



P!nk fans embrace Ticketek's mobile platform

Fans have embraced the Ticketek mobile site, with traffic reaching an unprecedented 178,811 visitors in a single day when P!nk concerts went on sale to the general public on Wednesday, October 17, a record number of visitors to the site.

With mobile visitors at an all-time high and a huge number of P!nk tickets sold through the mobile site, Ticketek are continuing to see a migration of customers to the mobile platform.

Ticketek Australia's Managing Director Cameron Hoy said "We have seen a massive growth in mobile adoption in the live event space, and seeing such a big response to P!nk just serves to further validate our investment in the technology and reinforce our commitment to continuing to develop our mobile platform."

With P!nk's huge Australian fan base begging for tickets, and six new shows announced in Sydney, Melbourne and Brisbane, Ticketek will be expecting to see even more mobile site visits when the international pop icon's new shows go on sale.

Cameron Hoy said "We have a number of innovative new developments coming out very soon in the mobile space, including a soon to be launched iPhone app, which will give our fans an even more streamlined purchasing experience and an integrated platform to connect with their friends at events."

Ticketek's world leading mobile platform already offers a complete end-to-end mobile solution, with the Ticketek mobile site and mobile ticket delivery giving customers the option to browse, buy and deliver tickets entirely on their smartphone.