

TOTAL TICKETING

PRESS RELEASE **[For Immediate Release]**

THE TEAM BEHIND TICKETFLAP LAUNCH **TOTAL TICKETING LIMITED** – AND TAKE THEIR **GAMECHANGING NEW** **ENTERPRISE TICKETING SYSTEM** GLOBAL

[Hong Kong, 14 October 2020] The team behind leading events organiser Magnetic Asia and ticketing platform Ticketflap are rebranding their ticketing division from Asia Ticketing Limited to launch **Total Ticketing Limited** – a new brand name that captures their evolution and expansion to become a globally focused full-service event technology solutions company.

Driving Total Ticketing's strength in the market is its best-in-class enterprise-grade ticketing solution that has the potential to change the game for a multitude of businesses – known as the Total Ticketing "**Enterprise Ticketing Solution**" (ETS). Capable of meeting the needs of the most demanding clients including integrated resorts, attractions and theme parks, ticketing companies, large promoters and multi-venue businesses such as convention centres, theatres and stadium complexes, Total Ticketing's ETS is the transformative tool that ticketing businesses have been waiting for.

Built on modern architecture from the ground up, the system can **scale seamlessly to meet massive spikes in demand** and has experienced 100% uptime for its clients regardless of size and complexity of events offered. **Multiple APIs are available** for integration with sales partners, admission control systems, CRMs, RFID cashless payments and access control and more. **Real time reporting** is complemented by an integration with Tableau to

provide industry leading data visualization and analysis tools directly within the system.

ETS provides **total control of all aspects of ticketing** to its clients, from **consistent branding** across every customer touchpoint, to **full ownership and control of data**. Complex dynamic pricing and promotional tools can be used to **increase sales and revenue** and respond to changes in demand in real-time. Clients can set their own fee structures to turn their ticketing into a profit generator rather than a cost centre. **Funds are received directly** from the client's chosen payment processors, reducing payout times and eliminating counterparty risk inherent in the traditional ticketing service provider model.

The system provides **multiple sales channels** covering online, box office, contact centre and travel agents. Multiple integration points are offered allowing the client to sell tickets from a single pool of inventory directly through the system as well as through integration with corporate apps, 3rd party ticketing companies and online travel agents, WeChat mini-programs and other systems such as hotel booking platforms. ETS instances can also access **Total Ticketing's network of connected partners** to further expand their global sales coverage, and use built in ticket distribution functionality to handle complimentary and consignment ticketing operations for large events.

By transforming the Ticketflap system to meet the complex needs of Macau-based multi-property leisure, gaming and entertainment company Melco Resorts and Entertainment, Total Ticketing has **full localisation baked-in** from the ground up. An ability to meet the demanding language and currency variations in the Asia Pacific region also makes ETS ideal for deployment in any market around the world.

Mike Hill, CEO Magnetic Asia talks more about the strength of ETS: *"From our beginnings as technology experts and event promoters, we are very proud to have been able bring all of our skills and experience together to provide a fantastic ticketing experience for staff, customers and stakeholders alike. Whilst we remain proud of our Asian roots and will continue to focus on serving the varied markets in the region, we are extremely excited about this new chapter in our evolution to a truly global offering."*

Total Ticketing's innovative approach and depth of experience in all things ticketing goes beyond the launch of the ETS. **Pete Gordon, Managing Director of Total Ticketing** explains: *"Our ETS has the power to help so many different types of businesses turn their ticketing operations from a cost centre into a profit centre and to open up manifold business development opportunities with valuable new stakeholders. As well as helping our clients to transform their ticketing operations and profitability, we are currently leveraging our feature-rich systems to further diversify into cutting edge skill-sharing and booking platforms, live video streaming, and immersive audience experiences – with some exciting new product news coming very soon."*

Owned by leading event promoters and producers, Magnetic Asia (Clockenflap, Sonar, Feast etc.), Total Ticketing embraces an **audience-first philosophy** that helps shape each of their customised business solutions – with ease of use, efficiency, effectiveness and reliability at the core of everything they do.

With **operations in Hong Kong, Singapore, the Philippines, Japan and the UK** and their **strong partnership principle, 24-hour tech support**, training skills and **in-house digital marketing support**, Total Ticketing deliver a value-for-money one-stop-shop for ticketing innovation that is sure to raise the eyebrows of more traditional legacy players in the ticketing world!

For more information on the ETS, as well as Total Ticketing's other innovative products and services, go to totalticketing.com

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For more information and interview enquiries, please contact

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ABOUT TOTAL TICKETING

Total Ticketing is an international event technology solutions company created by a team of technologists and event owners with multiple decades of experience. The company has a proven track record of delivering results in highly challenging environments for a diverse range of clients many with

complex requirements. Total Ticketing focuses on understanding its clients' unique business needs and eliminating the pain points. Total Ticketing helps to transform its clients' businesses by providing best-in-class solutions to optimise event discovery, ticket revenue and efficiency.

Official channels:

Totalticketing.com

linkedin.com/company/totalticketing