



## Media Backgrounder

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# PhoneEvents.com Delivers the First Mobile Phone Ticketing Easily Accessible on Any Web-Enabled Phone

The one-stop [PhoneEvents.com](http://PhoneEvents.com) and [m.PhoneEvents.com](http://m.PhoneEvents.com) sites bring together preferential and location-based EventListings™ with the first mobile ticketing service that is easy to use on any Web-enabled phone, including the vast majority of devices in use today that either are equipped with minibrowsers or have limited Internet usage plans. The new service combines the convenience of location and personal choice with the immediacy and ease of purchasing tickets or making reservations directly from any smartphone or Internet-accessible cell phone.

Consumers often depend on their cell phones to find local events, but it can be a frustrating and time-consuming experience to purchase tickets using a phone with a stripped-down minibrowser or the restricted Web access imposed by some carriers. With [m.PhoneEvents.com](http://m.PhoneEvents.com), users on any device — from the simplest Internet-enabled clam phone to the 3G iPhone and other smartphones, from any handset manufacturer with Web service from any carrier — can quickly and simply order tickets, make reservations or send invitations to a private network of friends. [m.PhoneEvents.com](http://m.PhoneEvents.com) works with all popular browsers and does not require any application downloads or special software.

Launched in July 2007, [PhoneEvents.com](http://PhoneEvents.com) offers one of the largest global event listings accessible online with both ticketed venues, including tickets to sold out events, and non-ticketed activities such as local nightclubs, restaurants, community festivals, special-interest groups, business seminars and other connections. The mobile-accessible [m.PhoneEvents.com](http://m.PhoneEvents.com), the industry's first device-independent mobile ticketing resource, was added in July 2008 and includes access to all EventListings on the main site. To promote the new mobile service, registered users at [PhoneEvents.com](http://PhoneEvents.com) are automatically entered into a drawing every 60 days to win a pair of tickets valued up to \$250.

## Empowering the Mobile Lifestyle

Reflecting today's evolving mobile lifestyle, [PhoneEvents.com](http://PhoneEvents.com) also allows users to create their own public or private events and to forward listings to their private network of friends. A user who discovers his favorite band is playing in the area can immediately buy tickets either on his computer or phone by simply clicking on the purchase button, then send an invitation to a private list of friends to join him. An executive traveling in a new city can make reservations at a local restaurant serving her clients' preferred cuisine or send a note organizing an after-hours gathering with colleagues at a nearby bar.

Users define their personal preferences during the free registration process on either site then enter their current location so that only pertinent listings are delivered. For example, a user might select preferences for comedy movies, live jazz, Indian restaurants, local museums and technology networking events in New York. Glancing through the results, the user simply clicks on the selected listing to purchase tickets, email the

restaurant for reservations or forward the information to friends. Users can select to have tickets held at will-call, emailed or sent by carrier.

The platform also includes the ability for merchants and vendors to promote upcoming events and services with sponsored links and dynamic pricing based on ticket availability and other considerations. Venues such as performing arts centers, nightclubs or local community centers can purchase listings that appear at the top of the results, much like Google's sponsored links. Since PhoneEvents.com takes into account both users' location and personalized inclinations, listings are delivered to a targeted audience with a stated interest in the genre. Affiliate marketing programs are also available so that consumers can click directly from a venue's Web site to purchase tickets through either PhoneEvents.com or m.PhoneEvents.com.

### **Streamlining World Engagement with Global Resources, Local Focus**

PhoneEvents.com obtains its locally-focused global event information from three sources:

- It partners with a major event listing service. Consequently, the site's EventListings include both ticketed concerts and repertory performances and non-ticketed venues such as local clubs, museums and restaurants. Since the platform supports reselling tickets, it often is a resource for sold out events and concerts.
- It allows local venues and organizations to create and promote their own EventListings. Events can be made public or remain private and can be shared with a private network of contacts. The dynamic platform allows users to change listing information in real time.
- Its MerchantListings™ sponsored links offer vendors a direct to mobile CRM platform with the ability to capture leads and manage customer relationships in real time.

As Web-enabled cell phones have empowered users to more immediately connect with the local world around them, consumers naturally are using their mobile devices to discover local venues while traveling or to explore new sectors of their cities. But delays in loading pages and limited Web access have made it difficult for all but the newest smartphone users to actually purchase tickets or make reservations over their phones.

Founded in 2004 by Internet veteran Curtis Broome, the patent-pending PhoneEvents.com was developed to solve this problem and enable phone users to proactively interact with local events. The site was launched in 2007 with the streamlined mobile ticketing service at m.PhoneEvents.com added this year. Broome is the site's architect and president of its parent company, [EventMobile, Inc.](#)

### **About PhoneEvents.com**

[PhoneEvents.com](#) and the mobile service [m.PhoneEvents.com](#) are one-stop event sites combining preferential and location-based EventListings™ and sponsored MerchantListings™ with the first mobile ticketing service that enables users on any Web-enabled phone to simply and conveniently order tickets from their phones. The services allow consumers to use mobile devices to more effectively engage with the world around them, wherever they happen to be at the moment. m.PhoneEvents.com is both handset and carrier independent and can be easily accessed by phones with limited minibrowser functionality or restricted Web-access. Founded in 2004 by Curtis Broome, president of parent-company [EventMobile, Inc.](#), the service is headquartered in Oakland, Calif.

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