

## International

### Hopping Past Ticketing Fees

By Gideon Gottfried

Posted Wednesday, July 13, 2016 at 2:10 am

Swiss company Ticketfrog sells ad space on its tickets and, as a result, doesn't charge the usual fees.

Booking fees, credit card fees, service fees – none of those apply when buying via Ticketfrog. The company earns its money through offering ad space on each ticket. This means that the price a promoter sets will also be the price printed on the ticket. No additional costs will be added at purchase. The ticket can either be printed at home or stored on a mobile device.



Ideally, ad clients will use the space for vouchers, which will give the ticket buyer some additional value.

**Ticketfrog** - hard at work reducing fees

In the long run, Ticketfrog hopes promoters will bring along their own ad clients, which could allow for sensible synergies, Ticketfrog's Jonas Hufschmid told *Pollstar*. Merchandise companies or drinks manufacturers for example could buy ad space on a festival ticket to place vouchers that can be redeemed at the respective festival. To scan the tickets on site, promoters need the Ticketfrog app, which is available for Android and iOS.

The price list for advertising on Ticketfrog's tickets can be found on the company website. Ticketfrog was developed by MySign AG from Olten, Switzerland. It survived its first endurance test at the first edition of Schlagermacht Olten on June 18.

Of the 3,500 guests, around 2,000 bought tickets through Ticketfrog, rather than Eventim's Ticketcorner. Access control via app worked "flawlessly," according to a Ticketfrog statement. The company is ready to "stir up the ticketing market," marketing head Reto Baumgartner said.

© Copyright 2007-2017 Pollstar. All Rights Reserved.

Use of information on this website is subject to [License Agreement](#).