growth for both our stadia and arenas ticketing and access control products. We firmly believe that organizations are looking for a partner that can provide leading-edge products and services, and we're well positioned for that role."

"We see a bright future for Veritix," said Villa. "With a heightened sense of urgency in the coming years, as venues/teams/artists look for new ways to determine who purchased the seat, who sold the seat, and when they entered the venue."

For Worldwide Ticketcraft, Timco noted: "With an expanded sales team, increased marketing efforts and additional capital improvements, we expect increased market share and noticeable growth."

TICKETsage's Cassar advised: "We expect to see a slight increase, of about 12%, over the next year. Once TicketVerify is fully rolled out, we plan to market it aggressively and see a significant ROI."

TicketOnline's Stockmann commented: "We expect that business in the sports sector will represent more than a 30% share of our revenue mix within the next few years."

SKIDATA's Geisenfelder responded: "Our order books are full, with many individual and large-scale projects in the pipeline, most notably for the 2010 FIFA World Cup and 2012 UEFA championships."

For Fortress, Pinnick advised: "Our arena and stadium business in Europe and new markets is good and growing."

It would seem clear by the comments made by these leading vendors on both sides of the 'pond', that new technologies for both ticketing and access control at stadia and arenas are set to offer expanding revenue opportunities for the sector across the globe. ✪