



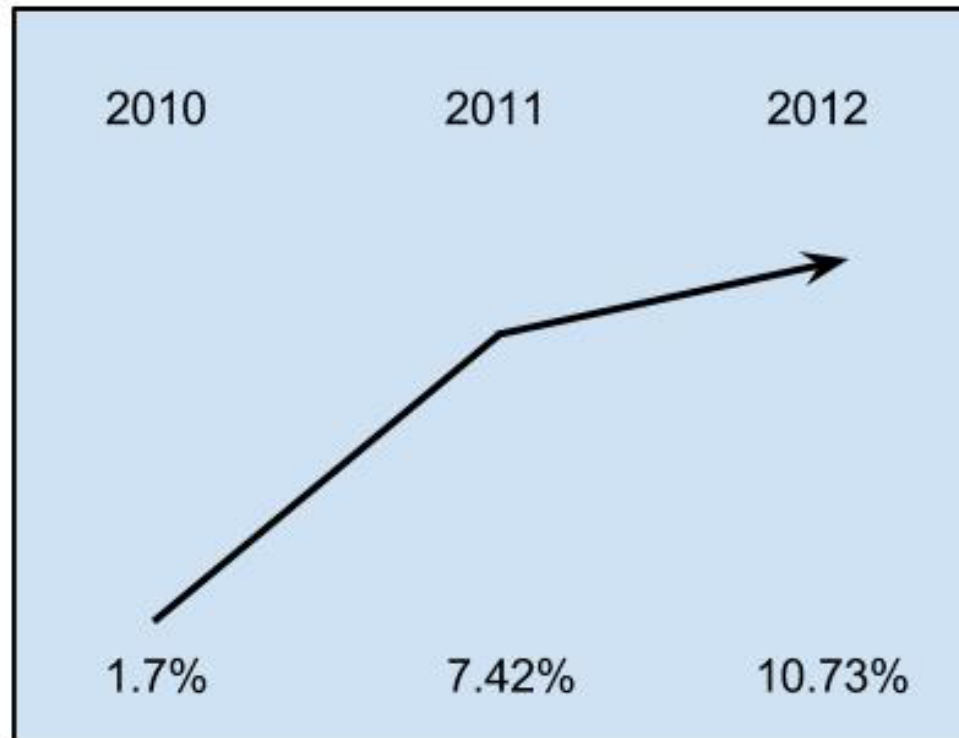
ticketnetwork

STRAIGHT TALK – JANUARY 2013

- POS 11 and E-tickets
- Mercury
- POS Lite
- Ticket Summit
- Question & Answer
- Webinar Wrap-Up

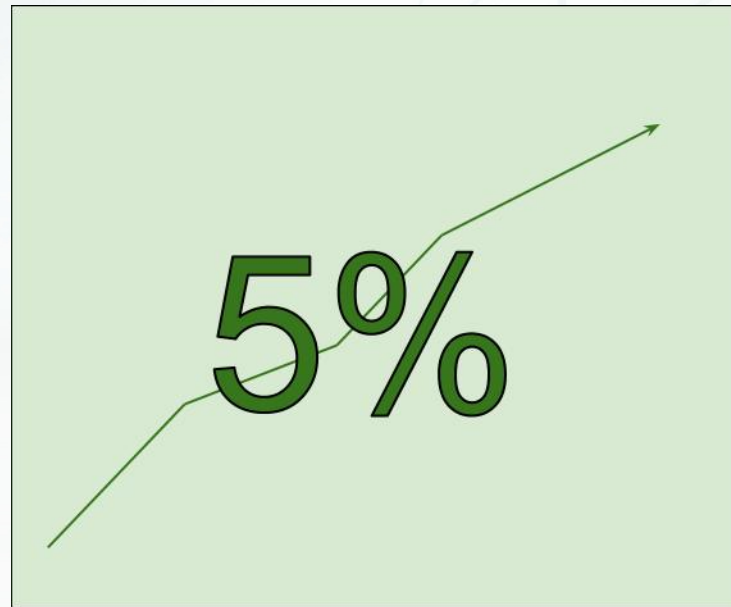


E-Ticket Delivery as % of overall sales



Maximizing Revenue

The overall average order size for all tickets has been fairly consistent year over year in 2010, 2011 and 2012, while the average order size for e-tickets delivered electronically has been growing at approx. 5% per year.



POS 11 Goals

- 1) Instant Download
- 2) Save time by automating the process (brokers, customers)
- 3) Manage and keep track of e-ticket inventory
- 4) Mercury Instant Download
- 5) Easily upload e-tickets to TicketNetwork from the POS.

Very well received

More and more instant download inventory week over week

Millions of tickets uploaded to TicketVault already.

Very quick and easy to attach e-tickets to ticket groups.

Committed to improving the software

Meaningful solutions

We worked very hard to provide solutions that solve real problems.

POS 11 was designed with our loyal customers in mind and marks our commitment to continuously improve the ticket buying and selling experience.

What does POS 11 do?

Save Time

Manage and securely stock your e-tickets within the software.

Going forward - everything is stored in your POS – even your inventory.

Selling out tickets will give you access to all functions such as print, email, export or upload to TicketNetwork.

What does POS 11 do?

Track all user level actions related to e-tickets – E-ticket Audit Trail under Deliveries Tab

E-ticket audit trail designed to provide historical information in one convenient place. The information is tracked per CSR level and Date/Time action was performed.

The information provided in the trail regarding the action:

- Printed
- Email address
- Viewed/opened the PDF
- Removed from a ticket group
- Attached to a ticket group
- Exported to a local computer
- Marked as instant download
- Moved to downloaded status
- Moved back to uploaded status (from downloaded)
- Moved to uploaded status (from pending upload)
- Replaced e-tickets (when previous e-tickets were removed, the new ones were added and the process was completed).

Easily upload e-tickets





Once e-tickets are added in the POS, you can easily distribute (print, email, export, upload to TicketNetwork)

Keep track of your pending upload, uploaded and downloaded e-tickets (View TND E-Ticket Uploads under Deliveries screen).

Send email reminders and PIN.

Instant Download

You have the ability to mark e-tickets for instant download. Ease your workload by having e-tickets upload for customer download automatically. Get rewarded for offering the most convenient delivery method with a highlighting icon on websites.

| | | | | | |
|-----|----|--------|----------|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| 221 | 21 | 2 left | \$112.00 |  |  |
| 209 | 18 | 2 left | \$123.00 |  |  |

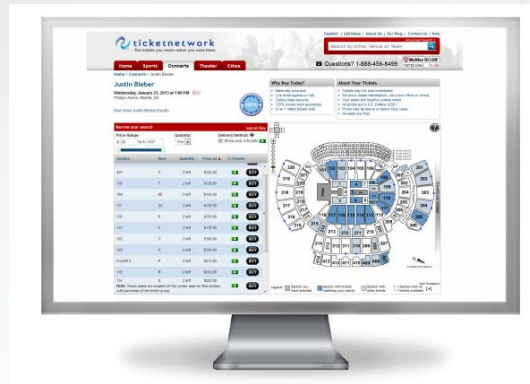
Mercury Instant Download

Buy and sell tickets – instantly!

Mercury Instant Download buyers get their tickets within minutes

Mercury sellers will fill their e-tickets orders instantly.

Instant Download Overview



*Download within
5-10 minutes*

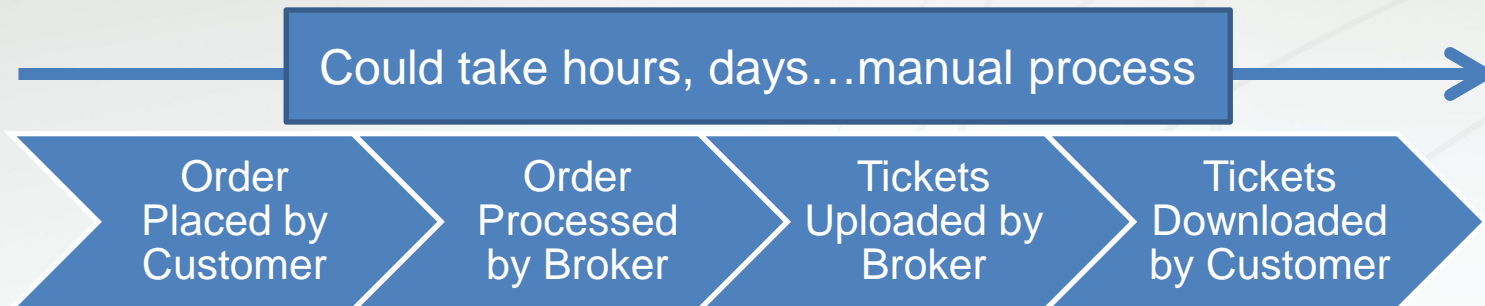
Mercury

Available
immediately after
completing the
transaction – 20
seconds

What's different?



Regular E-Ticket





E-Ticket – Instant Download



Controlling Instant Download

You have the ability to control when Instant Download shows.

After attaching e-tickets, you have several options how to display Instant Download option.

| Setting | Offer FedEx and Instant Download any time before the event | Offer ONLY Instant Download any time before the event | Offer Instant Download 72-48 hours before the event |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| Near term | E-Ticket | E-Ticket | Default Website Setting |
| Near term display option | Always show near-term options | Only show near-term options | Default near-term display options |
| Instant Download | <input checked="" type="checkbox"/> Instant  | <input checked="" type="checkbox"/> Instant  | <input checked="" type="checkbox"/> Instant  |
| Auto-Processor |  Auto-Processor [ON] |  Auto-Processor [ON] |  Auto-Processor [ON] |

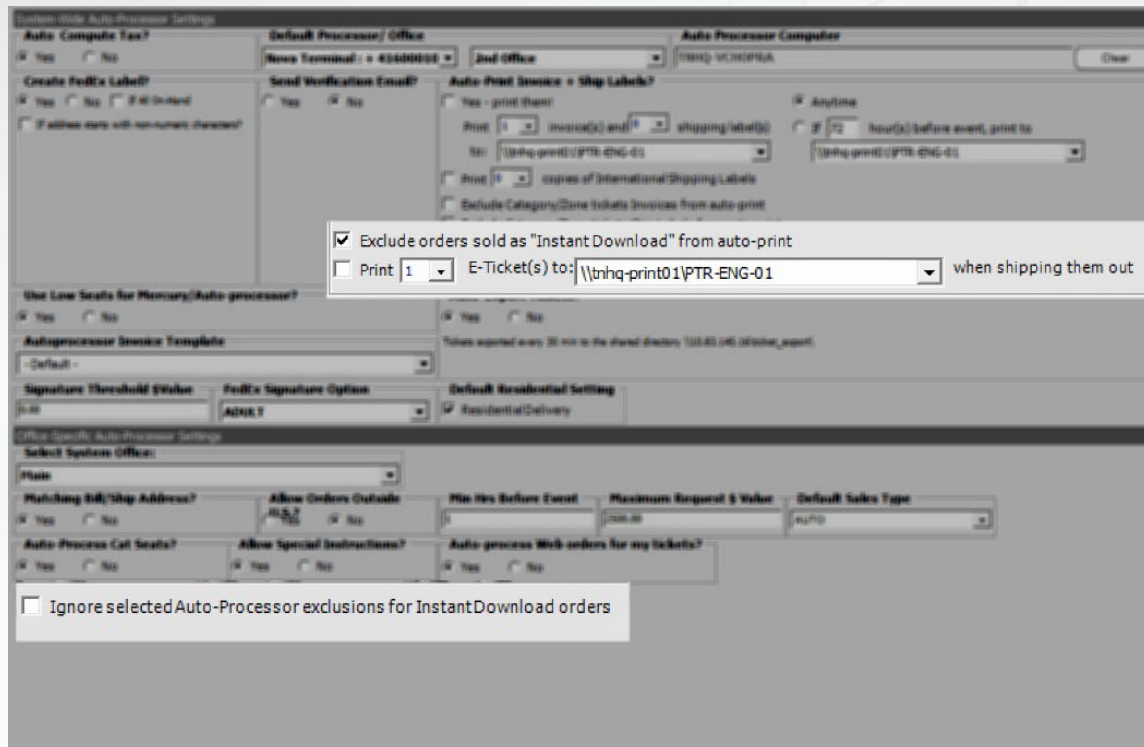
How do I know something sold as Instant Download?

Existing (11.0.37.13) and upcoming POS version (11.0.38.15) have/ will have the following changes:

- 1) TND Invoices will print (and auto-print) with a note: Uploaded to MTT by Auto-Processor.
- 2) TND and Mercury Invoices will have “e-ticket – instant download” note in the tracking number field
- 3) Accounting -> Invoices screen in the POS will have a “Instant Download” column, designating which orders sold as Instant Download (Both TND and Mercury).
- 4) “Requested Shipping Method” column in Mercury Invoices screen and Ticket Requests screen will have a designation “E-ticket – instant download”.
- 5) “Tracking #” column in the Mercury Invoices screen will have a “Instant Download”.
- 6) Customer receipt will have the “E-ticket – instant download” designation.

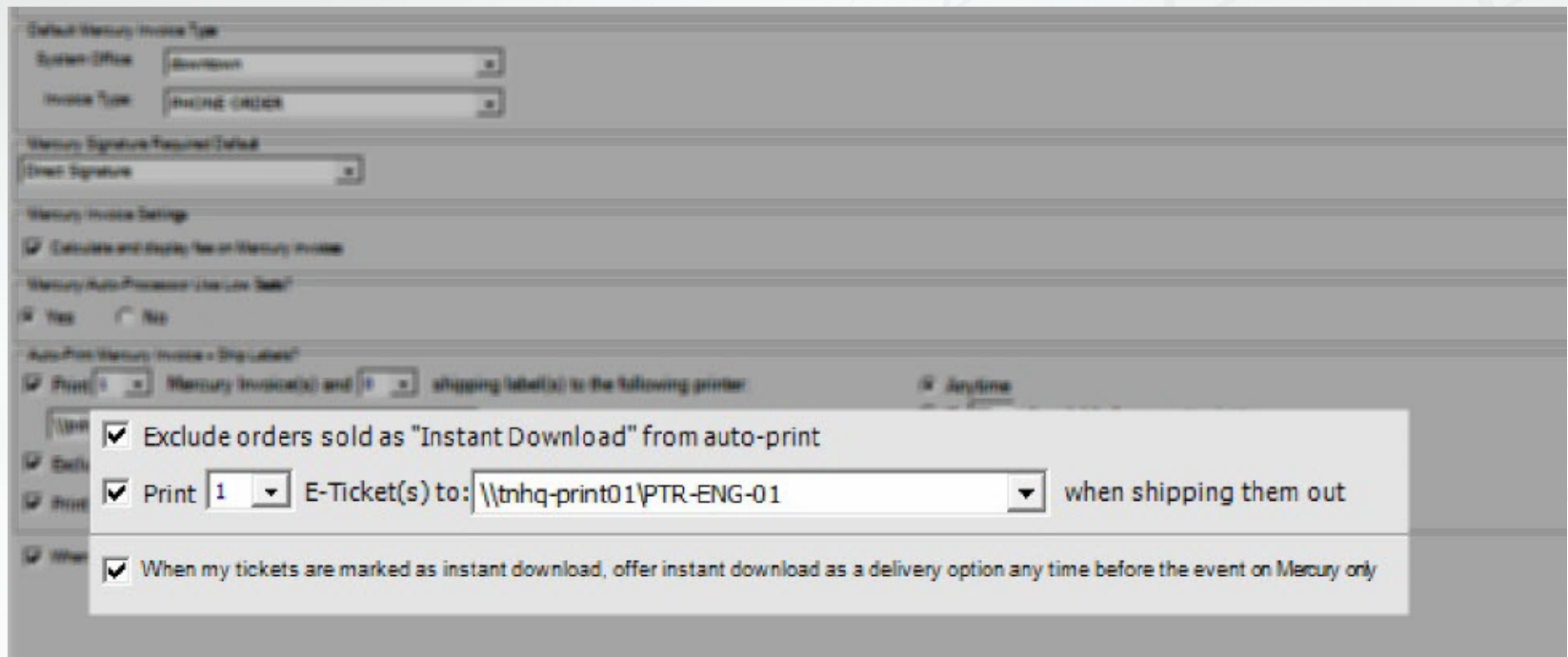
New Backend Settings

Top-Level Company Settings -> Auto-Processor



New Backend Settings

Top-Level Company Settings -> Mercury



Default Mercury Invoice Type

System Office:

Invoice Type:

Mercury Signature Required Default

Mercury Invoice Settings

Calculate and display fee on Mercury invoice

Mercury Auto-Process (Include Sale?)

Yes No

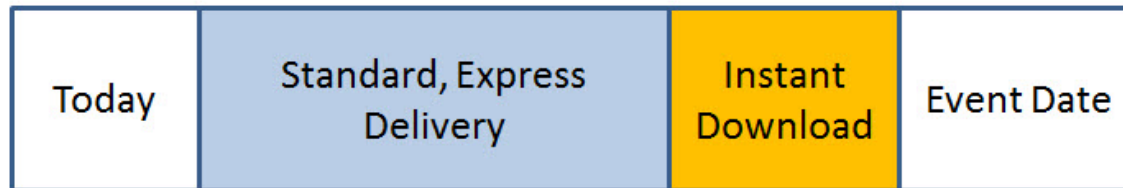
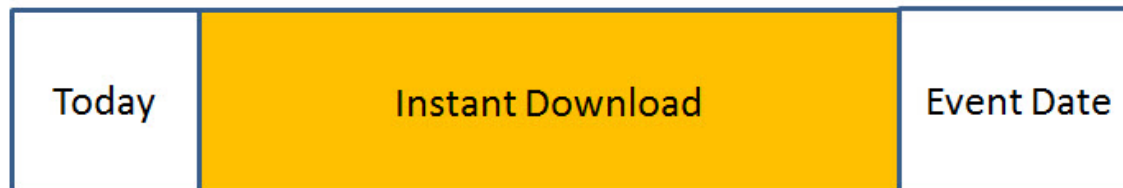
Auto-Print Mercury Invoice + Shipping Labels?

Print Mercury Invoice(s) and shipping label(s) to the following printer

Exclude orders sold as "Instant Download" from auto-print

Print E-Ticket(s) to: when shipping them out

When my tickets are marked as instant download, offer instant download as a delivery option any time before the event on Mercury only

Retail (website) customers**Mercury Brokers**

Video Tutorials on all features

<https://admin.ticketnetwork.com/>

The full Program Overview and the PDF tutorial can be downloaded from the links below. The tutorial reviews the step by step process for brokers and customers to follow to complete a successful E-Ticket delivery using the new system. If you have further questions or need additional information, contact your Account Executive at 860-644-4000 Option 4.

[MITT E-Ticket Program Overview](#)
[MITT E-Ticket Tutorial](#)

Attention Brokers

We're modifying the shipping schedule to show special delivery methods (email, will call, local pickup, LMP) whenever Express Delivery is currently the only shipping option on the schedule. The goal is to provide a more economical choice for shipping methods when our only current option is \$25.

We've also adjusted the schedule regarding event time. Currently the next shipping day occurs at 6 PM local time to the venue. The change will be when the event occurs before 6 PM on that day then the schedule will back up another day. Example: you're going to an event at Gampel Pavillion on Friday at 5 PM. Current near-term period would start Thursday at 6 PM. With the new change near-term schedule would actually start Wednesday at 6 PM due to the event start time.

This change will cause more orders will go through the brokers confirmed special delivery method.

UPDATED PAYMENT AUTHORIZATION FORM

Please note that in January, 2011, TicketNetwork will require all Brokers participating in the TND Program to update their Payment Authorization Form.

at POS11@ticketnetwork.com.

Click on a link to watch the video tutorial, or choose to download it!

New! Create a New PO and Attach E-tickets
(8 min : 58 sec) - [Download!](#)

New! Attach E-Tickets to an Existing Ticket Group
(7 min : 13 sec) - [Download!](#)

New! Processing E-ticket Orders
(5 min : 47 sec) - [Download!](#)

New! View/Print/Email E-tickets Screen Overview
(3 min : 05 sec) - [Download!](#)

New! E-ticket Audit Trail
(2 min : 08 sec) - [Download!](#)

New! Instant Download Overview
(6 min : 02 sec) - [Download!](#)

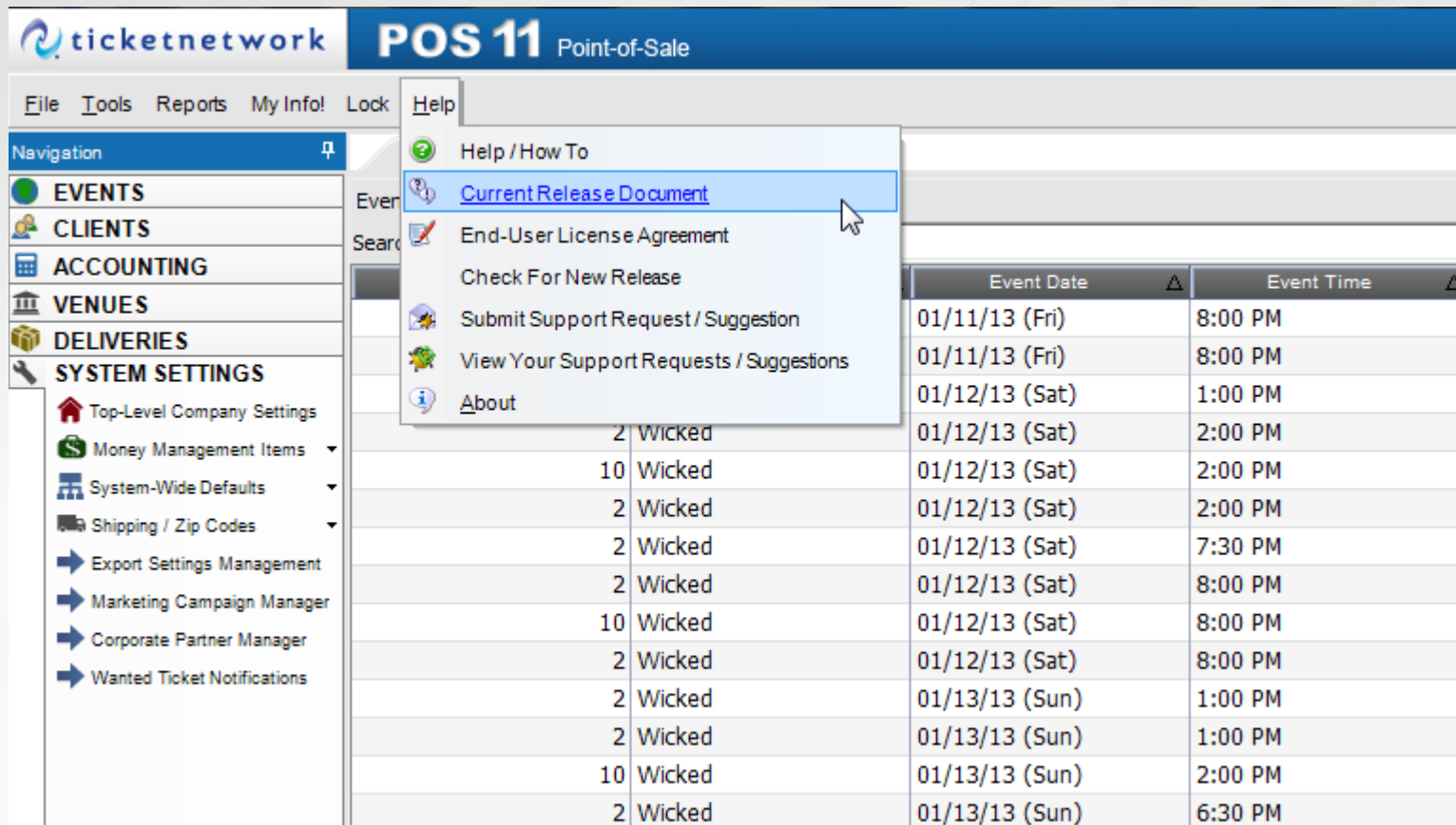
New! Drop Sale Mercury Instant Download
(2 min : 38 sec) - [Download!](#)

New! Quick PO Mercury Instant Download
(2 min : 13 sec) - [Download!](#)

Selling Tickets [\[Webinar!Handout\]](#)

Managing Inventory [\[Webinar!Handout\]](#)

Video Tutorials on all features



The screenshot displays the TicketNetwork POS 11 Point-of-Sale interface. The top navigation bar includes 'ticketnetwork', 'POS 11 Point-of-Sale', and a menu with 'File', 'Tools', 'Reports', 'My Info!', 'Lock', and 'Help'. The 'Help' menu is open, showing options: 'Help / How To', 'Current Release Document' (highlighted), 'End-User License Agreement', 'Check For New Release', 'Submit Support Request / Suggestion', 'View Your Support Requests / Suggestions', and 'About'.

The main content area features a table with columns 'Event Date' and 'Event Time'. The table contains the following data:

| Event Date | Event Time |
|----------------|------------|
| 01/11/13 (Fri) | 8:00 PM |
| 01/11/13 (Fri) | 8:00 PM |
| 01/12/13 (Sat) | 1:00 PM |
| 01/12/13 (Sat) | 2:00 PM |
| 01/12/13 (Sat) | 2:00 PM |
| 01/12/13 (Sat) | 2:00 PM |
| 01/12/13 (Sat) | 7:30 PM |
| 01/12/13 (Sat) | 8:00 PM |
| 01/12/13 (Sat) | 8:00 PM |
| 01/12/13 (Sat) | 8:00 PM |
| 01/12/13 (Sat) | 8:00 PM |
| 01/13/13 (Sun) | 1:00 PM |
| 01/13/13 (Sun) | 1:00 PM |
| 01/13/13 (Sun) | 2:00 PM |
| 01/13/13 (Sun) | 6:30 PM |

On the left side, there is a 'Navigation' sidebar with categories: EVENTS, CLIENTS, ACCOUNTING, VENUES, DELIVERIES, and SYSTEM SETTINGS. Under SYSTEM SETTINGS, there are sub-items like 'Top-Level Company Settings', 'Money Management Items', 'System-Wide Defaults', 'Shipping / Zip Codes', 'Export Settings Management', 'Marketing Campaign Manager', 'Corporate Partner Manager', and 'Wanted Ticket Notifications'.

Instant Download

- Estimate that once Instant Download is fully implemented, tickets marked as such will move 3x faster.
- We are rebating significantly to brokers who implement this functionality first. Early adopters will receive hundreds of thousands of dollars in bonus payments .
- Brokers feel fraud is important issue, especially on Instant Download orders. Our 2012 chargeback data shows issue not as big as talked about:
 - 0.5% of all orders chargeback and only 0.2% are related to fraud
 - We have many brokers with 95% of eTickets available for Instant Download
 - Cash back more than covers risk and remainder of cash rebate makes brokers overall effective rebate rate go down
- We will be rolling out this technology to all websites in Q1 2013.

Mercury

- We are again focused on selling more of your tickets through Mercury in 2013. This has become a significant sales channel for broker's tickets.
- Mercury has been one of the fastest growing segments in our business. We expect it to double in 2013.
- We anticipate adding several additional partners to the Mercury Web Services Channel in the first two quarters of this year.
- By the end of the first quarter, we will be rolling out technology for every broker to be able to sell tickets on their website using Instant Delivery and Mercury.
- Masking of your inventory continues to be critical

Rebates For New Brokers

- We value the hard work brokers put into achieving and maintaining a good broker rating and corresponding low rebate.
- We feel new brokers should earn their rebate from the start and that's why in 2013, we are now starting new brokers on the system at:
 - 10% for POS
 - 15% for TBP
- If they perform well in the metrics, than can get to a very low rebate quickly. The lowest rate on our system is 2.75%.
- The average TND broker will pay about 6% this year. This rate can go down depending on participation in the cash back incentive programs planned for this year.

POS Lite

- POS Lite has been well received by small brokers looking to get started on the POS.
- They enjoy the features of the POS and Mercury, while minimizing initial licensing fees and allowing them to grow their business. Annual license fee for POS Lite is \$495.00
- POS Lite users pay an additional 4% rebate to their normal rebate.
- This model retains integrity of our long standing POS pricing structure of \$2,400.00 annually with standard rebate.
- This will limit the amount of non professional brokers on the system.

ZeroUnder5™ Initiative

- Service Fees and Delivery Fees Waived for Select Tickets Priced \$5 and Under.
- Provides affordable ticket options with fast, electronic delivery.
- Thousands of tickets across 700 events and 69 cities priced at \$5 and under.
- Taking a leadership role in building a wider live audience for secondary ticket purchases.

Ticket Summit® Plus Features Google!

Ticket Summit® Plus returns Wed.,
February 20 at 11 AM ET with *Go
Mobile with Google!*

Mike Lorenc will discuss the latest in
mobile and table technology.

Call 860.709.8293 to register!



YOU could speak at Ticket Summit®!



Submit a speaker proposal on the **Ticket Summit®** website before February 28!

In March, attendees will VOTE on proposed sessions!

Ticket Summit® returns to Bellagio, July 17-19, 2013!

Q & A

Please enter your questions in the chat box!



Reserve the Date

Join us for our next Webinar on February 20, 2013

Join us for the next installment of our five part webinar training series for brokers.

Title: Advanced Broker Rating

Date: Wednesday, February 20, 2013

Time: 4:00 PM—4:30 PM EDT

Space is limited.

Reserve your Webinar seat now at:

[Register Now](#)



Thank You For Attending!

Join us for our next **Straight Talk Webinar on February 28, 2013**

Join us for the second 2013 Straight Talk presentation on **TicketNetwork®** updates and other important industry information.

Title: Straight Talk—February 2012

Date: Thursday, February 28, 2012

Time: 4:00 PM—5:00 PM EST

Reserve your Webinar seat now at:

[Register Now](#)



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