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## International

### Ticketfrog Acquires Instahive

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Two Swiss ticketing companies known for their efforts to slash fees are combining, with Ticketfrog acquiring Instahive.

Instahive is a self-service ticketing, event creation and social app with the main aim of connecting visitors of the same event. It decided to eliminate its service fees back in 2014, charging only for credit card transactions.

Last year, Ticketfrog entered the market with a unique model that allowed it to even scrap the credit card fee.

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. Both likeminded companies now operate under one roof.

Ticketfrog says it is used by more than 500 event promoters that sell some 50,000 tickets via the platform each month.



**Ticketfrog** - hard at work reducing fees