Market & Gap Analysis Overview
FutureTix Market Analysis

Understanding the Market, both financial as well as the expectations from both your clients and consumers is a key part of building a successful roadmap for your organization. A Market Analysis can provide you with the information you need to make informed, education decisions as you move forward.

Below is a high level overview of the information you can find in our Market Analysis:

1. Vertical Breakdown
2. Functionality Breakdown
3. Functionality by Vertical
4. Competitor Analysis
5. Market Share & Focus
6. Financial Overview
7. Deal Structures
8. Emerging Topics & Trends
1. Vertical Breakdown

The U.S. ticketing marketplace is comprised of 16 verticals that have varying technological requirements as well as different business models such as Professionals Sports, College Athletics and Commercial Arts. These verticals have differing technological requirements as well as distinctive business philosophies and models. The following is a list of these verticals:

<table>
<thead>
<tr>
<th>Number</th>
<th>Vertical Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Top Tier Pro Sports (4 major leagues)</td>
</tr>
<tr>
<td>2.</td>
<td>Other Pro and Minor League Stadiums</td>
</tr>
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<td>Fairs &amp; Amusement</td>
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<td>9.</td>
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<td>11.</td>
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<td>12.</td>
<td>Music &amp; Comedy Clubs</td>
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<td>13.</td>
<td>Festivals</td>
</tr>
<tr>
<td>14.</td>
<td>College Arts</td>
</tr>
<tr>
<td>15.</td>
<td>Casinos</td>
</tr>
<tr>
<td>16.</td>
<td>Other GA Misc. Events</td>
</tr>
</tbody>
</table>
2. Functionality Breakdown

List over 100 bits of functionality that ticketing platforms offer, either inherent or through integrations with third party providers, within the US marketplace. The functionality is broken down into several main categories including:

1. Integrated Sales Channels
2. Methods of Delivery
3. Transactions / Data
4. Reporting / Controls
5. New Technologies & Best Practices
6. Other Key Elements
3. Functionality by Vertical

A Market Analysis includes several easy to read, highly informative grids that allow you to quickly understand expectations within the US Marketplace. The Functionality by Vertical grid depicts the importance of the different ticketing technology and services as it relates to each of the 16 verticals. The technology and ticketing services have been rated using the following scale:

<table>
<thead>
<tr>
<th>Scale</th>
<th>Description</th>
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<tbody>
<tr>
<td>EXPECTED</td>
<td></td>
</tr>
<tr>
<td>NON-FACTOR</td>
<td></td>
</tr>
<tr>
<td>LESS IMPORTANT</td>
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<td>IMPORTANT</td>
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<tr>
<td>CRITICAL</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Sales Channels</th>
<th>Top Tier Sports</th>
<th>Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Functionality</td>
<td>Top Tier Sports</td>
<td>Functionality</td>
</tr>
<tr>
<td>Box Office</td>
<td>Expected</td>
<td>3rd Party Print Files</td>
</tr>
<tr>
<td>Call Center</td>
<td>Expected</td>
<td>Mobile Ticket Printing (USPS, FedEx, UPS)</td>
</tr>
<tr>
<td>Kiosks</td>
<td>Expected</td>
<td>Print on Demand</td>
</tr>
<tr>
<td>Mobile (Consumer)</td>
<td>Expected</td>
<td>Print-at-Home</td>
</tr>
<tr>
<td>Mobile (Venue staff)</td>
<td>Important</td>
<td>Reprints</td>
</tr>
<tr>
<td>Remote Outlets</td>
<td>Important</td>
<td>RFID</td>
</tr>
<tr>
<td>Secondary Market</td>
<td>Critical</td>
<td></td>
</tr>
</tbody>
</table>

2018 MARKET ANALYSIS OVERVIEW
4. Competitor Analysis

We’ve identified in excess of 85 ticketing system competitors that serve the 16 verticals. They vary in proficiency and many tend to specialize in genre specific abilities.

A Market Analysis includes a two page overview of each of the vendors, including:

- Location
- Year Established
- Company Description
- Leadership Names & Titles
- Logo
- Links to Recent News Articles
- Marketplace Vertical Focus
- Client Sampling
- Technology Providers
- Basic Overview of System Capabilities for Core Functionality (subscriptions, fundraising, secondary market, white label, etc.)
- Affiliations / Exclusivity Deals
5. Market Share & Focus

Each of these verticals has distinct attributes and therefore they assert diverse needs. As part of the Market Analysis, you’ll receive an overview of the Market Share as well as a list of competitors for each vertical. The Vertical Focus grids allow you to gain an understanding of which ticketing platforms are competing in a particular vertical, regardless of whether or not they have any clients in that vertical at this current point in time.

Example: **Top Tier Pro Sports (4 Major Leagues)**

Consists of 122 teams from MLB, NHL, BA & NFL and top tier major city arenas.
6. Financial Breakdown

Using a combination of verified ticket sales revenue, documented attendance and ticket sales numbers as well as average ticket prices, we’re able to calculate the overall value of the market, including:

• Total Estimated Gross Annual Ticket Revenue
  ➢ Overall Estimated Value
  ➢ Broken Down By Segment
  ➢ Broken Down By Vendor
• Average Ticket Prices, Fees, Attendance, etc.
7. Deal Structures

One of the biggest setbacks for ticketing platforms is the lack of knowledge surrounding why venues and organizations truly choose one platform over another. In the Market Analysis, we cover the main reasons we’ve encountered why an organization chosen one ticketing platform over another. Additionally, the following is included:

- Top reasons a ticketing platform is chosen
- Overview of typical agreement structures (license vs. per ticket)
- RFP proposal – financial model examples
8. Emerging Topics & Trends

It’s important to keep an eye on new concepts that are making their way into the marketplace as well as industry trends and best practices. As part of the Market Analysis, we identify, describe and provide in depth color around these topics.

These topics might include:

✓ Best practice consulting for your clients
✓ Latest trends on dynamic pricing or analytics
✓ New premium sales services products & services
✓ Trending communication methods such as live chat
✓ Trending functionality such as seat upgrades, text-to-buy, stored value, etc.
Market Analysis – Recap

1. Vertical Breakdown
2. Functionality Breakdown
3. Functionality by Vertical
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FutureTix Gap Analysis

With a specific eye towards growth and business development, FutureTix would perform a needs assessment and provide a comprehensive report that includes an overview of:

- Your current products, services & third party relationships
- Current industry expectations & emerging trends

**Sweet Spot**
FutureTix Gap Analysis

A. Discover
B. Customize
C. Analyze
D. Results

2018 GAP ANALYSIS OVERVIEW
Discover

• Use client discovery tool to gain knowledge about your organization.

• Conduct on site, in-person meetings with each department.

• Gain a complete understanding of your current functionality and partnerships.
Customize

Evaluate project needs and identify a wish list.

Tailor a scope of work and timeline.

Compile a list of pertinent issues for each department.

2018 GAP ANALYSIS OVERVIEW
Analyze

100 Bits of Functionality & Key Elements

1. Integrated Sales Channels
2. Methods of Delivery
3. Transactions
4. System Functionality
5. Other Key Elements

2018 GAP ANALYSIS OVERVIEW
Analyze

- Address, analyze and score your systems current products and services.

100 Bits of Functionality & Key Elements

- Strength or Specialty
- Adequate or More than Adequate Attribute
- Weakness or Possible Limitation
Analyze

- Identify ‘gaps’ with regards to other ticketing genres and verticals.

**EXPECTED**

- **EXPECTED**
- **NON-FACTOR**
- **LESS IMPORTANT**
- **IMPORTANT**
- **CRITICAL**

**2018 GAP ANALYSIS OVERVIEW**
Analyze

• Determine potential opportunities by matching strengths to potential prospects.

1. Top Tier Pro Sports (4 major leagues)
2. Other Pro and Minor League Stadiums
3. 2nd Tier Arenas with a Resident Team(s)
4. Small Arenas (without team) & Amphitheaters
5. Commercial Arts (for profit)
6. Non-profit Arts - Classic (ballet, opera, orchestral)
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13. Festivals
14. College Arts
15. Casinos
16. Other GA Misc. Events
Results

• Provide direction and resources to implement desired actionable recommendations.

• Receive a comprehensive report with an overview of the market place, ‘gaps’ and opportunities.

• Identify short term “low hanging fruit” and long term revenue generating opportunities.
FutureTix Gap Analysis

Knowing more about client expectations as well as the demands of their patrons, can help you shape a road map that will put you on the road to success!
Client References
Some of our Venue Clients Include:
Third Party Clients & Preferred Vendors Include:

givex®
Ballena Technologies Inc.
Consolidated Printing
FULL HOUSE
SignalShare
SheerID
SPLIT SEASON TICKETS
StubHub!
“FutureTix is a great resource for us… their thoroughness, consideration and follow through has helped us out tremendously, pointing us to some great changes that has ultimately grown our income.”

Joe Carter
Los Angeles Philharmonic
Hollywood Bowl / Walt Disney Concert Hall

“It’s FutureTix style of thinking that save organizations headaches and expenses… They would be a tremendous asset for any ticketing project, big or small.”

Russ Stanley
San Francisco Giants

“I am extremely happy with the results from FutureTix… the Ticketing Opportunities Assessment has provided a wide range of recommendations which we are starting to implement. We appreciate their efforts and continued support in maximizing our assets.”

Joseph Dennis
Infinite Energy Center (formerly Gwinnett Center)
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FutureTix
Innovative consulting. Smarter ticketing.