

More Mobiles as Tickets in the Near Future?

Written by Marco Attard
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Juniper Research predicts 750m mobile users W.W. will either get a ticket to their mobile phone or buy a ticket with their mobile by 2015-- 12.5% of global mobile users, with SMS, bar codes, mobile web, smartphone apps or NFC dealing with ticket delivery.

The current W.W. amount of mobile used as tickets amounts 5% of the global total (230m users), and comes from a number of early adopting transport schemes in C. and E. Europe, Scandinavia and Japan.

However Juniper says 2013 will be the key transition period for mobile ticketing-- from a minority experience to the mainstream, with mobile ticketing playing an increasingly large role in both transport and festival/cinema ticketing.

A change to the very way people buy their both their regular, daily tickets and event passes? It appears that's exactly what will happen.

Go [Mobiles to Become Tickets Says Juniper Report](#)

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