



OGroup



# The Future Of Ticketing

How Blockchain is  
Unlocking New Revenue  
and Engagement

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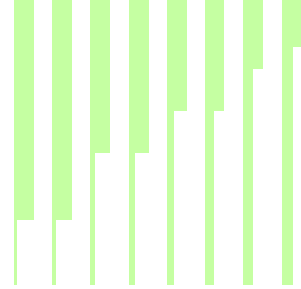




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# Introduction



Global ticketing is facing challenges. Fans get priced out. Bots and scalpers run the game. Artists and organizers lose millions in revenue to predatory resellers. Every major event—whether it's Taylor Swift's Eras Tour, the Super Bowl, or a global music festival—follows the same pattern: instant sellouts, skyrocketing resale prices, and counterfeit tickets flooding the market.

It's a system designed for everyone except the people who actually make live events happen—the artists, teams, and their fans.

Blockchain could fix this.

By turning tickets into verifiable digital assets, blockchain eliminates counterfeiting, regulates resales, and puts power back in the hands of event organizers. NFT-based ticketing isn't just about stopping fraud—it's about unlocking new revenue streams, building fan engagement, and creating digital experiences that last beyond the event itself.

**But let's be real:** blockchain ticketing isn't mainstream yet. Adoption is slow. Integration with existing platforms is clunky. Transaction fees and user experience still need work. If blockchain is going to redefine ticketing, it needs to prove it can outperform traditional systems—not just in security, but in usability, cost efficiency, and real-world value.

This report breaks down exactly how that's happening.

## We'll explore:

- How blockchain ticketing eliminates fraud and scalping
- Why NFT tickets are creating new monetisation models
- The challenges preventing mass adoption (and how to overcome them)
- Which companies and events are already leading the charge

The future of ticketing won't be controlled by a handful of centralized players. It will be decentralized, transparent, and designed to serve artists, teams, and their fans—not resellers and middlemen.

# 70%

of all ticket transactions occur via mobile apps, with QR codes and NFC technology

# 60%

of high-demand tickets are snapped up by bots within seconds

# 203%

the average resale markup, forcing fans to pay double while scalpers profit

# Ticketing is Changing—And the Industry Must Catch Up

Ticketing has never been more digital, yet it has never been more frustrating. For fans, buying a ticket to a major concert or sporting event often feels like a war zone. While ticketing platforms have embraced digitalization, issues like fraud, price gouging, and resale market manipulation remain widespread. Events sell out within seconds, only for tickets to reappear on secondary markets at exponentially higher prices.

Scalpers and bots dominate high-demand events, locking out real fans and driving revenue away from artists, teams, and organizers. Bots buy up to 60% of high-demand tickets in seconds.

Better Online Ticket Sales (BOTS) Act and the EU Digital Service Act aim to regulate the usage of bots in ticketing.

For event organizers, managing ticket sales has become a balancing act between maximizing revenue, minimizing fraud, and ensuring tickets actually end up in the hands of real fans.

But change is happening. Physical tickets are fading into history, replaced by mobile-first experiences that are faster, smarter, and more secure. AI, dynamic pricing, and mobile-first solutions are reshaping the industry.

And the market is getting bigger. The global online event ticketing market is projected to grow from \$50.97B in 2024 to \$53.43B in 2025, fueled by a shift toward mobile-first purchasing experiences.

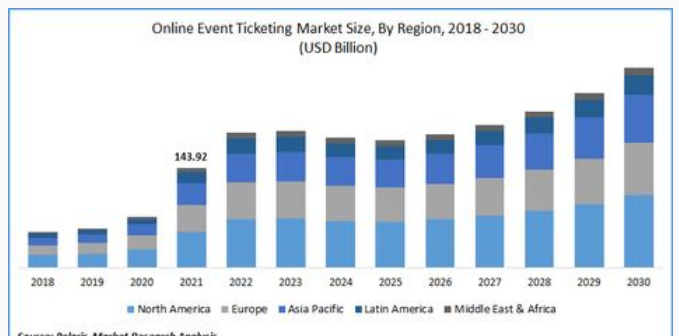
Today, more than 70% of all ticket transactions occur via mobile apps, with QR codes and NFC technology becoming the industry standard for entry. Consumers expect seamless, tap-and-go experiences, and digital ticketing is delivering that convenience.

But while the growth is exciting, the real game-changer isn't just in selling more tickets—it's in how tickets are sold, priced, and secured. And for the first time in years, new technology is providing a real opportunity to fix ticketing's biggest flaws.

For event organizers, this shift has made real-time updates, mobile notifications, and personalized engagement possible. Fans can now receive alerts about seating upgrades, last-minute ticket availability, or exclusive event perks—creating new opportunities for monetization and engagement beyond just selling a ticket.

Despite these advancements, the ticketing industry still faces fundamental challenges—fraud, scalping, and resale market chaos continue to plague both fans and event organizers. AI and mobile-first solutions have improved efficiency, but they haven't solved the underlying trust and security issues that allow bad actors to exploit the system.

**\$69.25B**  
the projected size of the global online event ticketing market by 2029, growing at a 6.7% CAGR.



Source: Polaris

# The Future of Ticketing: What's Driving the Shift?

**Personalization & Data Analytics**  
AI tracks behavior to enhance marketing & engagement, and boost repeat attendance

**Biometric Verification**  
Facial recognition, fingerprint scanning, and iris detection tie tickets to verified identities, significantly reducing counterfeiting and fraud risks

**IoT & Smart Venues**  
RFID wristbands and smart sensors monitor crowd movement, manage entry points, and enable cashless transactions  
📊 Reduces wait times by up to **30%**

**AI-Powered Dynamic Pricing**  
AI-driven models now adjust prices in real-time based on demand, availability, and consumer behavior.  
📊 Boosts revenue by up to **15%**

**Mobile & Cloud Integration**  
QR codes, NFC-enabled devices, and digital wallets make ticketing frictionless—reducing fraud and speeding up entry times  
📊 Cuts admission times by up to **68%**

**Paperless Ticketing**  
The smart ticketing segment—which eliminates paper waste through mobile apps and smartcards  
📊 Smart ticketing to hit **\$34.97B** by 2029 (15.9% CAGR)

That's where blockchain enters the picture. Blockchain-based ticketing introduces smart contracts and NFT tickets that can cap resale prices, eliminate counterfeits, and give event organizers more control over the secondary market.

By introducing smart contracts, decentralized ticketing, and verifiable ownership, blockchain technology offers a fundamentally new approach—one that could eliminate counterfeits, enforce fair resale pricing, and give control back to event organizers and fans.

**40%**

That's how much fraud-related losses are being reduced by blockchain-powered ticketing platforms

# Reinventing Ticketing with Blockchain

In early 2024, Coldplay's highly anticipated concert in India exposed the deep flaws of traditional ticketing. Within seconds, the tickets were gone. Fans who had waited patiently were shut out, only to see the same tickets instantly reappear on resale platforms—at ten times the original price. Bots and scalpers had once again hijacked the system, profiting off artificial scarcity while genuine fans were left scrambling. Worse, many resold tickets were counterfeit, leading to chaos at the venue as buyers were denied entry.

This isn't just a Coldplay problem—it's an industry-wide failure. Every major concert, festival, and sporting event faces the same challenges:

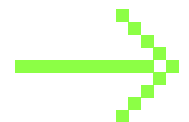
- **Scalping & price inflation:** Automated bots buy up tickets in bulk, driving up resale prices beyond affordability.
- **Counterfeits & fraud:** Buyers have no way to verify authenticity before purchasing on secondary markets.
- **Zero transparency:** Fans don't know if they're buying from a legitimate source, and organizers have little control over resale.
- **Lost revenue:** Artists and event organizers miss out as profits are funneled into third-party resellers.

The current system is broken—but it doesn't have to be.

**Blockchain ticketing** presents an alternative by leveraging distributed ledger technology to create unique, tamper-proof digital assets (NFTs) that tracks the entire ticket lifecycle—from initial sale to resale:

- **Stops counterfeits & fraud:** Each ticket is uniquely recorded on a blockchain, making duplication impossible. Ownership records are public and verifiable in real time.
- **Secondary market control:** By integrating blockchain, brands ensure that revenue from secondary ticket sales remains within the official channel, preventing unauthorized scalping and preserving brand integrity.
- **Revenue streams:** NFT tickets create a collectible market that generates additional income through resale royalties, appealing particularly to high-value fans and collectors.
- **Prevents scalping & price gouging:** Smart contracts can set maximum resale prices to stop unfair markups. Organizers can limit bulk purchases to ensure tickets reach real fans.
- **Lower costs, no middlemen:** Direct peer-to-peer transactions cut out intermediaries like ticketing agencies. Automated smart contracts reduce administrative costs.
- **Better data control:** Organizers own audience data instead of relying on third-party platforms. Blockchain allows multiple companies to build around tickets without monopolizing access.

To understand whether blockchain is a viable alternative, we need to break down the critical differences between the two systems in **security, transparency, cost, scalability, and user experience**—along with a financial analysis.



# Blockchain vs. Traditional Ticketing: A Cost, Security, and Scalability Breakdown

To understand whether blockchain is a viable alternative, we need to break down the critical differences between the two systems in security, transparency, cost, scalability, and user experience—along with an in-depth financial analysis.

## 1. Security: Reducing Fraud & Counterfeits

- **Traditional Ticketing:** Counterfeiting remains a persistent problem. Buyers often have no way to verify if a ticket purchased from a secondary seller is legitimate, leading to financial losses and security risks at events. Even large-scale events struggle with this issue—[UEFA EURO 2020](#), for example, saw ticket fraud despite centralized control.
- **Blockchain Ticketing:** Each ticket is recorded as an NFT on a blockchain, ensuring authenticity and preventing duplication. At UEFA EURO 2020, blockchain-based ticketing eliminated fraud by ensuring that all transactions were verifiable and secure. Over [1M tickets](#) were distributed using this system across all 51 matches. The system utilized QR codes that were activated via Bluetooth when fans were near the stadium, preventing unauthorized resale, stopping scalpers from exploiting demand.

## 2. Transparency: Who Controls the Market?

- **Traditional Ticketing:** Ticket resale markets are opaque, and buyers often have no insight into the validity of tickets or pricing mechanisms. High-profile cases—such as Ticketmaster’s handling of [Taylor Swift’s Eras Tour in 2023](#)—highlight the industry’s lack of transparency, where demand manipulation and platform failures led to fan outrage.
- **Blockchain Ticketing:** Every transaction is publicly recorded on a blockchain, allowing event organizers to track ownership history and set resale limits via smart contracts. Platforms like [GET Protocol](#) have already implemented transparent blockchain ticketing solutions, significantly reducing fraudulent sales.

## 3. Cost Breakdown: Traditional Fees vs. Blockchain Expenses

One of the biggest arguments against blockchain ticketing is cost. While traditional platforms charge high service fees, blockchain introduces network (gas) fees that vary based on demand.

Aspect	Blockchain Ticketing	Traditional Ticketing	Verdict
Security	High (immutable ledger, unique NFTs)	Medium (vulnerable to fraud)	Blockchain
Transparency	High (all transactions recorded)	Low (opaque resale markets)	Blockchain
Cost	Potential for lower long-term costs, but current high transaction fees	High service fees, predictable	Mixed
User Experience	Lower (requires understanding of blockchain and digital wallets)	Higher (familiar purchasing processes)	Traditional
Scalability	Limited (especially on public blockchains)	High (established infrastructure)	Traditional

Cost Type	Blockchain Estimate	Traditional Estimate	Notes
<b>Fixed Costs</b>			
Development & Implementation	\$100,000	N/A	One-time cost for blockchain system setup, including smart contracts & security audits
Infrastructure Maintenance	N/A	\$20,000	Ongoing costs for servers, databases, and security
<b>Variable Costs Per Ticket</b>			
Transaction Fees	\$0.50	N/A	Blockchain network fees for issuing/transferring tickets
Platform Fees	N/A	\$2.00	Service fees from centralized ticketing platforms
Customer Support	\$0.30	\$0.20	Higher for blockchain due to user education on wallets and NFTs
Fraud Losses	\$0.50	\$1.00	Blockchain reduces fraud losses by 50%

#### 4. Resale Revenue Opportunity

A key advantage of blockchain ticketing is the ability to capture revenue from secondary market sales. In **traditional systems**, resale profits go to scalpers and third-party platforms, not event organizers or artists. **Blockchain** allows for automated resale royalties, meaning that organizers can take a percentage of every resold ticket.

#### 5. Scalability: Can Blockchain handle high volume events?

- **Traditional Ticketing:** Centralized platforms handle massive ticket volumes efficiently, but they frequently crash during high-demand sales (as seen with the Taylor Swift and Coldplay ticketing disasters).
- **Blockchain Ticketing:** Public blockchains like Ethereum can struggle with scalability, leading to delays and high transaction fees. However, dedicated ticketing app-chain solutions like Avalanche L1's are addressing these issues, making blockchain ticketing more viable for large-scale events.



#### Break-Even Analysis: When is blockchain the better deal?

Blockchain ticketing has higher upfront costs but lower per-ticket expenses, making it more cost-effective at scale. While traditional systems charge around \$3.20 per ticket, blockchain reduces that to \$1.30, reaching break-even at 42,000 tickets sold. With resale royalties that can be enforced on-chain, this drops to 15,000 tickets, making blockchain the more profitable choice for large events and businesses handling multiple sales.

**\$90M**

Spent on speculative ticket listings between 2012 and 2018.

## Beyond the Ticket: How Blockchain Unlocks Next-Level Fan Experiences

Blockchain ticketing isn't just about stopping fraud or fixing resale markets—it's about rethinking what a ticket can be. In traditional systems, a ticket is a pass for entry, nothing more. Once scanned, it loses all value. But with blockchain, tickets become interactive, evolving assets that connect fans and artists beyond the event itself.

By embedding additional features into blockchain-based tickets, event organizers can create new engagement models that extend before, during, and after the event, turning passive attendees into active participants in the fan experience.

### Tickets as Digital Collectibles

One of the simplest yet most powerful applications of blockchain in ticketing is turning tickets into collectibles. Instead of a disposable barcode, each ticket can be designed as a unique digital item—featuring exclusive artwork, artist signatures, or even multimedia content that fans can keep, trade, or showcase.

### A. Token-Gated Access & Personalized Event Experiences

Blockchain allows for token-gated experiences, where ticket holders gain access to exclusive perks based on the ticket they own. Unlike traditional ticketing systems, blockchain enables a more fluid, interoperable, and personalized access model. **For example:**

- a fan's ticket from a festival could link to an artist's ecosystem (e.g., unlocking a digital album) or even third-party services (e.g. a marketplace for trading perks).
- A fan who has attended five past events might get automatic backstage access.
- A ticket holder who also owns a certain digital collectible from the artist's collection could receive a signed piece of merchandise.

This creates a fluid, ecosystem-driven experience that traditional, more static setups can't easily replicate. Tickets become a programmable, dynamic, personalized engagement tool, rewarding fan loyalty in real-time.

### B. Post-Event Utility: The Ticket That Keeps Giving

A major limitation of traditional tickets is that they expire the moment an event ends. Blockchain-based tickets, on the other hand, can continue to deliver value long after the event is over. **For example:** Future discounts, exclusive content or access to partner experiences. The tickets becomes a programmable, ongoing engagement tool that strengthens the connection between fans and organizers.

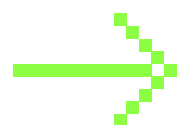
As blockchain ticketing matures, event organizers who embrace these new engagement models will move beyond just selling access—they will be creating a fully integrated fan experience that lives far beyond the event itself.



## Bottom Line

The biggest barrier isn't technology—it's adoption. Artists, teams, and event organizers must weigh the short-term complexity of implementation against the long-term revenue and engagement benefits.

The industry is at a tipping point. The question is no longer if blockchain will disrupt ticketing—but when. The real opportunity isn't just in selling tickets securely, but in redefining what tickets can do.



# Blockchain Ticketing: Getting Started

Blockchain ticketing is more than just a security upgrade—it's an opportunity to reimagine fan engagement, ownership, and post-event utility. While blockchain has proven its ability to reduce fraud, prevent scalping, and improve transparency, its most transformative potential lies in how it extends the value of tickets beyond the event itself.

## Why Blockchain



### Fraud reduction

- Verifiable tickets
- Fraud reduction of up to 50%



### Fairer distribution & access

- Eliminating bots
- Verified purchases & persistent ownership



### Resale control

- Resale price limits
- Enforced royalties on secondary markets



### Transparency & trust

- All transactions are recorded transparently on-chain and can't be altered



### New revenue streams & lower per-ticket costs

## To consider before you start:



### Higher upfront costs

- Initial investment & scale needed



### Interface & UX

- Blockchain-rails need to be smooth



### Integration

- Integration with existing platforms like Ticketmaster or Eventbrite is still a challenge

## Ticketing Tech Ecosystem



# Spotlight: Tixbase

Tixbase is a comprehensive, blockchain-powered ticketing platform for both B2C and C2C applications built on their own Avalanche Layer 1, Tixchain. It empowers event businesses—big and small—to own their ecosystem, manage every sale securely, and deliver an exceptional fan experience.

Tixbase ensures every ticket is uniquely recorded, preventing counterfeiting, and allowing organizers to maintain full control over primary and resale markets. By integrating dynamic pricing, loyalty rewards, and real-time analytics, the platform enables businesses to optimize revenue, enhance fan engagement, and streamline operations.

## Breaking the Traditional Model: Why Tixbase Stands Out

Traditional ticketing platforms—whether giants like Ticketmaster or emerging digital marketplaces—have structural inefficiencies that limit both event organizers and fans. Businesses face a trade-off:

- **Lose control to ticketing giants** (relinquishing data, branding, and revenue).
- **Build their own system** (expensive, resource-intensive).
- **Use outdated tech** (inflexible and hard to integrate).



Tixbase solves these problems by providing an **end-to-end, white-label platform**, giving ticketing businesses complete control over their ecosystem. Unlike resale platforms like StubHub or primary marketplaces like Eventim, Tixbase allows organizers to:

- **Own their ticketing storefront**, instead of relying on third-party platforms.
- **Monetize secondary markets**, capturing revenue from resales.
- **Leverage blockchain security**, eliminating fraud and unauthorized reselling.

Tixbase functions as both a ticketing solution and an infrastructure provider, akin to how Shopify empowers merchants to manage their online stores.

## Key Features & Benefits

- **Secure & Fraud-Proof Ticketing**
  - Blockchain Technology (TixChain): Every ticket is uniquely recorded to prevent counterfeiting and fraud.
  - Digital Identity (TixID): Uses quick selfie verification and government ID matching to secure user identity.

### Vendor Profile





### “End-to-end blockchain ticketing platform”

- **Year Founded:** 2021
- **Founders:** [Vincent](#), [Emil](#)
- **Notable clients:** Exit, United Music, Passo

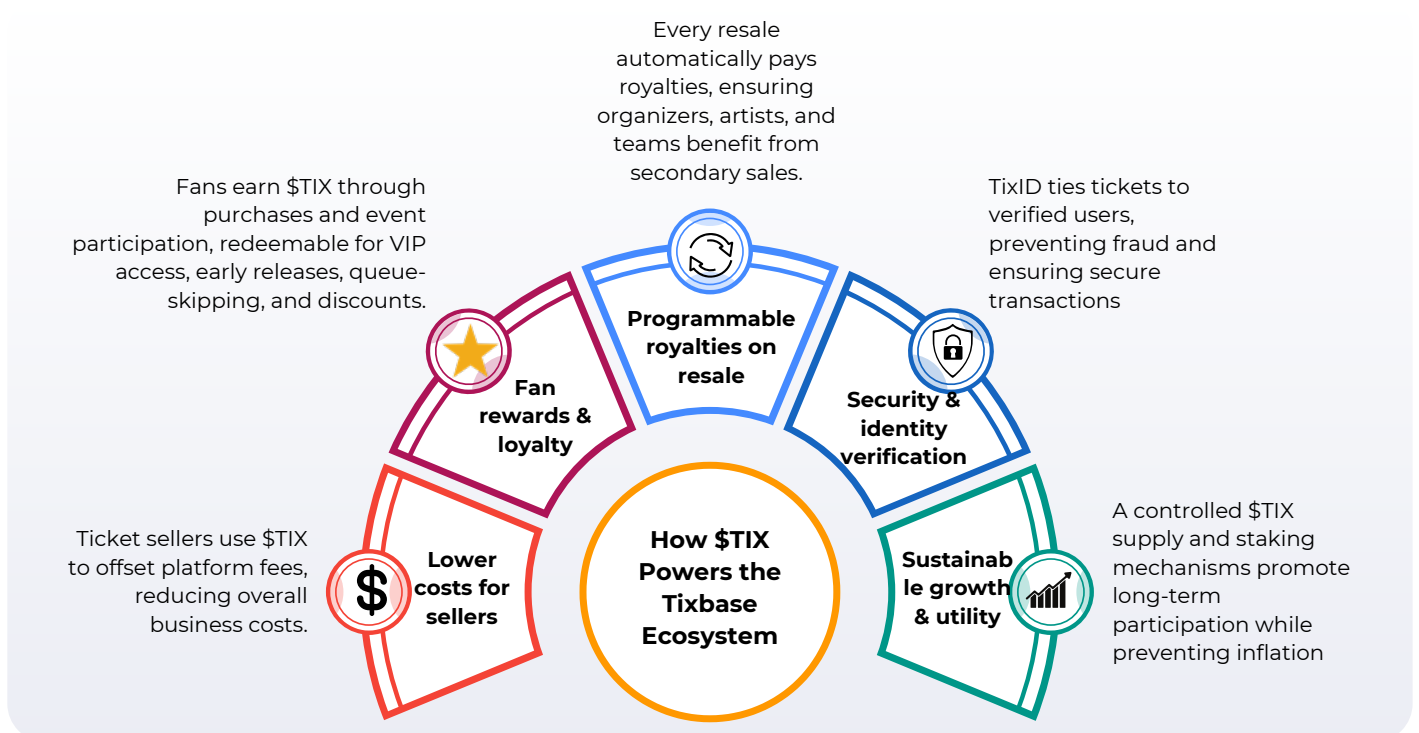
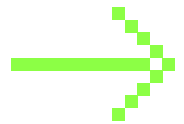
### Contact

- **Scalable, High-Speed Processing**
  - **Current Capacity:** 2,000 transactions per second (TPS).
  - **Planned Upgrades:** Scaling to 10,000 TPS using custom queues, partner mini-chains, and parallel processing.
- **Enhanced Fan Engagement & Loyalty**
  - **\$TIX Rewards:** Fans and sellers earn tokens redeemable for perks like skipping queues, pre-sales access, and VIP experiences.
  - **Customizable Solutions:** Fully white-label options and API integrations empower brands to maintain their identity and control over data.
- **Event Management & Data Analytics**
  - **Smart Ticketing:** Dynamic QR codes, NFC capabilities, and mobile apps streamline entry and reduce fraud.
  - **Actionable Insights:** Real-time analytics for ticket sales, attendance, and in-event behavior to optimize marketing and operations.

**Tixbase acts as a:**

<p><b>Ticketing Platform</b></p> 	<p><b>With:</b></p> <ul style="list-style-type: none"> <li>• Infrastructure to build loyalty programs</li> <li>• Better security</li> <li>• Integrated resale marketplace</li> <li>• Automated revenue management</li> </ul>
<p><b>Ticketing Marketplace</b></p> 	<p><b>And, also allows companies to own their:</b></p> <ul style="list-style-type: none"> <li>• Tickets</li> <li>• Brand</li> <li>• Data</li> </ul>
<p><b>Enterprises Internal Systems</b></p> 	<p><b>With:</b></p> <ul style="list-style-type: none"> <li>• Offload maintenance</li> <li>• Modern/flexible architecture</li> <li>• Access to new features yearly</li> </ul>

Unlike traditional ticketing platforms that extract value through high fees, Tixbase leverages its native **\$TIX token** to create a self-sustaining ecosystem where event organizers, ticket sellers, and fans all benefit.



# Case Studies



*"We partnered with Tixbase because their technology not only enhances ticket security and transparency but also ensures a secure secondary market with royalties. Together, winning the 2022 Best Innovation Award at UK Festival Awards speaks volumes."*

– Franja Santo, PM at EXIT

## EXIT Festival

EXIT Festival, a two-time winner of the Best Major European Festival award, partnered with NFT-TiX (now Tixbase), and became the first major festival to sell NFT-based tickets at scale. With NFT-based tickets, it cut out scalpers while offering premium VIP experiences.

### Premium Play:

- **VIP Gold Ticket** – Priority access to exclusive zones.
- **VIP Infinite Experience** – Backstage entry, artist meet-and-greets.
- **€10,000 "Beyond Infinite" Ticket** – Ultra-premium festival journey.

### Impact:

- **Eliminated scalpers**—fans bought directly from the source.
- **Guaranteed authenticity**—blockchain-backed tickets.

**New revenue streams**—VIP perks, resale royalties, and digital collectibles.

## Tixbase & Passo

Tixbase, a blockchain-powered ticketing platform, entered a 5-year exclusive partnership with Passo, Turkey's leading event ticketing company.

### Impact:

- **25M+ tickets** annually – fraud-proof & verifiable.
- Blockchain-backed tickets – every transaction is recorded on-chain.
- Fair **resale** system – prevents scalping & fake listings.
- **Loyalty** rewards – fans earn perks for event attendance.

*"Tixbase complements our commitment to a state-of-the-art ticketing platform that protects fans and delivers exceptional results."*

– Atıl Aykar, GM at Passo

# Spotlight: SI Tickets

Sports Illustrated is a name synonymous with sports history, credibility, and fan culture. With a 70-year legacy, the brand has been at the center of the biggest sporting moments, giving fans access to sports, concerts and theater events globally. Now, with SI Tickets, the company is extending that influence into the ticketing space —bringing a fairer, more transparent, and innovative solution to sports, concerts, and theater events.

Leveraging blockchain technology on Avalanche, SI Tickets is eliminating price gouging, turning tickets into dynamic digital assets, and unlocking new revenue opportunities for brands and venues.

## Vendor Profile

### “Giving direct access to fans”

- **Year Founded:** 2021
- **Founders:** David Lane
- **Notable clients:** NY Red Bulls, Kraft Sports

**Sports Illustrated**  
**TICKETS**

## From Tech to Impact

While SI Tickets differentiates itself through transparent pricing and enterprise-grade infrastructure, its real game-changer is blockchain —while cutting fees by up to 50% compared to traditional platforms:

- With instant finality and ultra-low transaction fees, Avalanche enables seamless ticket purchases, transfers, and resales, ensuring that each ticket's provenance is immutable and fraud-proof.
- Smart contract automation allows event organizers to control resale pricing, enforce royalty distributions, and eliminate scalping, ensuring that revenue stays within the official ecosystem. For the first time, event organizers can earn on every resale, turning the secondary market from a liability into a revenue stream.
- Fans can receive exclusive content, loyalty rewards, and long-term engagement opportunities tied to their event attendance.

**Sports Illustrated**  
**TICKETS**



## New York Red Bulls & Sports Illustrated

SI Tickets and the New York Red Bulls agreed to a historic 13 year deal, encompassing stadium rights and exclusive blockchain ticketing partnership. The venue is now known as Sports Illustrated Stadium, ushering in a wave of innovative fan experiences, including a blockchain-based ticketing system starting in 2026.

- **Official partnership:** From 2026, SI Tickets becomes the official ticketing partner for a range of events.
- **Blockchain ticketing:** Powered by Box Office, transforming tickets into dynamic digital assets with exclusive perks.

*“Events and venues around the world are constantly trying to improve their value to the fans and the overall experience. Sports Illustrated Tickets, part of the Sports Illustrated Family, brings 70 years of experience, and now with a global live event platform to help its partners achieve that goal.”*

– David Lane, CEO, Sports Illustrated Tickets



# Other Case-Studies



## Coachella

Coachella has launched **Coachella Quests**, a loyalty game powered by Avalanche, blending physical and digital festival experiences to boost fan engagement and loyalty.

- Festival-goers can earn NFTs and XP points by completing virtual and on-site tasks, like scavenger hunts or interacting with Coachella's Discord.
- **Blockchain platforms:** Solana (2022, FTX partnership), Avalanche (2024, OpenSea partnership)
- **NFT offerings:** Lifetime passes (2022), VIP passes, exclusive area access, merchandise
- **General ticketing system:** Traditional, via AXS, wristband registration through Coachella Mobile App

**Impact: Loyalty.** Blockchain-based loyalty programs create transparent and engaging reward systems that enhance fan experiences.

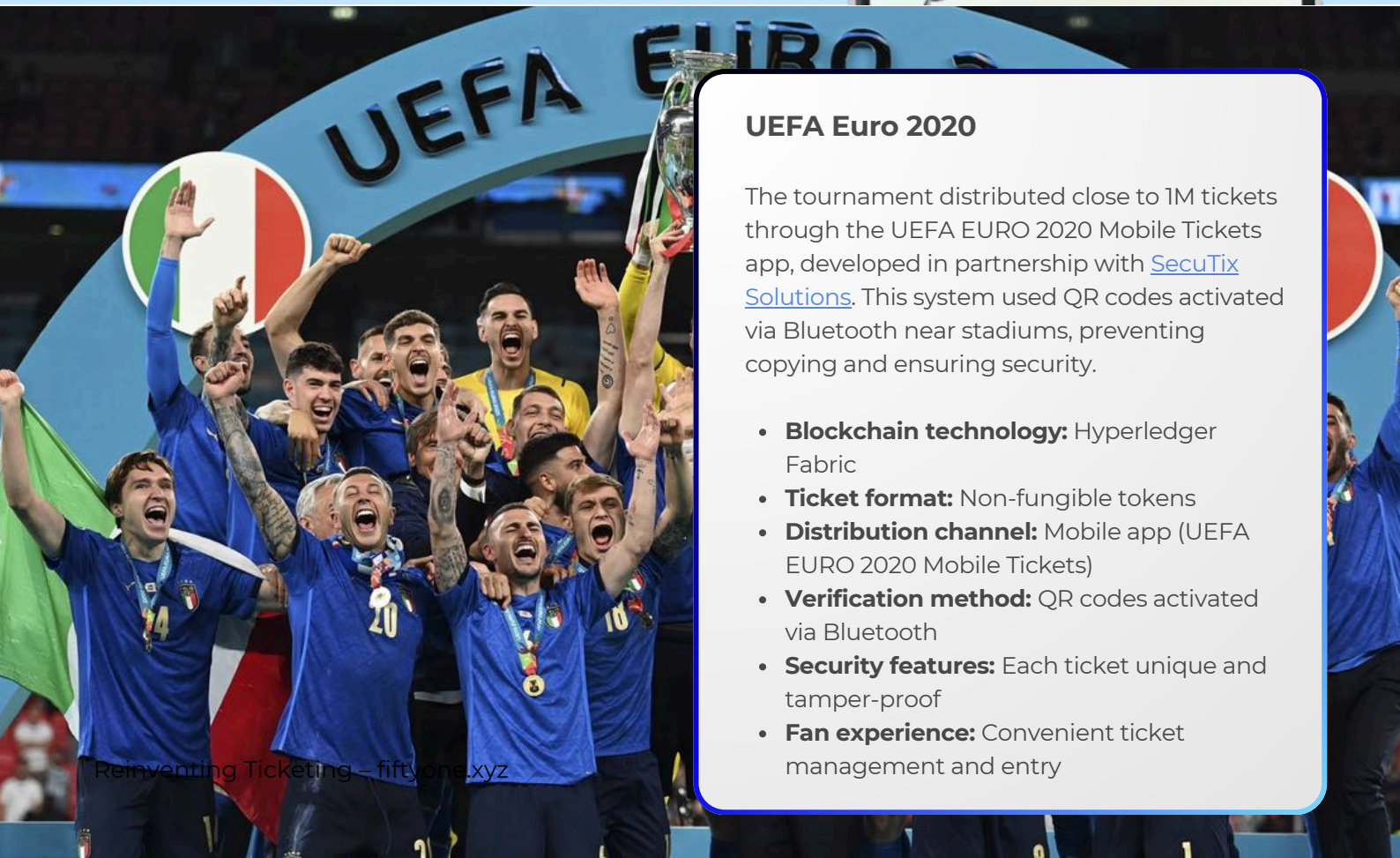
**COACHELLA**  
COACHELLA VALLEY MUSIC AND ARTS FESTIVAL



## UEFA Euro 2020

The tournament distributed close to 1M tickets through the UEFA EURO 2020 Mobile Tickets app, developed in partnership with [SecuTix Solutions](#). This system used QR codes activated via Bluetooth near stadiums, preventing copying and ensuring security.

- **Blockchain technology:** Hyperledger Fabric
- **Ticket format:** Non-fungible tokens
- **Distribution channel:** Mobile app (UEFA EURO 2020 Mobile Tickets)
- **Verification method:** QR codes activated via Bluetooth
- **Security features:** Each ticket unique and tamper-proof
- **Fan experience:** Convenient ticket management and entry



## Formula 1's Monaco Grand Prix


While not fully adopted, the Monaco Grand Prix in Formula 1 issued NFT tickets on the Polygon blockchain for the event held May 26-28, 2023. [Platinum Group](#), a primary ticket provider for Formula 1, partnered with Elemint and Bary to issue these tickets, which served as both entry passes and collectibles.

- **Blockchain platform:** Polygon
- **Partners:** Platinum Group, Elemint, Bary
- **Ticket type:** NFT (Non-Fungible Token)
- **Primary functions:** Secure entry, prevent counterfeiting, digital collectibles
- **Additional perks:** Hospitality benefits, future race discounts, exclusive party access
- **User experience:** Seamless, QR code or digital wallet for entry, no reported issues



ROLEX ROLEX

## FIFA World Cup 2018 (VIP)



The 2018 FIFA World Cup, adopted blockchain technology for VIP ticket sales. Shankai Sports, a Chinese sports marketing company, collaborated with [AlphaWallet](#) to tokenize VIP tickets.

- **Company:** Shankai Sports (China-based sports marketing)
- **Technology partner:** AlphaWallet
- **Blockchain platform:** Ethereum, using ERC875 token standard
- **Ticket type:** NFTs (Non-Fungible Tokens)
- **Functionality:** Secure sales, distribution, fulfillment, redeemable for entry, transferable/sellable
- **Innovation:** First use of blockchain for ticket distribution in major international event
- **Additional feature:** MagicLink for URL-based token sales, no receiver info needed

# The Web3 Tech Stack

First-generation blockchains (e.g. Ethereum) introduced immutable ledgers and smart contracts to combat fraud and enforce resale rules. But their inherent limitations—scalability bottlenecks, high transaction fees, and lack of customization—have made real-world adoption difficult.

Avalanche, one of the leading blockchains, solves this by allowing companies to build purpose-built blockchains (App Chains) tailored to their exact needs—whether it's gasless transactions, built-in KYC, or ultra-high transaction speeds.

For ticketing platforms like Tixchain, this means seamless performance, reduced costs, and full control over resale and fraud prevention—without the limitations of legacy blockchain models.

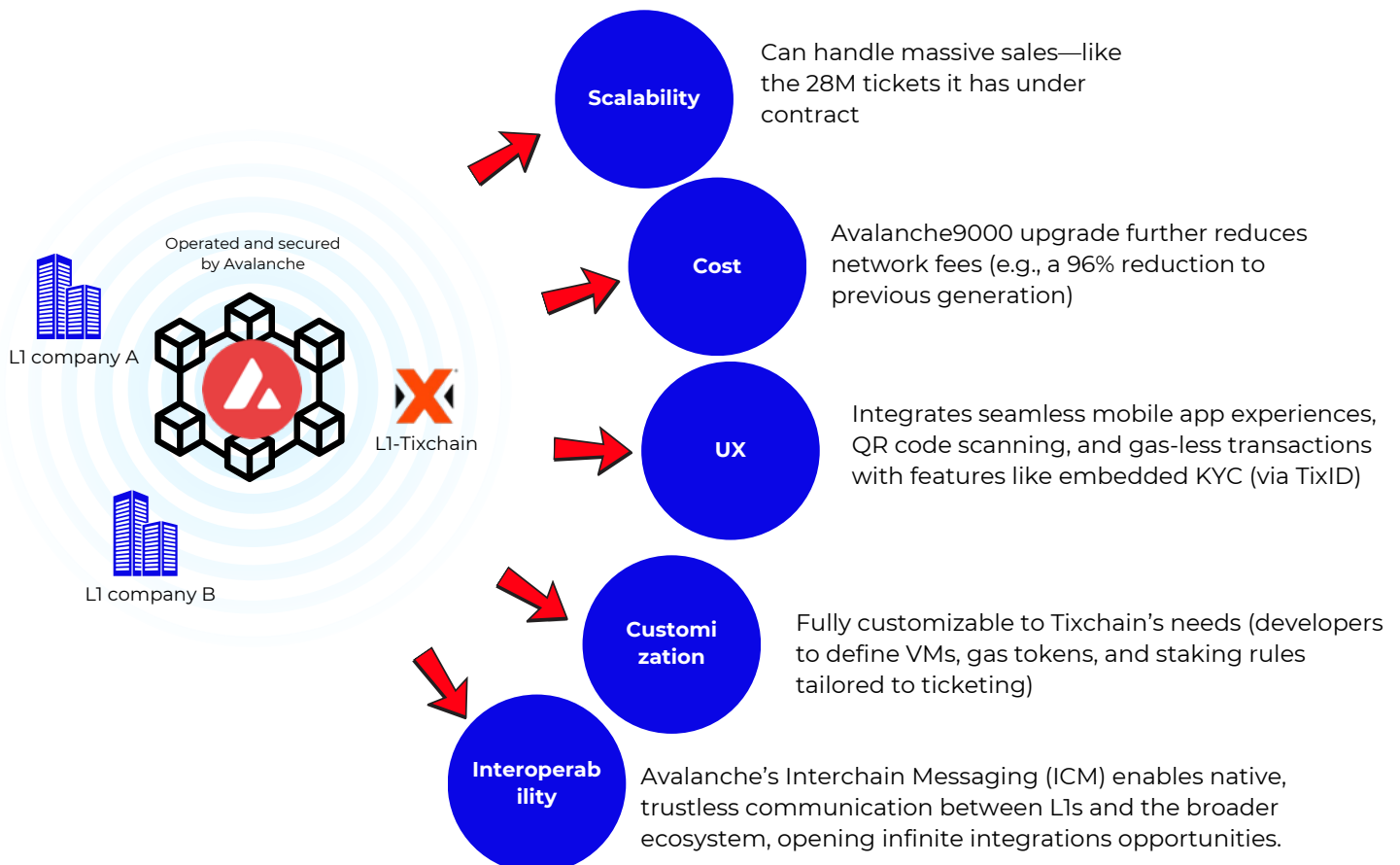
## Vendor Spotlight

**Leading “layer 1” blockchain for consumer applications.** Key features include:

- **High throughput:** HyperSDK with Vryx enables Avalanche L1s to reach 100,000 TPS—ensuring instant ticket transfers even at peak demand.
- **Gas-less transactions:** Custom gas models remove fees so fans can buy tickets without holding crypto.
- **Embedded KYC:** Built-in verification (e.g., Tixbase's TixID) ensures only verified users transact.
- **Custom virtual machines:** Developers can optimize VMs for fast, secure ticketing operations.

**Brands that build on Avalanche:** Coachella, Sports Illustrated Tickets, Suntory, Cleveland Cavaliers, Konami, SK Planet, Solo Leveling, Maple Story.

[Contact the team](#)



# Key Take-Aways For Executives

The future of ticketing is already unfolding, but successful adoption requires smart, phased implementation. Blockchain ticketing presents an opportunity to eliminate fraud, capture resale revenue, and deepen fan engagement—but jumping in blindly is not the answer. Business leaders must test, refine, and scale their approach to maximize ROI. Here's how to do it:

## 1. Start with a Controlled Pilot Program

Rather than overhauling your entire ticketing infrastructure, begin with a limited-use case to test blockchain's impact. Focus on VIP experiences, exclusive presales, or premium ticket tiers—segments where security, authenticity, and engagement drive the most value. Why? A targeted pilot minimizes risk, allows for controlled data collection, and generates early PR buzz without disrupting existing sales operations.

- **Example:** Issue NFT-based VIP tickets for backstage access, premium seating, meet-and-greets, or exclusive merchandise.
- **Execution:** Partner with an existing blockchain ticketing platform (like Tixbase or SI Tickets) to avoid high development costs while testing adoption and fan response.

## 2. Go Mobile-First & Cloud-Native

Today, 70%+ of ticket purchases happen on mobile—and that number is growing. A seamless, app-driven experience is essential for blockchain ticketing adoption.

- **Build Mobile-First Ticketing:** Ensure fans can buy, store, and transfer blockchain-based tickets through an intuitive mobile app with QR codes, NFC compatibility, and wallet integrations.
- **Leverage Cloud-Based Infrastructure:** Use scalable, AWS-powered solutions to handle peak sales demand, ensuring real-time updates, smooth ticket delivery, and fraud prevention.

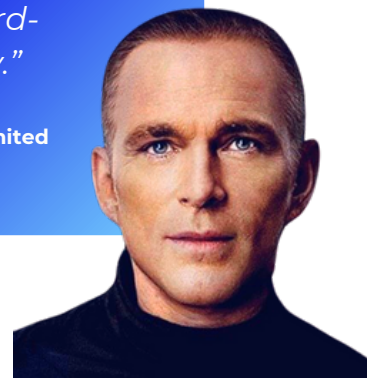
## 3. Monetize & Protect the Secondary Market

The resale market is an untapped revenue stream for organizers, while scalpers continue to profit at fans' expense. Blockchain reshapes secondary ticketing by enabling price controls, royalties, and fraud-proof transactions.

- **Set Smart Resale Rules:** Implement resale price caps, whitelisting for verified resellers, and automated royalty payments to capture revenue from secondary sales while maintaining fair pricing.
- **Enhance Transparency:** Give fans full visibility into resale history, pricing, and authenticity—increasing trust and reducing disputes.

*“United Music worked with Tixbase for our events, including Transmission, Techmission, and Hardmission, because their dedication to innovation and improving the fan experience is outstanding. I’m really excited to work with such a forward-thinking company.”*

– [Anco van der Kolk](#), CEO at United Music



## 4. Leverage Data to Drive Engagement & Loyalty

Blockchain-based ticketing creates a wealth of first-party data that traditional platforms hoard for themselves. Event organizers can own and analyze audience insights, leading to smarter marketing and better fan experiences.

- **Target High-Value Fans:** Use on-chain data to segment VIP buyers, repeat attendees, and top spenders, then deliver exclusive presale offers, discounts, or loyalty perks via email, push notifications, or NFTs.
- **Create Long-Term Fan Relationships:** Reward engagement through blockchain-based loyalty programs, where fans earn points for attendance, purchases, or interactions, redeemable for discounts, exclusive content, or VIP access.

## 5. Optimize Pricing & Demand with AI

Dynamic pricing has boosted revenue by up to 30% for ticketing platforms using AI. Combining AI with blockchain's transparency can optimize demand-based pricing while ensuring fairness.

- **Real-Time Price Adjustments:** Deploy AI-driven models that adjust ticket prices based on demand, historical trends, and competitor benchmarks.
- **Prevent Price Gouging:** Use smart contracts to limit resale markups, ensuring fair market value for fans and organizers alike.

## 6. Scale with Web3-Ready Infrastructure

For blockchain ticketing to succeed long-term, it must be as seamless as traditional solutions—but with added security and engagement benefits.

- **Simplify Web3 Onboarding:** Reduce friction by integrating with existing ticketing systems (e.g., Ticketmaster, Eventbrite) while educating users through built-in, non-technical blockchain wallets.
- **Ensure Layer 2 Scalability:** High Ethereum fees are a barrier—use chains like Avalanche to ensure low-cost, high-speed transactions.

The winners in this space won't be those who simply sell tickets. They'll be the ones who own their ticketing ecosystem, capture resale profits, and turn one-time buyers into lifelong fans.

## The Bottom Line

Blockchain won't replace traditional ticketing overnight—but businesses that start now, test early, and refine their strategy will lead the next era of fan engagement. The real value isn't just in stopping scalpers or preventing fraud—it's in monetizing engagement, deepening fan relationships, and controlling the ticketing economy.



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