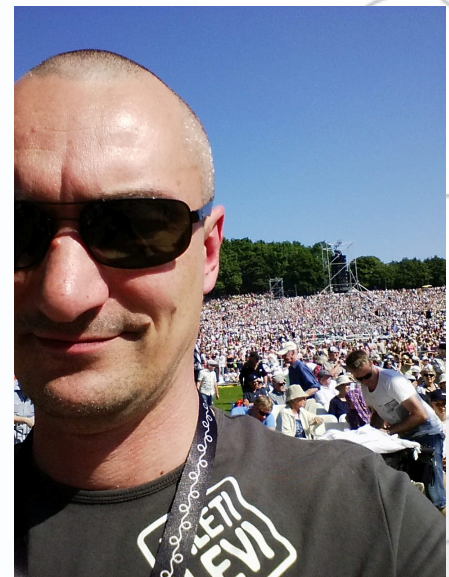


Ticketing in Baltics: Changing markets and audience

Jaanus Beilmann
CEO AS Piletilevi
CEO OÜ Baltic Ticket Holdings



BTH

Baltic Ticket
Holdings

BTH Group management team

Viivika Ikla,

CEO Bilesu Serviss SIA (oct 2015>)

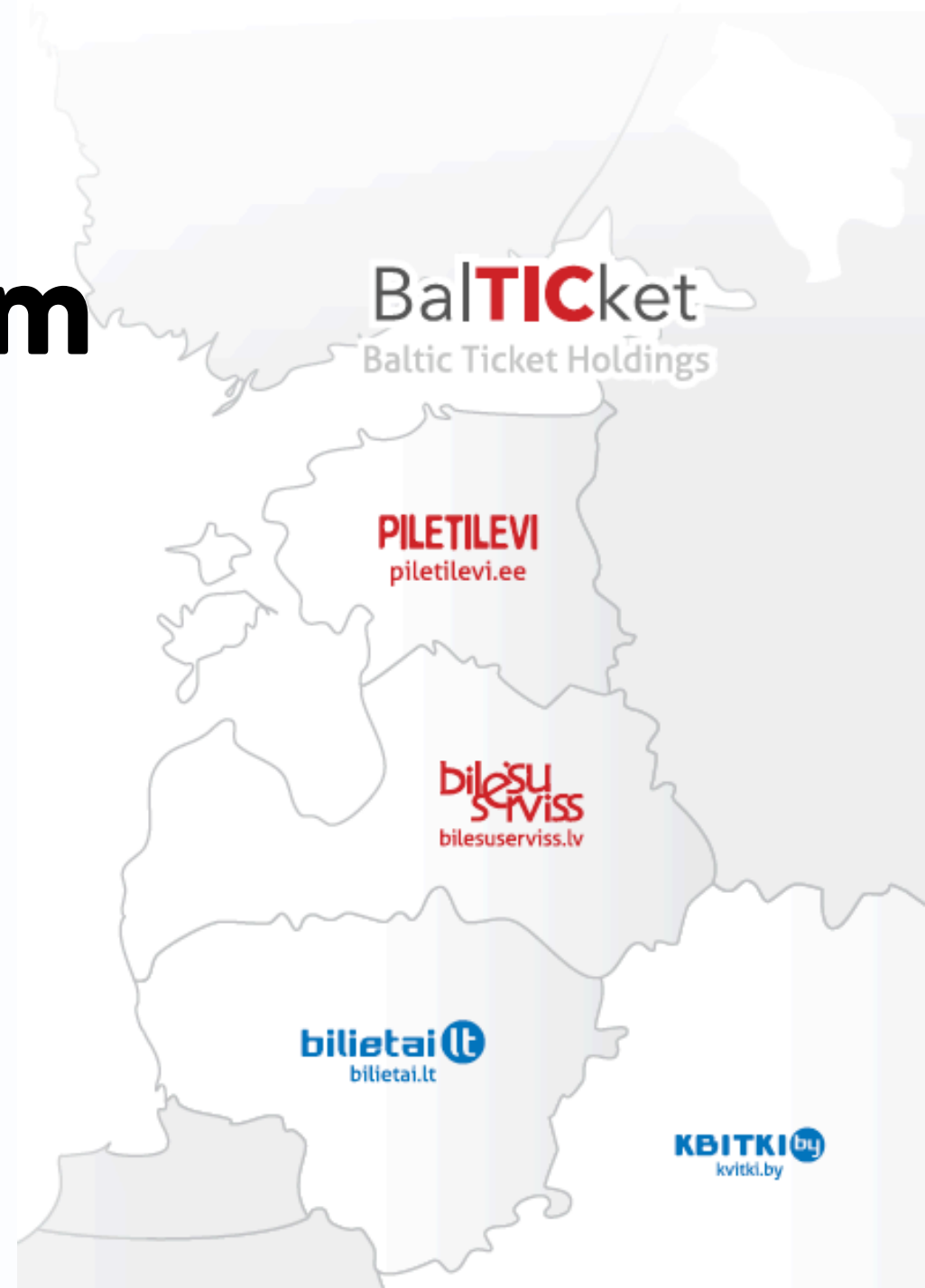
CFO Baltic Ticket Holdings OÜ

CFO Piletilevi AS (jul 2002>) – **15 years**

Jaanus Beilmann

CEO Piletilevi AS (dec 2002>) – **15 years**

CEO Baltic Ticket Holdings OÜ



BTH

Baltic Ticket
Holdings

Bilesu Serviss – experience!

CEO, Viivika Ikla (oct 2015>) – **2 years**

Strategy consultant, Jaanus Beilmann (oct 2015>) – **2 years**



Operational Manager, Liga Rubine (nov 2005>) – **12 years**

Head Accountant, Aija Redliha (apr 2004>) – **13 years**

Business Development Director, Reinis Druvietis (apr 2017>) connected
with culture field from 2001 – **17 years**

Technical Director, Janis Zemitis (mar 2007>) – **10 years**

Baltic Ticket Holdings

-  4 countries
-  5,5 million tickets at 2016
-  85 000 000 € ticket sales turnover
-  24 564 events during 2016
-  100+ employees
-  900 000 e-mail contacts
-  40 000 – cross-sales tickets at 2016 sold to Latvian events in Estonia and Latvia:
 -  **EST > LAT** **17 000 tickets**
 -  **LIT > LAT** **8 000 tickets**



Ticketing dilemma

Product:

- Local artists
- International artists
- Culture
 - Supported by government
 - Independent

Ticketing
company

BalTICKet
Baltic Ticket Holdings

Audience:

- different tastes
- different ages
- different languages
- information needs
- decision makers

On what bases ticketing partner is choosed?

Decisions/decision makers:

- Economical
- Emotional
- Political
- ...
- ***Administrators***

Ticketing
company

Bal**TIC**ket
Baltic Ticket Holdings

Audience:

- different tastes
- different ages
- different languages
- information needs
- decision makers

Ticket companies power at 2017

Promoter's needs:

- Successful and profitable SALES
- Access to Audience
- Marketing tools
- Market knowledge
- Range of services
- Services costs / effectiveness
- new ideas

Ticketing company



- software development
- servers stability and peak load durability
- data safety
- sales channels
- functionalities to support:
 - smart pricing
 - additional products sales
 - package sales
 - results of all parts of event business
- access control
- security
- marketing etc

Audience:

- easy access
- events for all tastes
- amount of users
- range of users
- user experience
- customer loyalty
- new ideas

A vertical red dashed line on the left side of the slide.

Mission

 Our goal is to expand cultural diversity and availability!

 BTH is independent ticketing specialist

 Making ticketing *EASY* and effective

BTH

Baltic Ticket
Holdings

How to meet new culture audience!



Sell, sell, sell



To be everywhere:



wide physical sales network – reminds to people that it is easy to buy tickets (live entertainment against alternatives – TV, Youtube, Games, etc)



internet – to find easily where to go, what to do and how to get tickets (easier ticket purchase and marketing)



SMALL or BIG – every event is important for us



BTH

Baltic Ticket
Holdings

Sell, sell, sell



Bilesu Serviss is
ticket sales company



BTH software investment have
been initiated from targets:

Where to find tickets
should never be a problem of
Your client

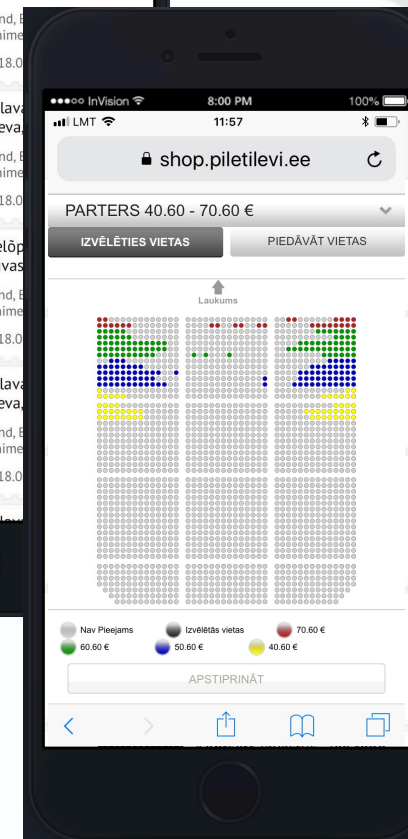
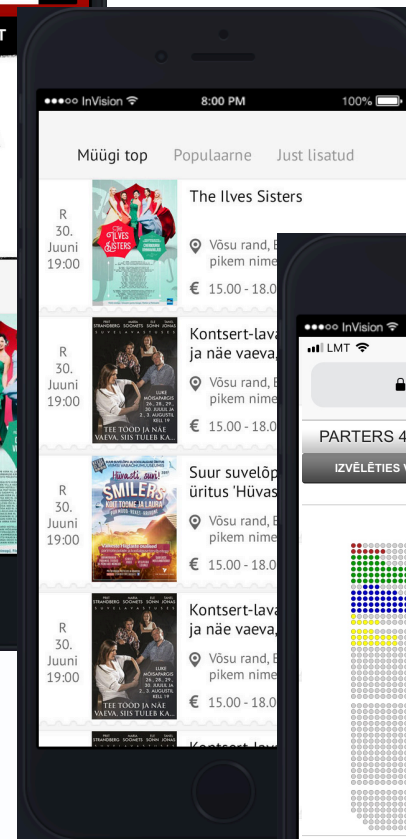
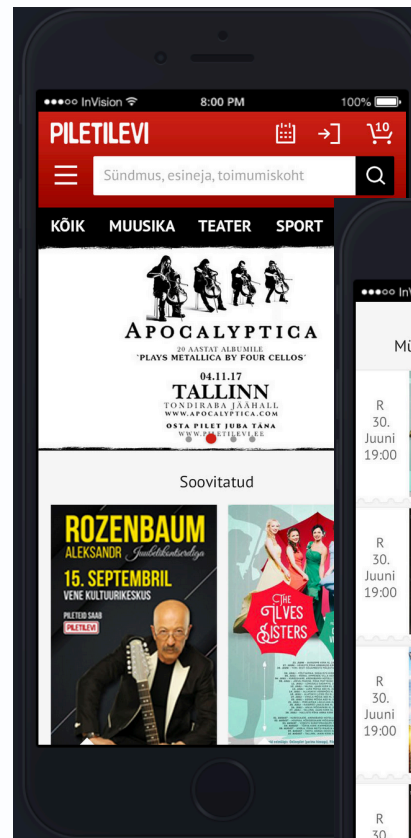
internet:
23-26 000 visits per day in
every state

700+ salespoints total

Sell, sell, sell



Ticketbuyer convenience –
user interface, easy service,
quick purchase



Sell, sell, sell



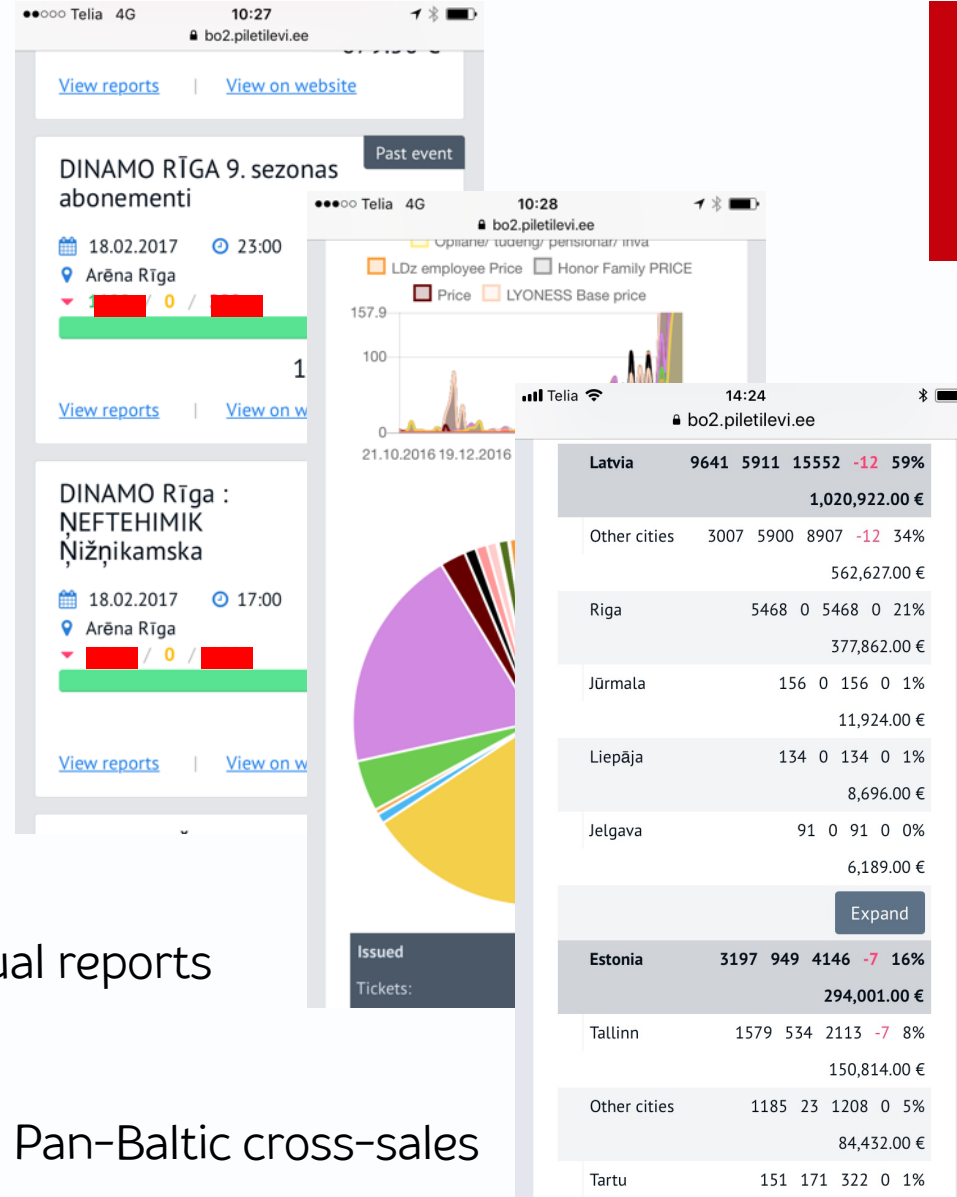
Promoters profitability –
functionality, advertising, full
service circle



Visual reports



Pan-Baltic cross-sales



We charge only from work done by US!

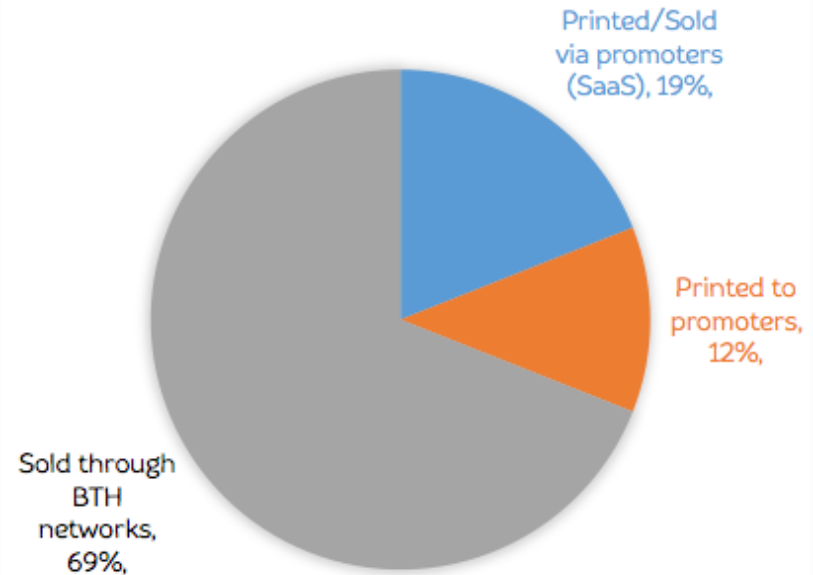
BTH Promoter's own ticket sales – fixed

fees by deal:

- BTH** theatres and state concert promoters – about 40 ... 50%
- BTH** private promoters – about 5 ... 15%
- BTH** special deals – promoter's own website and digital advertising

From promoters own sales BTH charges only Soft- and hardware rental!
Save money also from inhouse procedures:
NB! BaTICKet has several automatisated data export connections what help automatization of BIG ORGANISATIONS bookkeeping. They can be designed by client.

PROPORTION OF ISSUED TICKETS FROM BALTICKET



We charge only from work done by US!

BTH Tickets sold through BTH network – agent fee depending from ticket price:

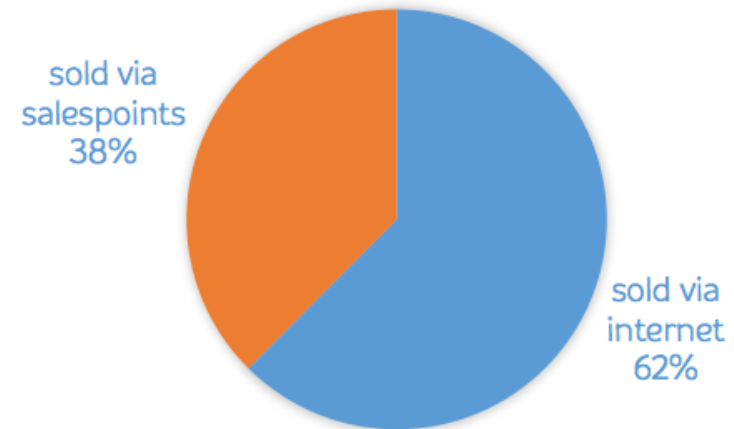
BTH Salespoints

BTH Internet




BTH **Additional services** – buy if needed

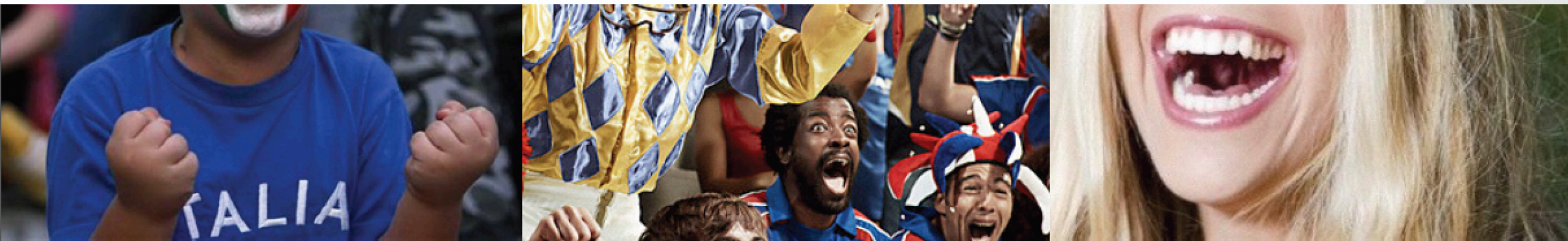
BTH Door sales, Access control, Advertising, Analyse, Dynamic pricing consultations, Administrating ticket sales

TICKETS SOLD VIA BTH SALES CHANNELS 2016













Promoter's wish is our wish!

-  Huge amount of specific functionalities
-  Every wish finds a solution
-  Rule nr 1 – All sales functionalities should be possible to use via internet purchase



We grow dynamically with our clients

-  Saku Arena
-  **Seat- and box owners** functionality
-  Ice Hockey World championships Riga 2006
-  **Package sales**
-  Estonian Football Association
-  **security solutions**
 -  **ticket sales and**
 -  **access control**
-  Dinamo Riga Ice Hockey Club
-  **Season ticket holders** functionality














saku arena



BTH
Baltic Ticket
Holdings

We grow dynamically with our clients

-  Tallinn Black Nights Silm Festival – PÖFF:
 -  **Your schedule > automatic purchase**
 -  **Integrated webshops/sites**
-  Saku Arena, Riga Arena and Tallinn Concert Hall
 -  **Venue service fees**
 -  **Venue control reports**
-  With theatres
 -  **Promoters webshop,**
 -  **Dynamic handling of Salespoint fees**
-  Viljandi Folk Festival
 -  **2 level acces control**



saku arena



BTH

Baltic Ticket Holdings


2 level access control




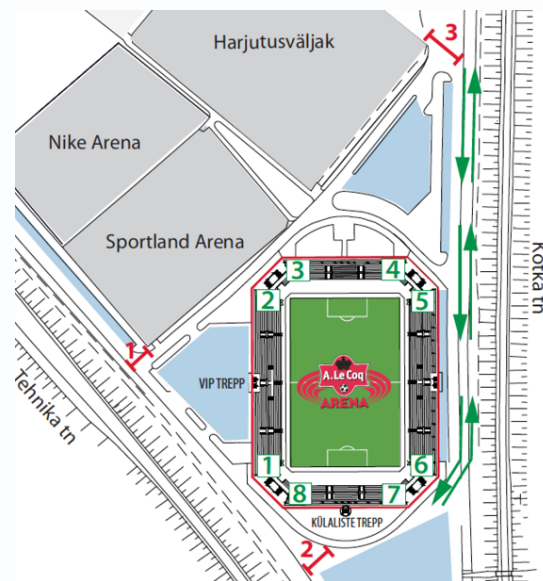
 Tallinn, A Le Coq Arena 15.08.2018

 Participants:

 Winner of the 2017-18 UEFA Champions League

 Winner of the 2017-18 UEFA Europa League

 2017 finalists where Madrid Real vs Manchester United



BTHBaltic Ticket
HoldingsBal**TICKET**

Baltic Ticket Holdings

PILETILEVI
piletilevi.eebileSU
SERVISS
bilesuserviss.lvbilietai.lt
bilietai.ltKBITKIby
kvitki.by

Interesting markets



Finland – FIXED fees inside and on TOP fixed (in total 8-10%)



Estonia – % fees inside + fees on TOP (in total 6-8%)



Latvia – % fees inside + fees on TOP (in total 7-12%)



Lithuania – % fees inside + fees on TOP (in total 8-12%)



Belarus – % fees inside + fixed on TOP (in total 8-14%)

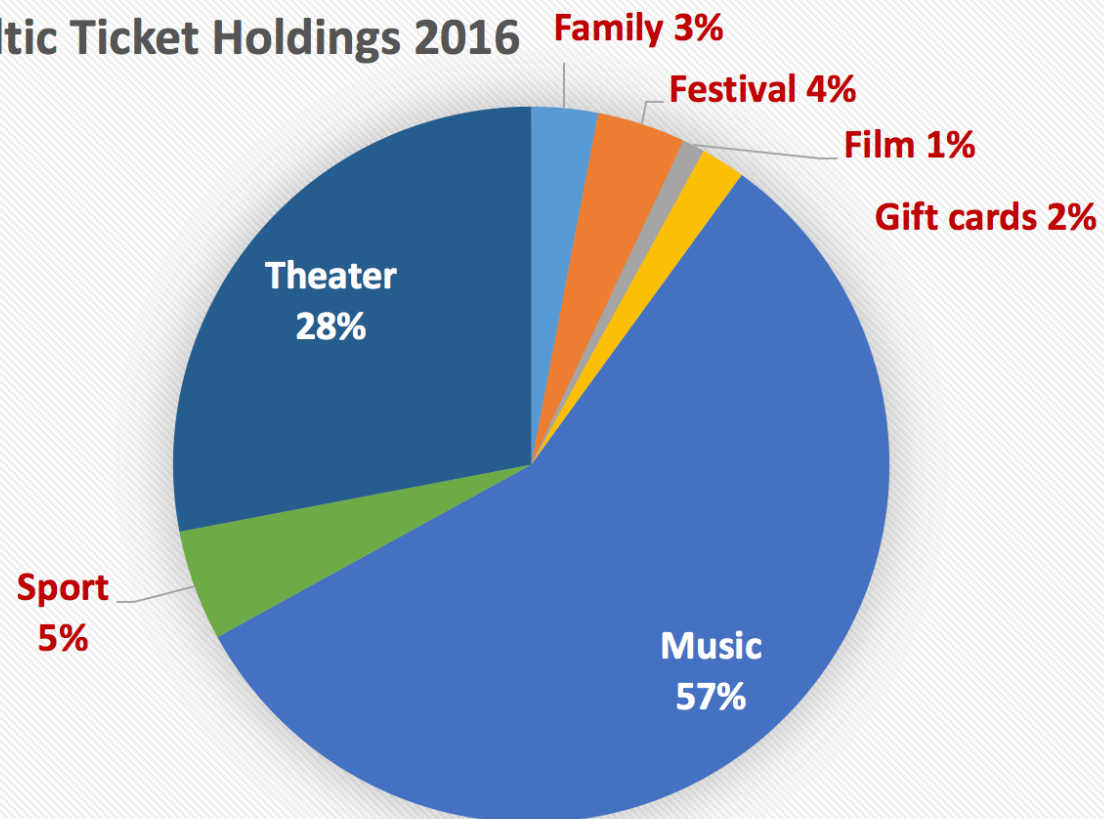


Russia – % fees inside + on TOP % (in total 5-20%)

Baltic experience

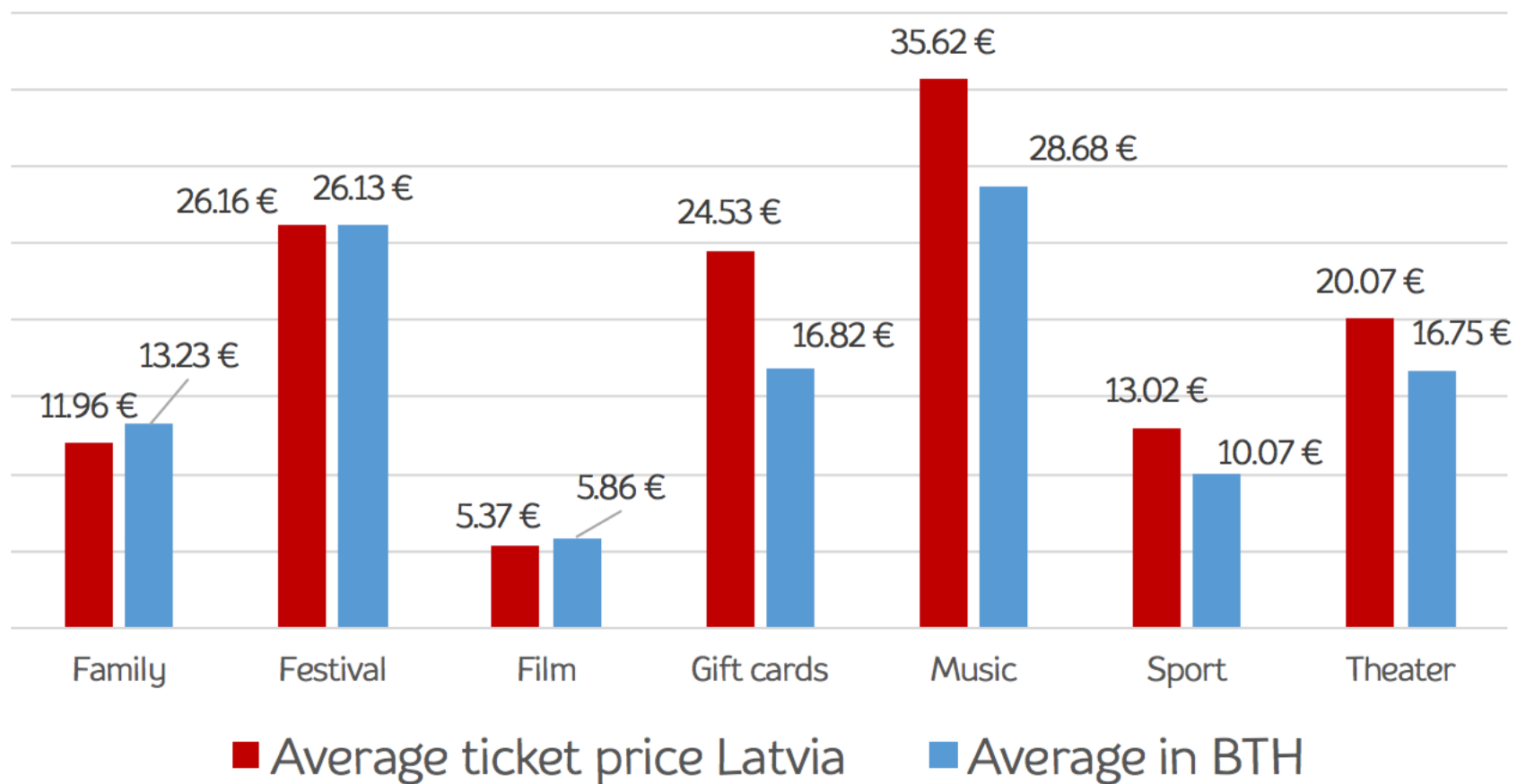
Proportion by category

Baltic Ticket Holdings 2016



Average ticket prices in BTH

Average ticket price by categories



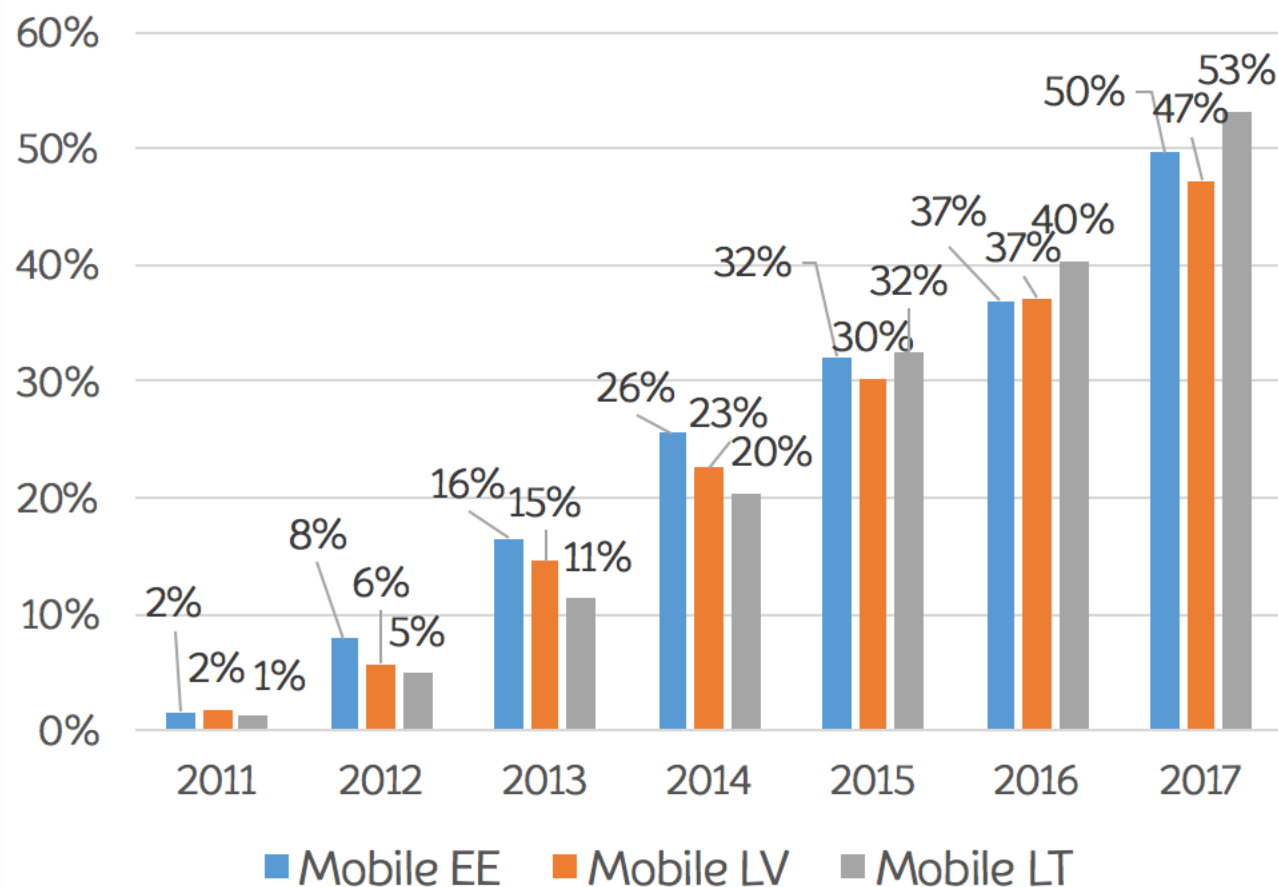
Baltic experience

Sales via Smartphones raises rapidly: 2017 in Estonia
14% of all tickets
20% of internet sales
In Bilesu Serviss from all sales:
January 2017 – 4%
September 2017 – 12%



Age group 12–20 do things what can be done with smartphone

Mobile usage development in the Baltics



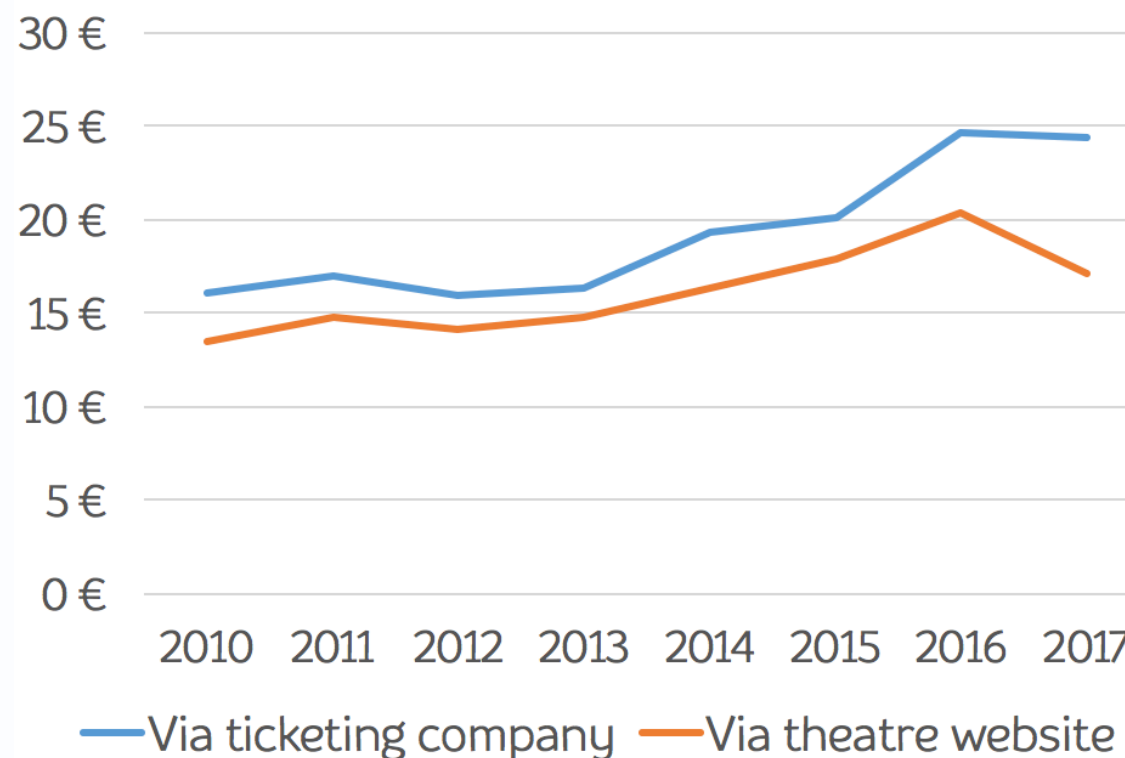
Baltic experience

BTH Average ticket price sold through Ticket agent is usually **more expensive** than from theatre own website:

BTH Buyer of ticketing company is not so price sensitive

BTH Theatre is usually attracting discount campaign clients

Average ticket price



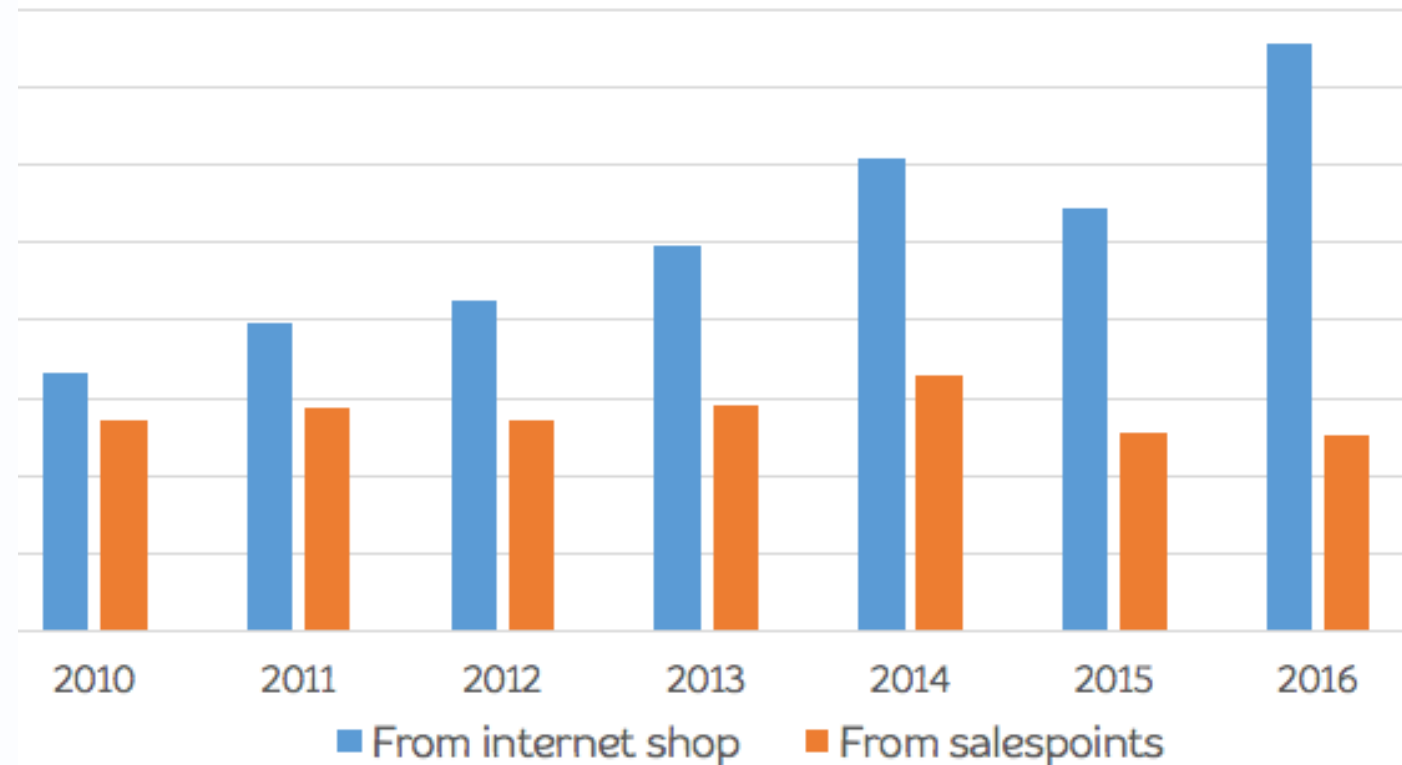
Baltic experience



Physical

salespoints have
still power –
buyer's habit

Theatre ticketsales by sales channel



BTH battle with business and IT-development

BTH Normal raise of BTH yearly
economical results – 25%

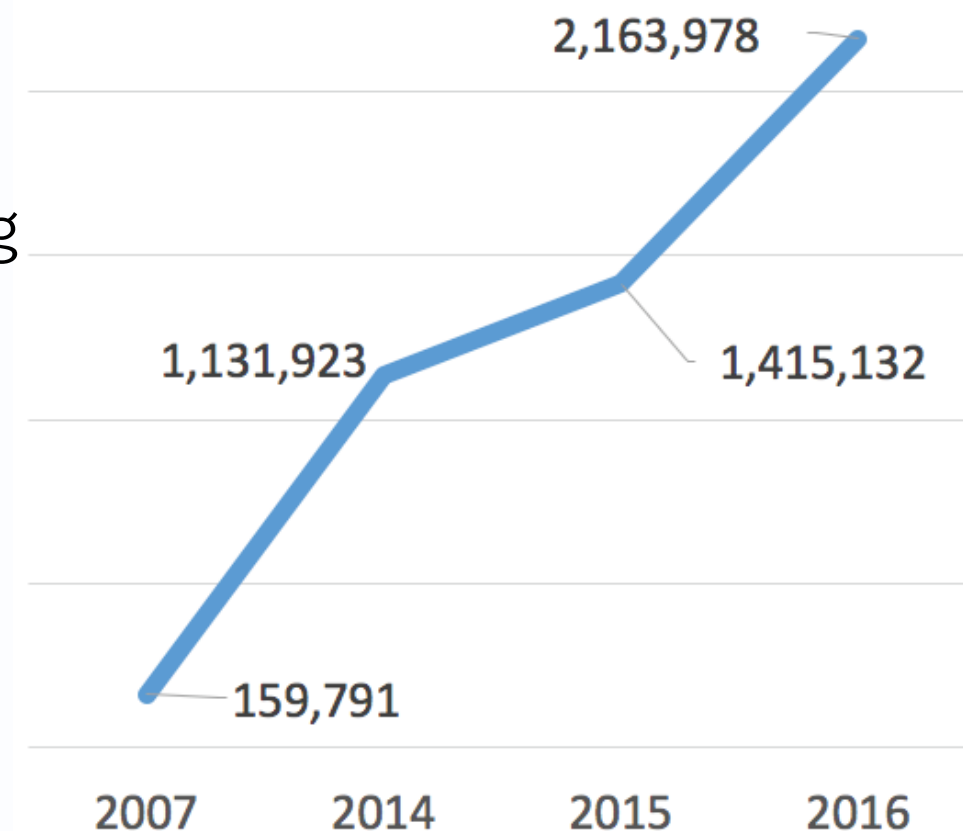
BTH 2016 vs 2015 63% - because of joining
Bilietai and Kvitki.by

BTH Constant development of











BTH software

BTH server structure

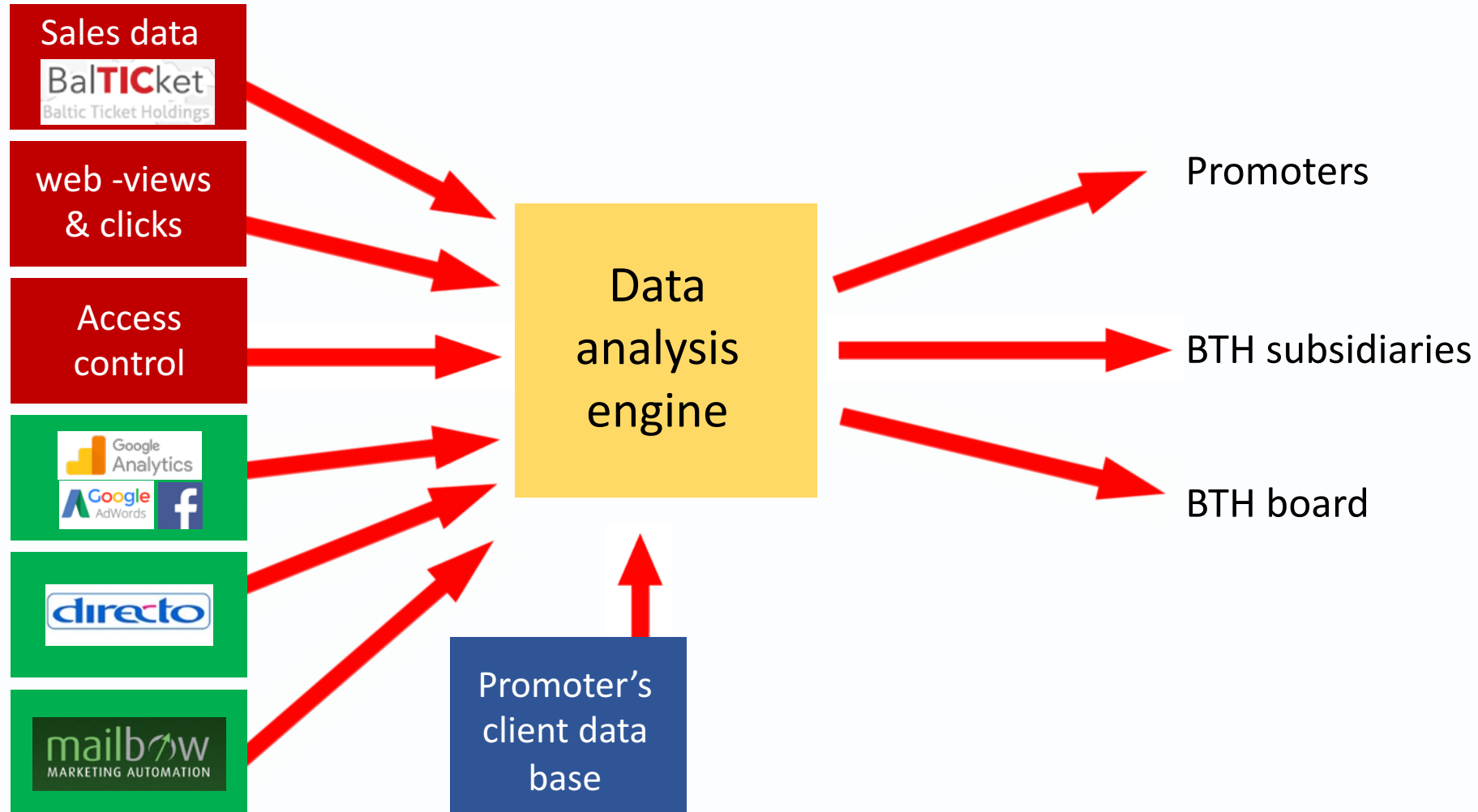
Number of tickets sold through internet



BTH's Marketing power

-  Brings new clients – Google of entertainment and culture (where to go)
-  Number of visits – familiar shopping environment
-  **Buy Knob** – easy to remember, easy to find, easy to buy:
 -  Ticket company's name, logo in audiovisual advertising and internet advertising straight links to shopping environment help to activate people and save marketing costs!
-  People's cultural interests are diverse (sport, theatre, music, children/family)
-  Conversion rate – 4,7% of visits turns into purchase
-  Newsletters – good activation tool
-  Social Media – active channel expands Your message
-  Digital marketing – beneficial, controllable, effective (targeting and retargeting)
-  Search engines – optimised solution brings results of Your event out first

BIG DATA



The image features a dark red horizontal band across the middle. On either side of the center, there are two vertical lines of white circles, each consisting of ten circles stacked vertically. The word "Questions" is written in white, centered within the red band.

Questions



Thank You for Your
attention!