

TICKETFROG CREATES SWISS TICKETING GIANT THROUGH INSTAHIVE ACQUISITION

Swiss ticketing platform Ticketfrog has completed its acquisition of self-service ticketing operator Instahive.

Ticketfrog, which was founded last summer, is financed exclusively by vouchers on tickets, and does not impose any fees, credit card charges or fixed costs on the side of the organisers or the ticket vendors.

Its benefits can now be accessed by Instahive's clients, such as Baur au Lac, Club Exil and Kongresshaus Zürich.

Instahive chairman Marco Samà said the combination of the two companies strengthens their position in the presale market for small to medium-sized events in Switzerland.

“The development speed and innovative power that Ticketfrog has shown since the launch is impressive, and we are convinced that their technology will be a reality in this highly competitive market,” said Samà.

Ticketfrog's strategy is to choose the ticket advertisement based on the type of event, with vouchers seen as an attractive form of advertisement because redeeming them encourages the user to make a purchase and their effect is measurable.

Ticketfrog already offers more than 50,000 tickets every month, and it recently won a prize recognising its disruptive business idea at the InnoPrix Baloise Soba 2016.

"We are very happy to be able to provide our loyal customers at Ticketfrog with a reliable and agile follow-up solution, and this ticketing solution is based on the same values and ideas as ours, but develops much faster," added Marc Vontobel, co-founder of Instahive.