BLOCKCHAIN TICKETING TECH ENDORSED BY EVENT INDUSTRY HEAVYWEIGHT TO END EVENT TICKET SCAMMING - SOMETHING TICKETMASTER HASN'T BEEN ABLE TO DO

Tuesday 20 June, 2017

LONDON, England – Ticket touts are notorious for bulk-purchasing tickets on primary markets and reselling them for inflated prices on secondary markets. The average purchaser of a resold ticket to a concert or music festival pays a 49% increase on the face value of the ticket with margins at times exceeding 1000%.

Aventus, a new London-based, blockchain company, has developed a solution to these problems using blockchain technology, and they have some serious partners on-board.

"Anyone who has ever attended, hosted, or produced a live entertainment event, be it a UFC fight, boxing match, or concert has been affected by counterfeit tickets or extortionate secondary resale prices. Aventus brings a refreshing solution to these age-old problems that could very well end fraudulent activity and unregulated ticket touting once and for all," says Bernie Dillon, a 30+ year entertainment and sports industry veteran known for work with brands such as Caesars, Trump, HBO, UFC, Santana, Eric Clapton, Hard Rock and is current Director of Carnival Live.

Aventus enables the secure transfers/resale of tickets with built-in inflation caps, eliminates fraud, and ensures that the final user can be identified. This type of technology is especially important in light of today's terror climate as it brings an additional, much needed, security measure for attendees. Aventus effectively ends the ability for ticket touters to continue in business.

Adele has had a particularly troubled past with ticket touters. Adele added two additional dates to her Wembley Stadium performances, tickets for said events were sold out within a matter of seconds on primary markets and re-listed on secondary resale sites like StubHub with ticket prices going as high as £9,000.00 per ticket.

In response to this behaviour, promoters and venues alike have teamed up with the likes of Ticketmaster and StubHub in an attempt to prevent their fans from being taken advantage of. Unfortunately, such relationships have done little to stem the tide of ticket touts.

Aventus is launching a token sale of its AventCoin (AVT), "the Bitcoin of the ticketing industry", which will be distributed to the public. The token launch will consist of a public sale from July 19th, 2017 to July 24th, 2017 in which fans who share a desire to rid the ticketing world of counterfeit tickets and unregulated ticket scalpers will be able to purchase AVT.

"We are excited to work with event-going public to rid the industry of unfair touting, counterfeit tickets improve oversight and boost promotion. We aim to bring a much needed change to a broken industry by creating the first global standard for the exchange of tickets." -- Aventus.

To learn more about Aventus join the Aventus Slack Channel: slack.aventus.io -Or- Check out the Aventus website: aventus.io

Aventus' blockchain-based platform eliminates uncontrolled resale and counterfeit tickets. It allows event organisers to create, manage and promote their events and tickets with dramatically reduced costs, even letting them set price controls and receive commissions on ticket resales. It also gives ticket buyers rewards for promoting events, and identifying fraudulent activity. Aventus' innovations vastly improve upon existing solutions by bringing oversight and transparency to the ticketing lifecycle, security to the transfer and validity of tickets, new revenue streams for event organisers and greater promotional capabilities.

http://www.telegraph.co.uk/music/news/adele-announces-surprise-final-wembley-show-2017-get-tickets/

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