

# **ENHANCING THE TICKETING AND EVENT EXPERIENCE OF LIVE NATION SPAIN**

**HOW TO PROPERLY ACHIEVE INDEPENDENCE FROM  
TICKETMASTER GLOBAL?**



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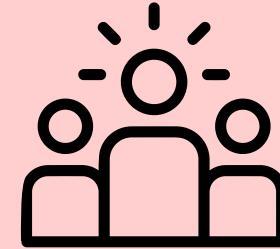
Transition to  
WEB 3.0

# INTRODUCTION



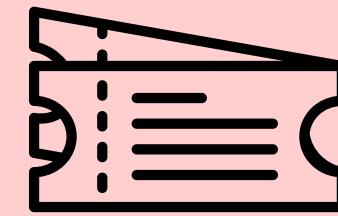
## Operations in Spain

Multinational corporation.  
Music and entertainment.  
Live events.



## Prominent Role

Musical culture.  
Attract local and foreign.  
Different cities and locations.



## Ticketmaster

Ticketing platform.  
Globally.  
Integral part of the experience



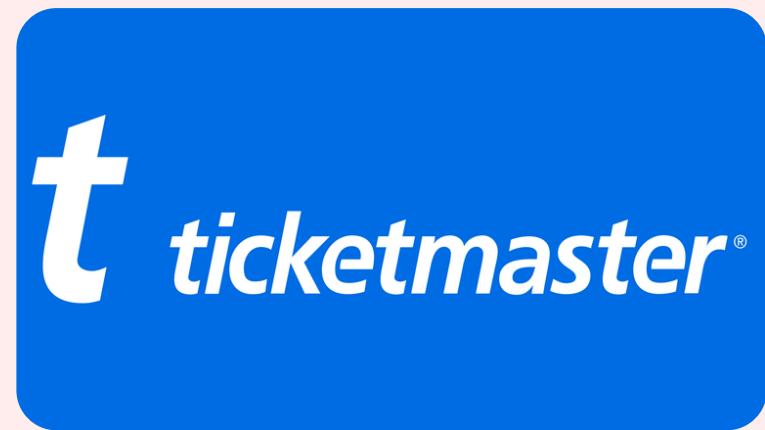
## Face of COVID-19

Faced challenges.  
Postponement or cancellation  
Virtual events + safety protocols

# IT INFRASTRUCTURE

## TICKETING SYSTEM

TicketMaster



## WEBSITE

<https://www.livenation.es>



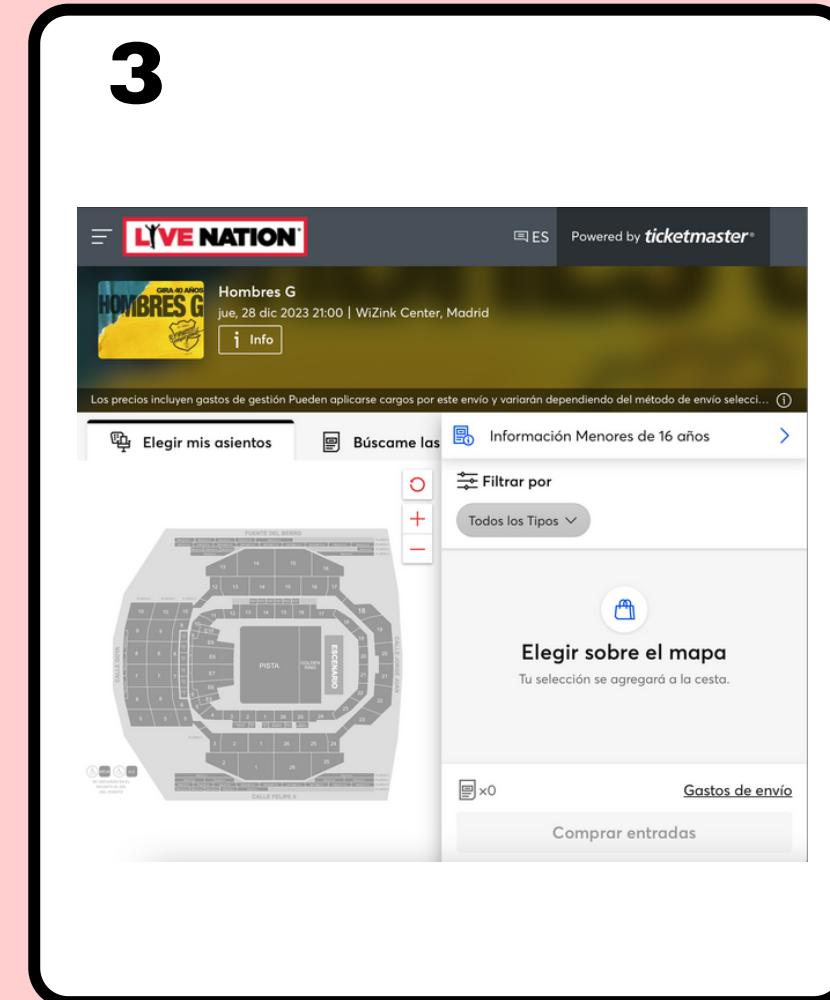
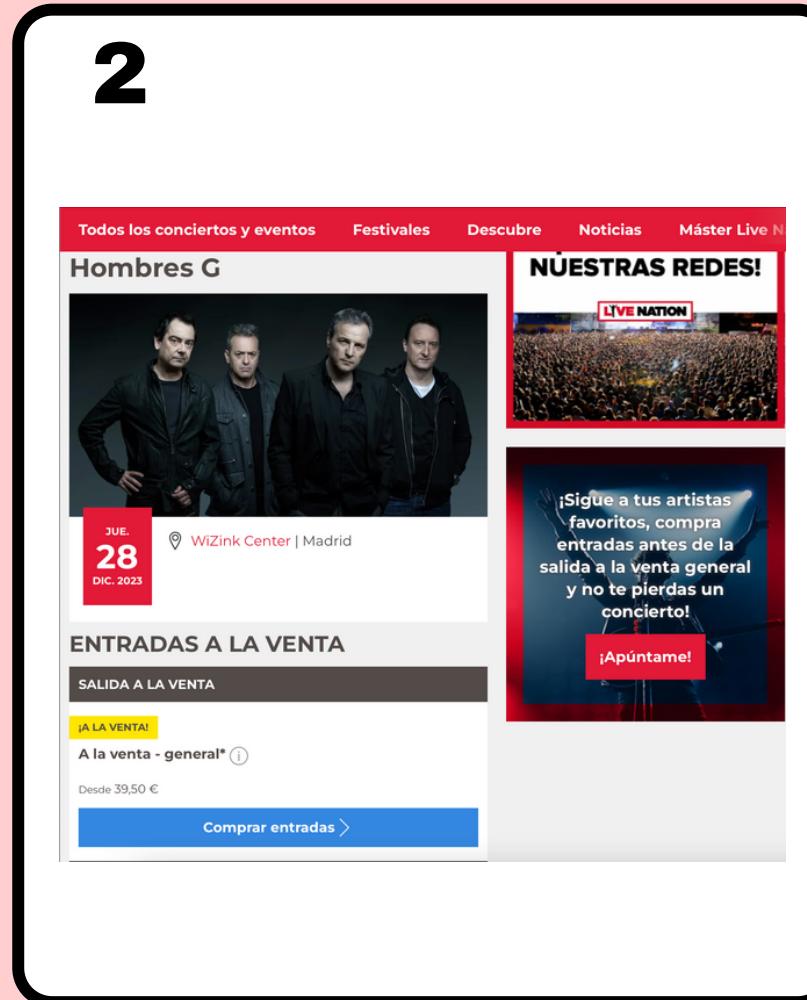
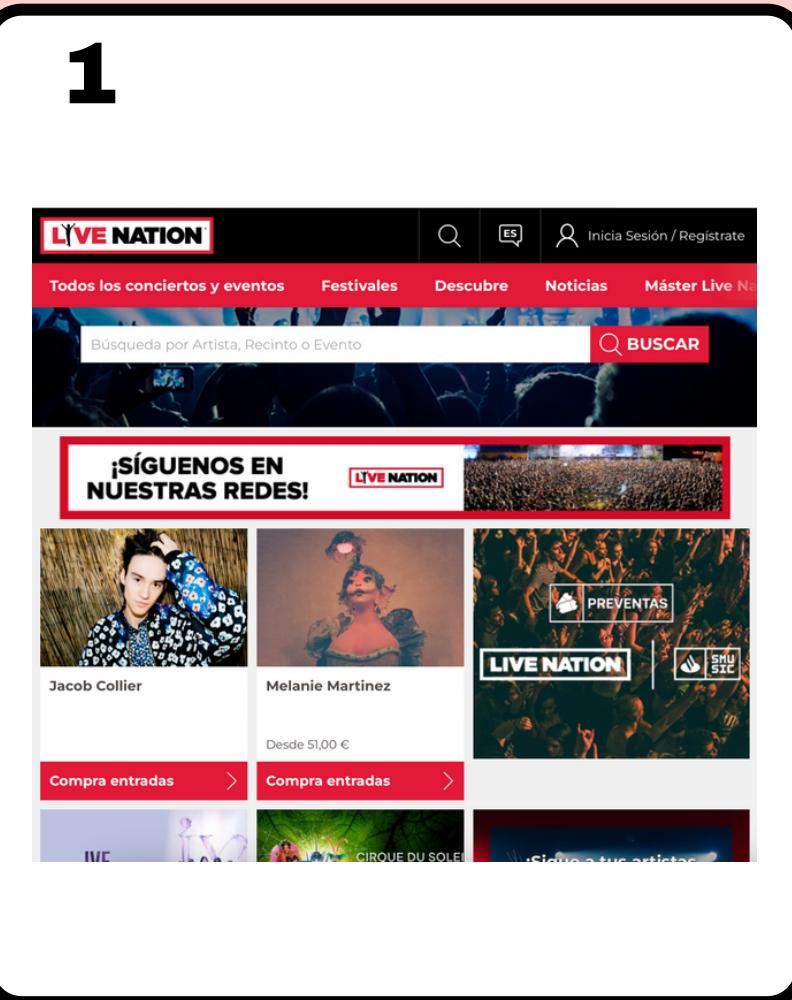
## DATA MANAGEMENT

Druva Inc.; data security

Amazon Web Services; cloud



# TICKETING PROCESS



# IT STRATEGY + GOALS

## Knowledge Management IT

- Efficient search functionalities
- Enhances teamwork across departments

## Content Service Providers (CSPs)

- Enhance ticket sales
- Contributes to data-driven decision-making

# CLOUD SERVICES

Implement Cloud Services for Scalability and Flexibility



Explore Cloud Platforms for Accessibility and Integration



Optimize Cost and Efficiency with Edge Computing



# IMPLEMENT CLOUD SERVICES FOR SCALABILITY AND FLEXIBILITY

## Resources

- Cloud Computing
- Resource pooling
- On-demand self-service
- Rapid elasticity



## Why?

- During a high-demand event release, our cloud-based platform can seamlessly scale to accommodate a surge in traffic, preventing slowdowns or crashes. This ensures a smooth and uninterrupted ticket-purchasing experience for the users.

# EXPLORE CLOUD PLATFORMS FOR ACCESSIBILITY AND INTEGRATION

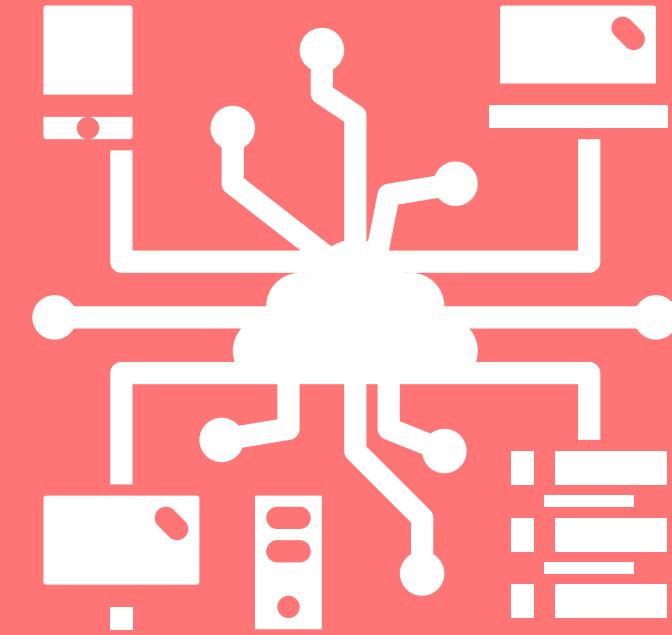
## Public Cloud and adopting a SaaS

- The SaaS model facilitates integration with other systems, such as CRM tools and marketing platforms, contributing to a more streamlined, personalized and interconnected ticketing ecosystem



# OPTIMIZE COST AND EFFICIENCY WITH EDGE COMPUTING

Edge Computing is particularly relevant for applications that demand real-time or extremely rapid results, making it an ideal choice for enhancing the responsiveness of our platform.



## Main Advantages

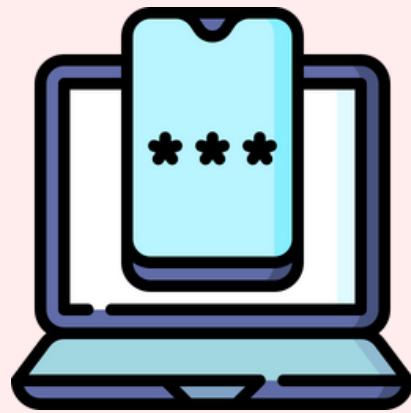
- Rapid response
- High data volume capacity
- Cost Sensitivity
- Privacy
- Operations in remote areas

# CYBERSECURITY

These two give the customer the following:

1. **User authentication security (2FA)** enhancing account security by adding an extra layer of security beyond just username and password.
2. **Data confidentiality** by adding protection of user data that ensures that sensitive information is stored and transmitted securely.
3. **Secure payment transactions** implemented by encrypting payment transactions using secure protocols reducing the risk of interception and unauthorized access.
4. These also create **brand trust and reputation** creating user confidence because of the implementation of robust security measures.
5. And lastly **protection against insider threats** by encrypting internal data ensuring that even those with access to the system or database cannot easily misuse or leak sensitive information.

## Two-Factor Authentication (2FA)



## Encryption (both symmetric and asymmetric)



# CUSTOMER INSIGHTS

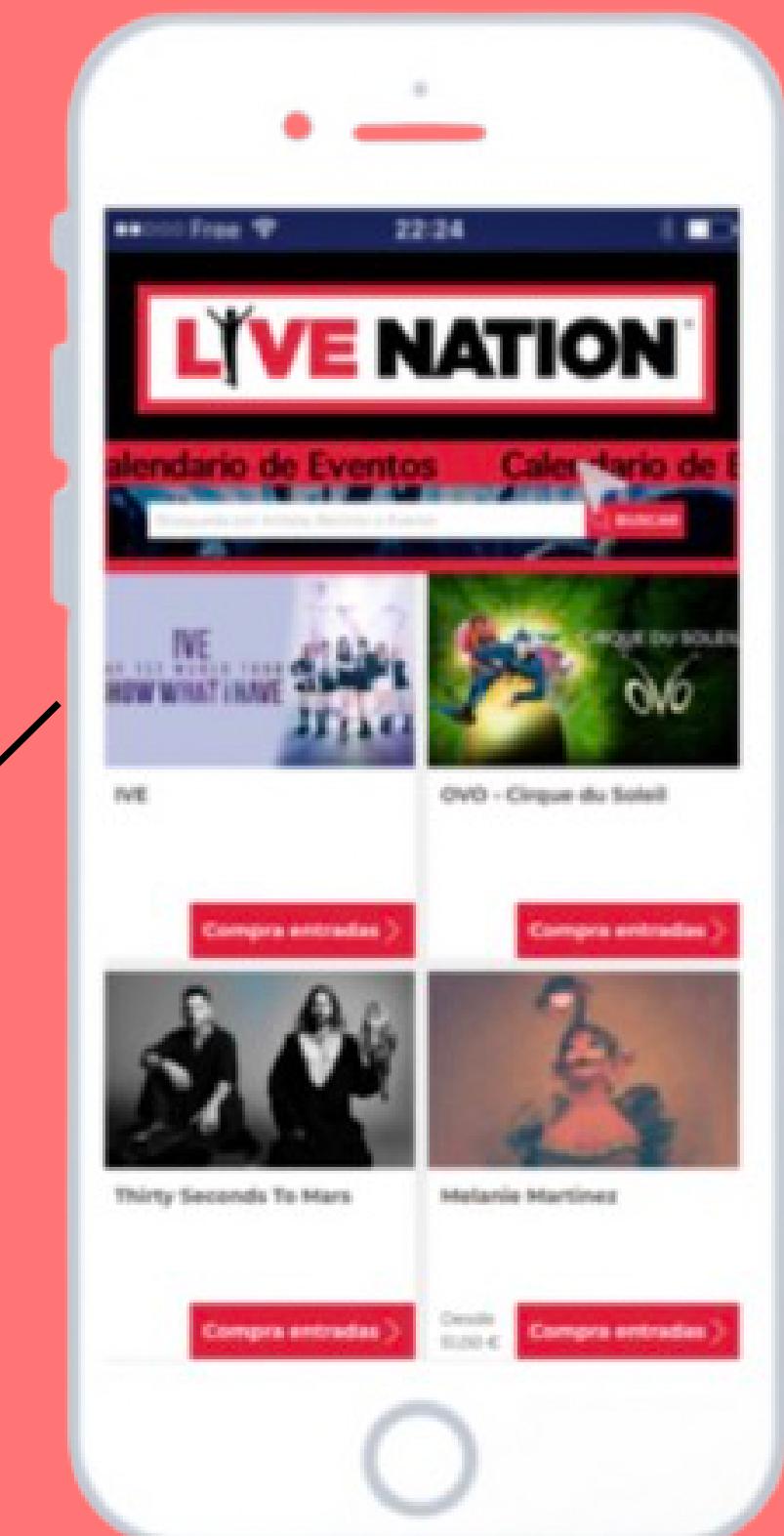


DATA MINING	WHAT'S THE BEHAVIOR?	STRATEGY
ASSOCIATION DETECTION	RELATE ONE ACTION TO ANOTHER	CUSTOMIZED RECOMMENDATIONS NOTIFICATIONS, HOME PAGE, EMAIL
SEQUENCE ANALYSIS	CUSTOMER JOURNEY	CONVERSION MARKETING ABANDONED CART JOURNEY (EMAIL), EXIT INTENT POP-UP
CLASSIFICATION	CREATE GROUPS	"YOUNG POP STARS" SEND EMAILS, NOTIFICATIONS, OFFER COUPONS
CLUSTERING	MODEL CATEGORIZES GROUPS	EXCLUSIVE OFFERS/PACKAGES
FORECASTING	PREDICT DEMAND	PREPARE WEBSITE/TICKET AVAILABILITY MARKETING/MORE ADVERTISEMENT

# APP AND WEBSITE

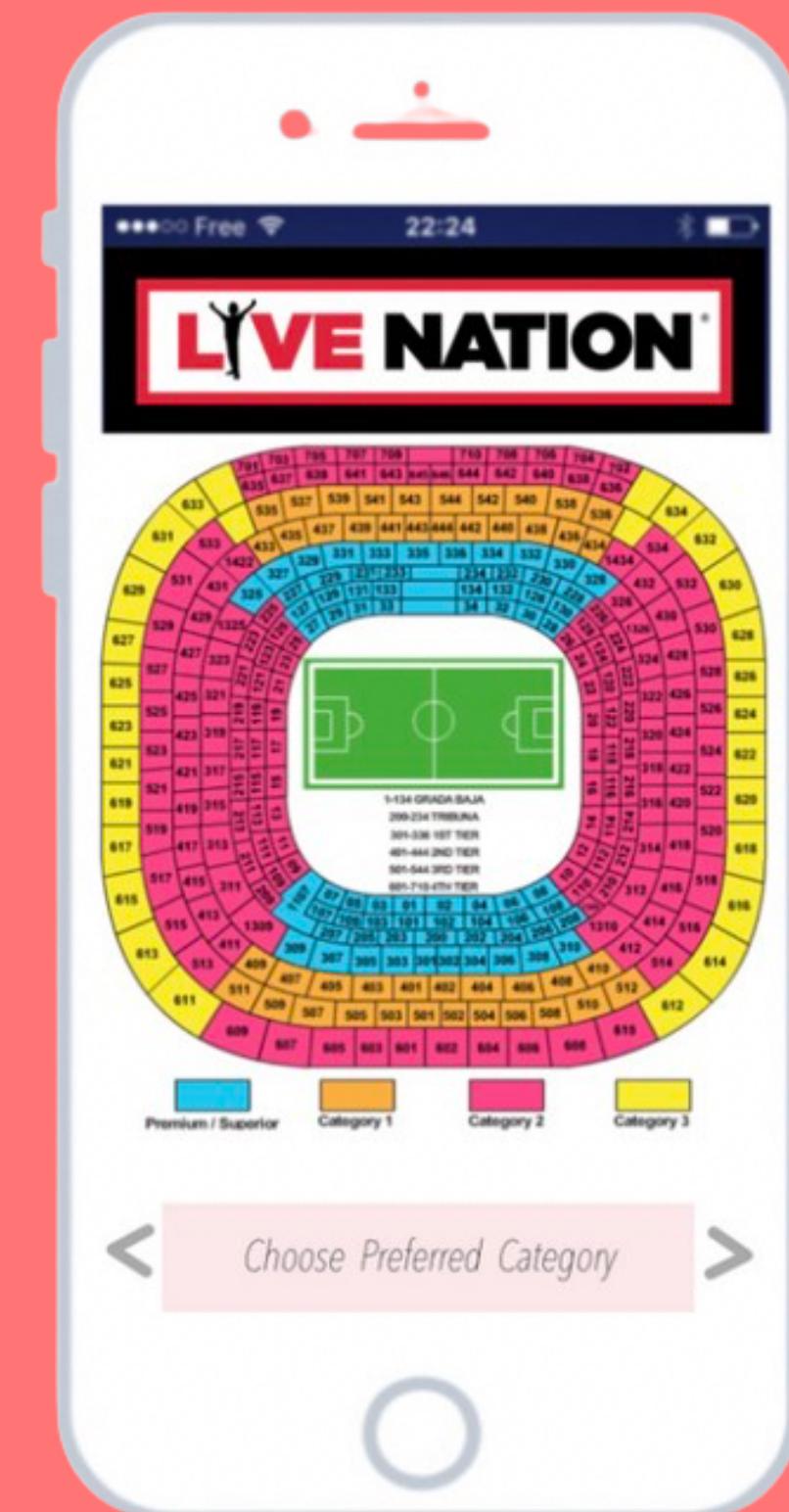
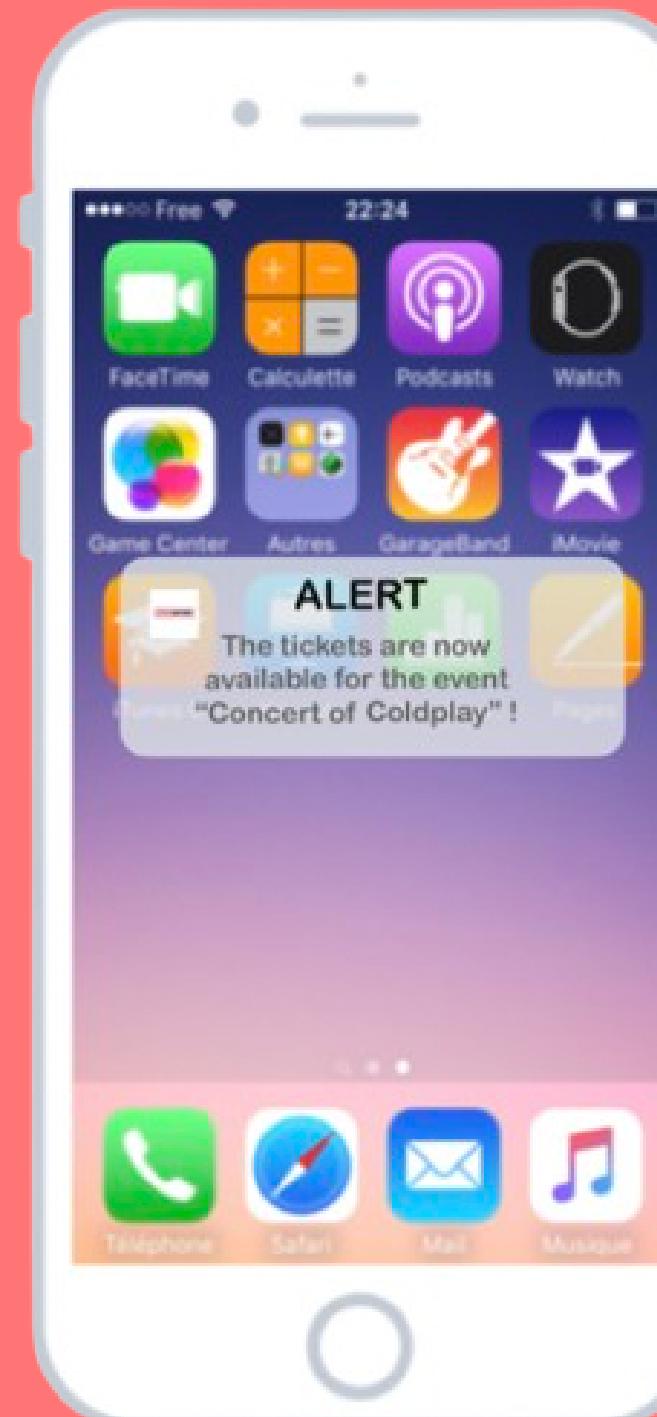
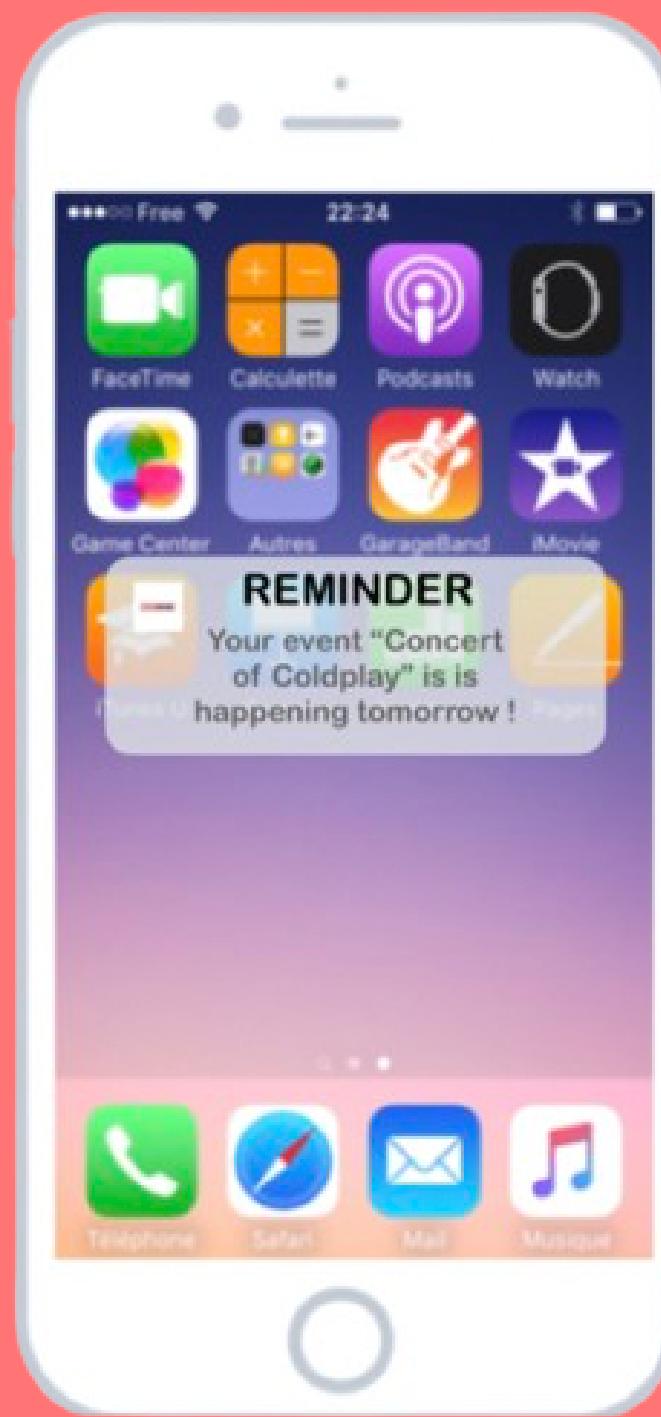


Monthly calendars  
listing all the events



Accessible  
Browser

Most Recent  
Events



## Event Details



The 1975 At Their Very Best - North America 2023

Sun • Aug 6 • 7:00 PM  
Tom Moffatt Waikiki Shell

## Need Help With Your Order?

Use Chat to quickly find the answers you need.

Contact Us 

**BEFORE**

## Your Order Has Been Canceled

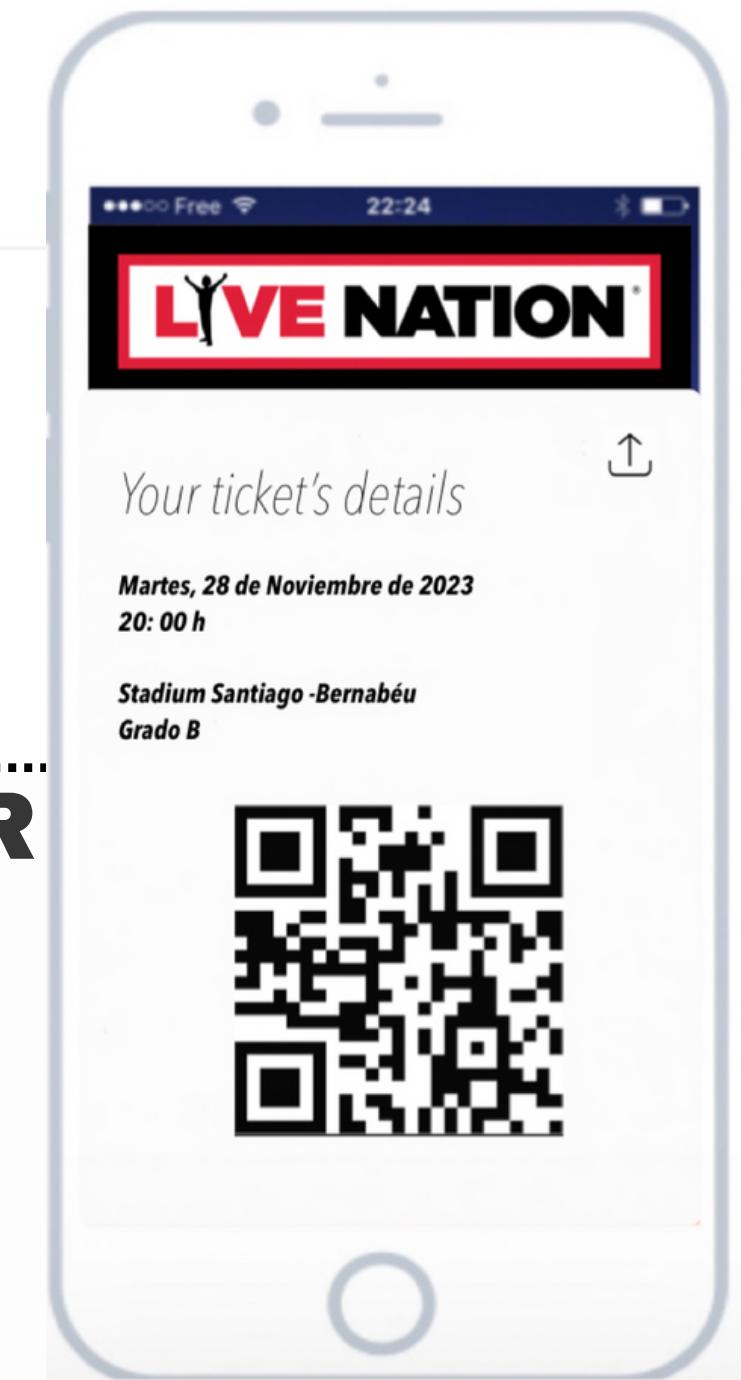
Any tickets or items in this order are no longer available to you.

If a refund is due, it will be issued to the original method of payment used at time of purchase, once funds are received from the Event Organizer, which is usually completed within 30 days.

Please see our [Purchase Policy](#) for more information.

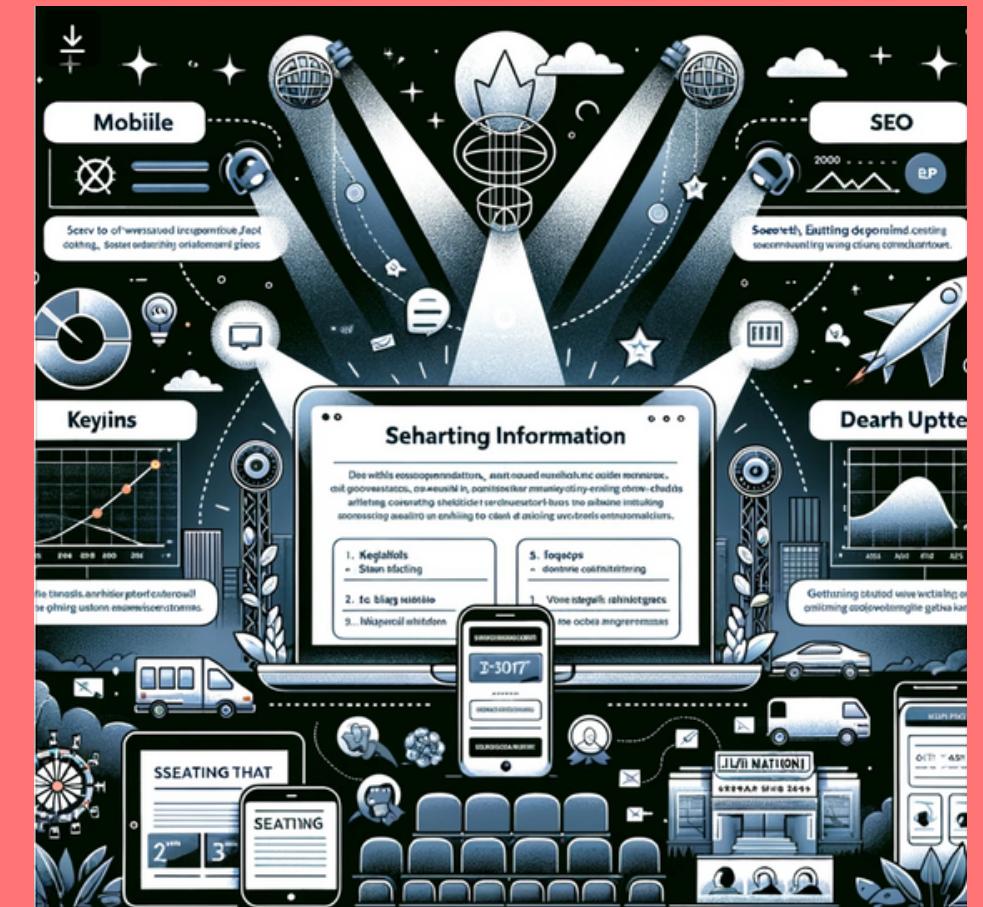
Order #

36-24566/WES

**AFTER**

# WEBSITE OPTIMIZATION

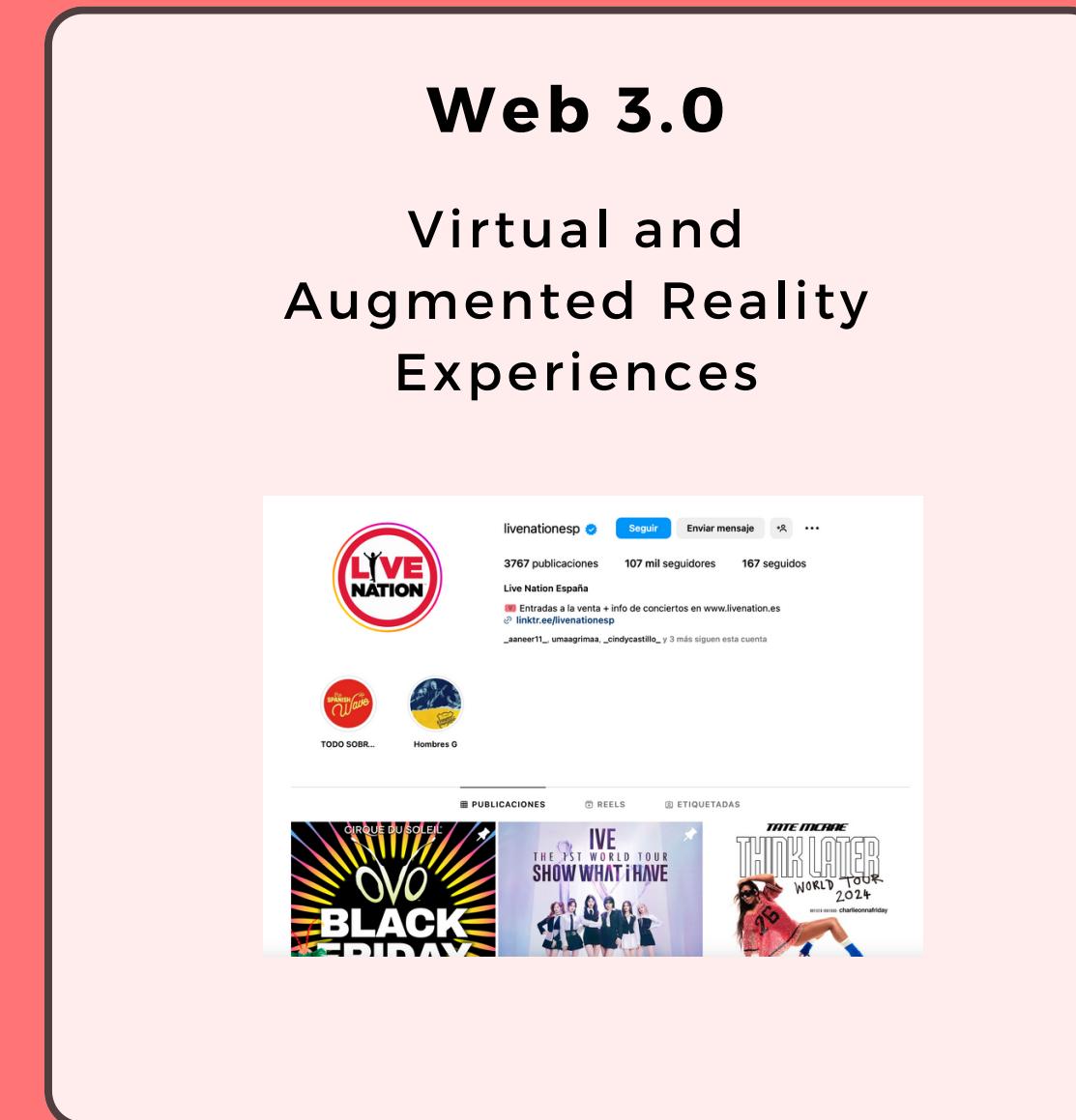
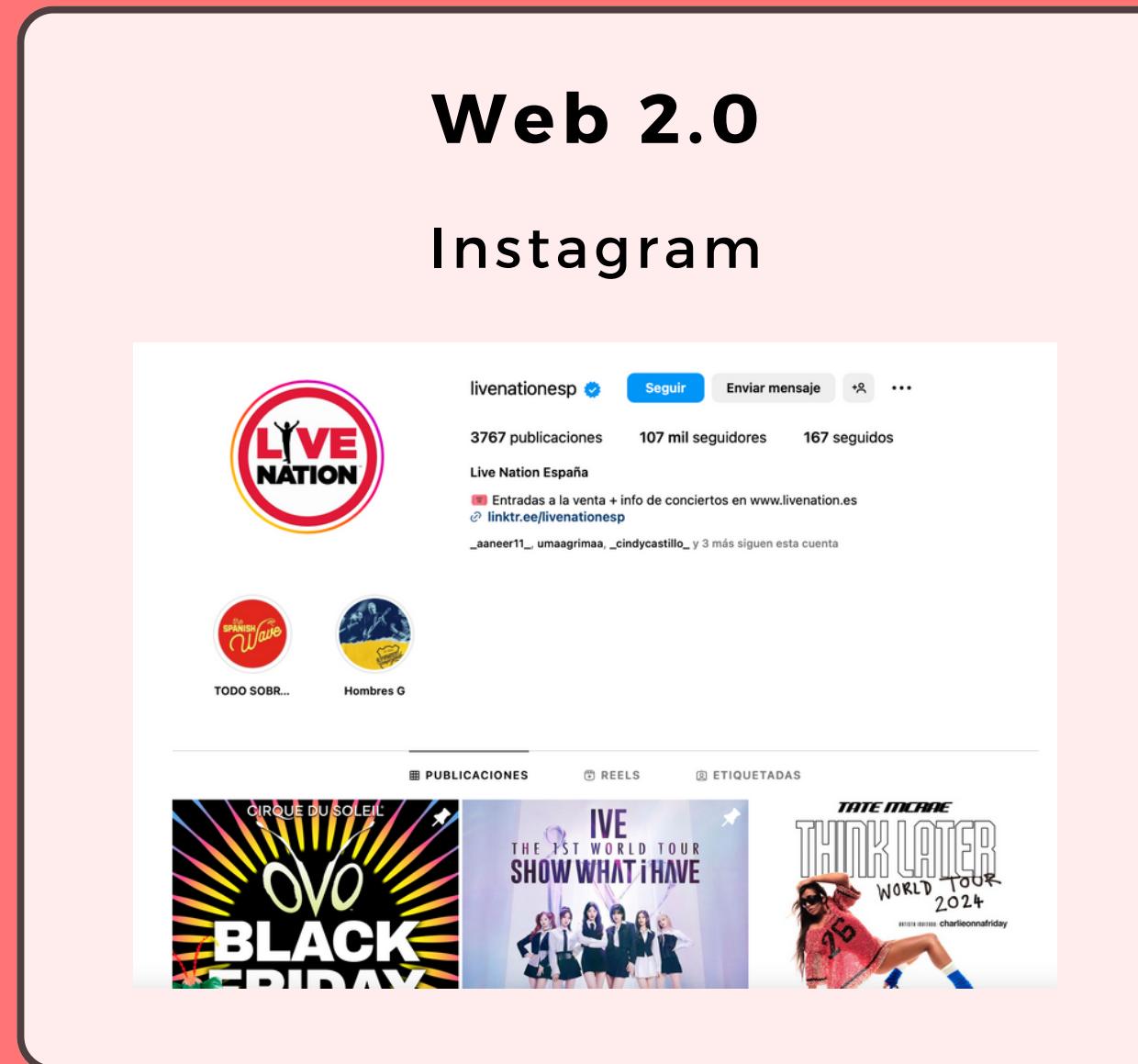
- **Importance of Website:** Central to sharing information, selling tickets, and customer engagement.
- **Mobile Usability:** Ensuring the website performs well on various mobile devices.
- **Search Engine Optimization (SEO):** Utilizing keywords, updating with latest events, and acquiring quality backlinks.
- **User-Friendly Features:** Interactive seating charts, easy-to-use event calendars.



# IT MANAGEMENT STRATEGY

- **Outsourcing vs. Internal IT:** Evaluating the options for IT management.
- **Outsourcing Pros and Cons:** Cost-effectiveness, risk of server issues, and customer support quality.
- **In-House IT:** Stability, security, unique live event tech needs.
- **Hybrid Approach:** Combining outsourcing for basic tasks with in-house management for critical functions.

# TRANSITION TO WEB 3.0



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