— " Legit Tix: A Consumer Fraud Prevention Application for Event Attendees "

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Abstract

A Mobile Application, providing artist a direct marketplace for their fans, giving a consumer experience of safety and security provided direct by the artist to the fan through the ticket purchasing process. Giving the fan accessibility to verify tickets through street vendors or through digital transactions, the closed mobile application environment will provide authentication for fans and accessibility to transfer tickets throughout the ecosystem. Each fan will be required to download the app to access the purchase of tickets and no mobile application will be allowed to purchase more than 2-4 tickets per show. This application will also provide the elimination of duplication of tickets throughout the echo system. With a serverless architecture that will provide infinite scalability no matter the event size.

1   Introduction

The ticket ecosystem has throughout time created the one thing that the artist, providing the entertainment have been trying to keep alive and is the reason they do what they do. To provide inclusiveness. Allowing any person no matter their background the opportunity to access the entertainer and their performance is the performer/artistâĂŹs 1st goal. This is not the case in the current live entertainment market. Currently the option is that âĂIJArtistâĂİ who are the âĂIJtrue ownersâĂİ of the tickets that are produced have to choose a major retailer to market their tickets to every market, provide 10-20 for the corporate sponsors, the 25-45 a show for the guest list of people the artist wonâĂŹt ever even interact with and the extra 200 the artist can play 52 car pick up with. Recognizing that the artist has a relationship with each venue/arena they perform, artist and venues can team up to take control of their event tickets as soon as the dates are announced.

2   Verification

The initial solution of Legit Tix was to provide an event attendee the opportunity to validate a ticket from a street side vendor that the ticket was a âĂIJvalidâĂİ ticket and had âĂIJNOTâĂİ gone into the venue yet. This solution is mobile phone camera based, providing an automatic scan of a ticket informing the event attendee if the ticket is âĂIJREALâĂİ and if it âĂIJHAS GONE INTO THE VENUEâĂİ - This is a basic consumer facing âĂIJdoor scannerâĂİ that only âĂIJear marksâĂİ the ticket recognizing it in the Legit Tix database, but does not âĂIJPunchâĂİ the ticket as would be the protocol for âĂIJofficialâĂİ door scanners which then in turn communicate with Legit Tix Database making all tickets âĂIJrelevantâĂİ to that ticket âĂIJinvalidâĂİ bc a âĂIJticketâĂİ has breached the door way and is not again allowed to be recognized by the consumer app scan.

3   Duplication Elimination

By starting the tickets on a blockchain we utilize an Etherium private chain to keep âĂIJtrueâĂİ validation of tickets. What Bitcoin was out to solve was elimination the âĂIJDouble SpendâĂİ of the dollar that the private ledgers allowed to happen through the cracks of their floors and an open ledger eliminates. Through this same logic Legit Tix is eliminating the duplication of tickets, first by using mobile devices as authentication through the mobile app, second purchasing has to happen in the appâĂŹs enclosed environment and transfers have to happen within the application. (if needed we can take care of PDF duplication as wellâĂ̧ask for more info). Second is the ticket first start on the blockchain so there is a record of where the tickets move toâĂ̧itâĂŹs like kite strings on every ticket having a drone document what is happening every moment the ticket is in an active movement state. This solution is necessary to support the consumer facing validation solution otherwise you create a âĂIJrace to the DoorâĂİ scenario.

Infinite Scalability

To provide the necessary infrastructure support we have the ability to scale to AWS, AZURE or Google Cloud to provide Real Time Results, Geo Location of ticket transactions and the ability to handle millions of transac-

tions at any given moment in support of last minute ticket buyers transacting tickets outside the venue. No matter the 200 seat max capacity Tuesday night Theater show or the Super Bowl this architecture can handle and wants the opportunity to handle this traffic-never said Jeff Bezos, but he wouldâĄ

Consumer Experience

Current experience - you search (âĂĲâĂĲArtist NameâĂĬ TourâĂĬ) the entire first page of the internet is covered in Ticket Selling websites with no direct link to the artist and no differentiations of each other than the price at check outâĄmaybeâĄBy directing every ticket purchaser to downloading a direct artist to consumer mobile application. This provides a first layer of authentication eliminating bots since a physical device is required to access the app. The scalper is now required to buyer 10s of 1000s of devices to get initial access to the application. (First layer of security), If a scalper manages to get an extra device we can discuss probability and risk of this at that time. By allowing the consumer the interface to validate a ticket the same way a âĂĲdoor scannerâĂĬ does through internet protocols and wifi networks but only allowing an ear mark for Legit Tix protocols only a consumer has the first time access to documenting cash transactions with scalpers at the venue. This is the initial offering of Legit Tix. To enhance Legit Tix we would like to support a full mobile tour experience application/marketplace to give the artist their own payment processing platformâĄ

Initial Consumer Experience - When fan searches for tickets they will be directed by all avenues to download an app on their mobile phone, for guaranteed tickets to the show. Via download by fan, they will be authenticated and have the ability to purchase between 2-4 tickets. This mobile application can also provide tour updates, social media etc, but is running with a backend of ticket authentication and ability to transfer and give a market place to the fan to purchase tickets. When a fan reviews your shows and picks the date they want to attend instead of being directed to Ticketmaster or Stubhub, they will be presented with the option for downloading a specific application that is authorized for the specific tourâĄ Within this application they will have direct tour access to each show and everything that is already offered on the artist website. The main focus is that fans can now go to an artistâĂŹs tour dates, select a show and be directed to the artistâĂŹs very own skinned market place to buy ticket utilizing apple pay and samsung pay. once they purchase the ticket they can transfer to samsung or apple wallet and can transfer through this avenue to other people still adhering to the blockchain rules. Artist will also be able to market show enhancements, i.e. parking, merchandise etcâĄ

Artist Experience

Artist now have a direct, secure market place to provide ticket to fans. Eliminating all types of fraud. With the Legit Tix Solution, Artist will have first time access to cash transactions to tickets moments before the show with geo locationâĄ, artists will be notified of any fraud tickets that were scanned through the appâĄ, artist will have more control over the price of tickets and be able to price according to the market after analyzing just one tour of data.The ability to access this data will create a new category for computation in the fraud arena. Artist will finally be able to provide an âĂĲInclusiveâĂĬ experience for all to have the chance to attend.

Conclusion

By Utilizing the Legit Tix Solution, Artist for the first time provide a mobile experience related to their tour, including a ticket market place and guarantee of authentication and fraud prevention.

In The News

- https://www.npr.org/2018/09/20/649666928/ticketmas has-its-own-secret-scalping-program-canadian-journalists-report

- https://consequenceofsound.net/2018/10/ticketmaster-lawsuit-scalping-program/