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Ticket technology changes the marketplace

By JAY WEINER
Correspondent
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What is Tickets@Phone?
Tickets are delivered to a customer's cell phone. The technology has been developed by Tickets.com, which is owned by MLB Advanced Media.

How does a customer get a ticket delivered to his phone?
By ordering online and clicking on the cell-phone option.

How does someone get into the stadium?
The ticket is delivered to the handheld with bar codes and a text message. The customer brings his cell phone to the game and scans the bar code into a receiver at designated gates.

What is StratTix?
The software and data analysis system, developed by StratBridge, a Cambridge, Mass., Web-based research firm, helps team and venue sales forces understand a multitude of factors that influence the buying and attendance habits of customers and potential customers.

The system examines actual ticket transactions over time, external data about weather, opposing team attractiveness, etc., and then about customer demographics.

How detailed is it?
It examines ticket sales data that teams already possess, such as which sections in a stadium sell best or worst, which games sell out fastest, what was the weather, are there top stars on the opposing team, do fireworks positively or negatively affect potential customers, does a T-shirt promotion drive certain kinds of sales or militate against that — it allows team executives to integrate all those factors into various sales approaches.

What is Flash Seats?
It's a season-ticket holder plan that's completely Web based. It was developed by Cleveland Cavaliers owner Dan Gilbert's Camelot Ventures. So far, only the Cavs use it.**How does it work?**

The season-ticket holder links his credit card or driver's license to the season ticket. When the fan attends the game, he swipes his driver's license through a device much like the checkout machine used by rental car companies. A smaller version of a ticket, essentially a receipt, is printed out.

What if you can't use a ticket?
Go back to the Web. Transfer it via e-mail. Sell it at auction on the Web site. The receiving customer has to register at Flash Seats with their credit card or driver's license. There's no fee for the service. The Cavaliers get an instant name for future sales.

How successful is it?
During the regular season, 1,500 fans per game swiped in. During the playoffs, more than 5,000 season-ticket holders used Flash Seats.