

# You Have Tickets? We Create Sales

Monday, August 6 | 2pm-2:45pm



## **Jack Rubin**

Special Advisor, Logitix

Co-Founder / CEO 2001-2021, Tessitura Network



## **Stu Halberg**

CEO, Logitix



## **Lisa Middleton**

VP Marketing & Communications, Segerstrom Center for the Arts



## **Joe Fericola**

Director of Sales & Patron Experience, Chicago Symphony Orchestra

# Helping Arts & Cultural Organizations Succeed and Thrive





# Exploding Myths in the Ticketing Sector

## Myth #1

### The Internet Won't Take Over Ticket Sales



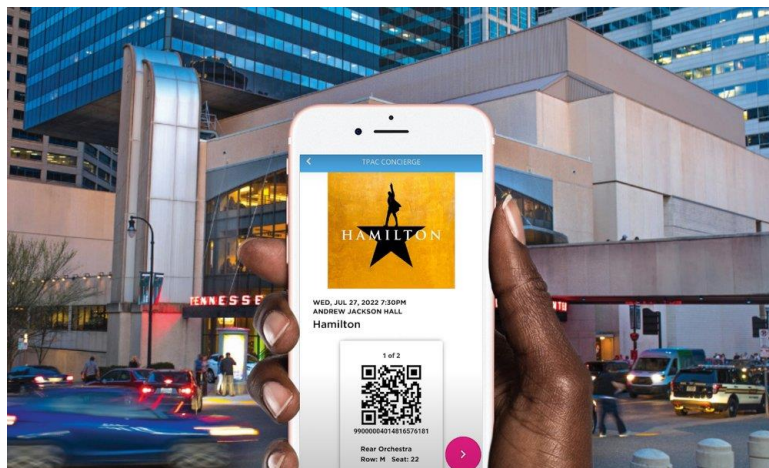
2001 – Internet Sales = 2%

2023 – Internet Sales = 90%+

## Myth #2

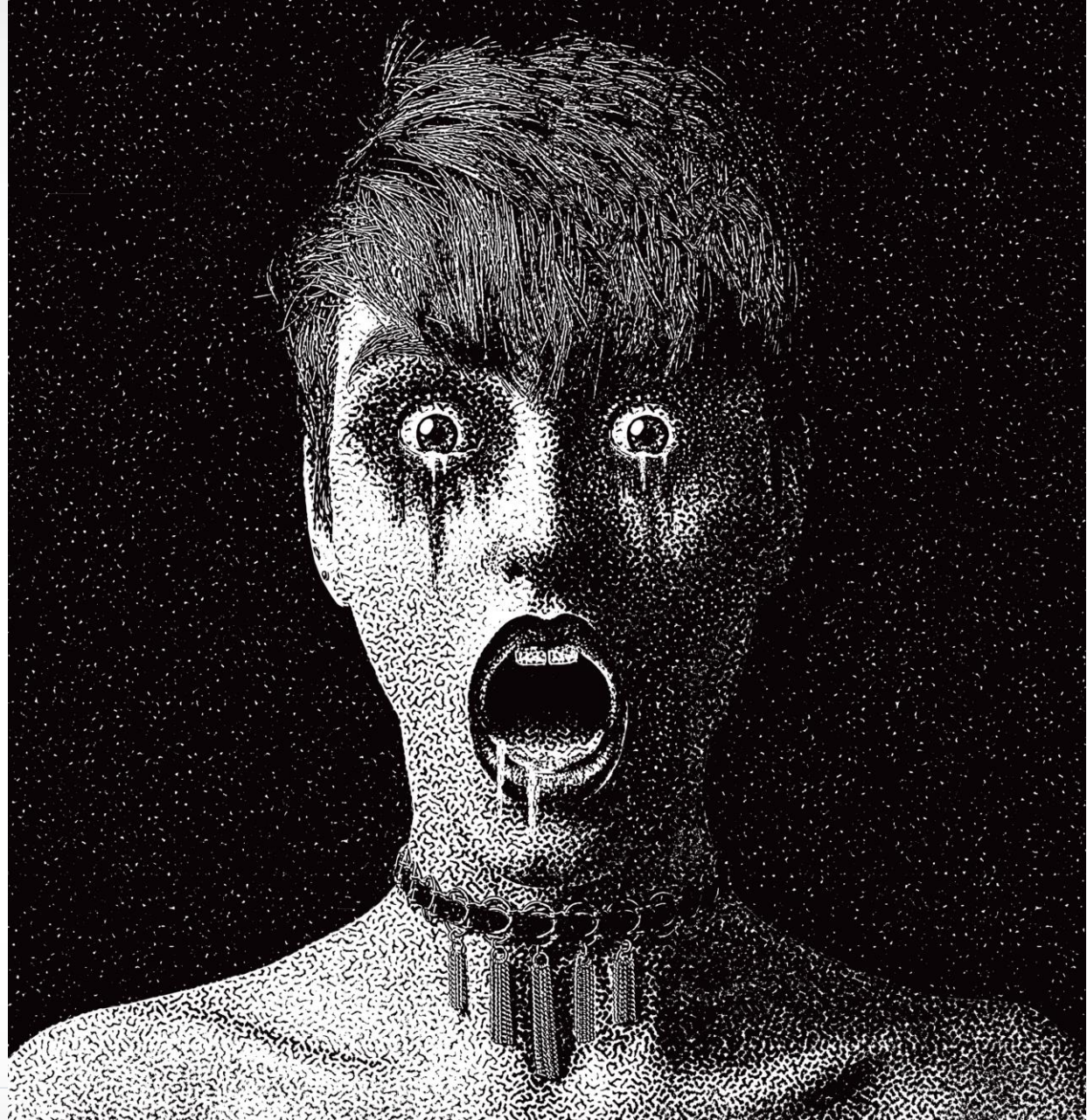
### Mobile Tickets Will Never Take the Place of Printed Tickets

How many printed tickets are you issuing?



## Myth #3

**Secondary Marketplaces  
Gouge Consumers, Are  
Evil, and Have No Place  
in the Arts.**



## Myth #3

**Secondary Marketplaces Gouge Consumers, Are Evil, and Have No Place in the Arts.**

**Categorically false.**

In fact, it is the opposite. Logitix powers sales.

**\$2.3**

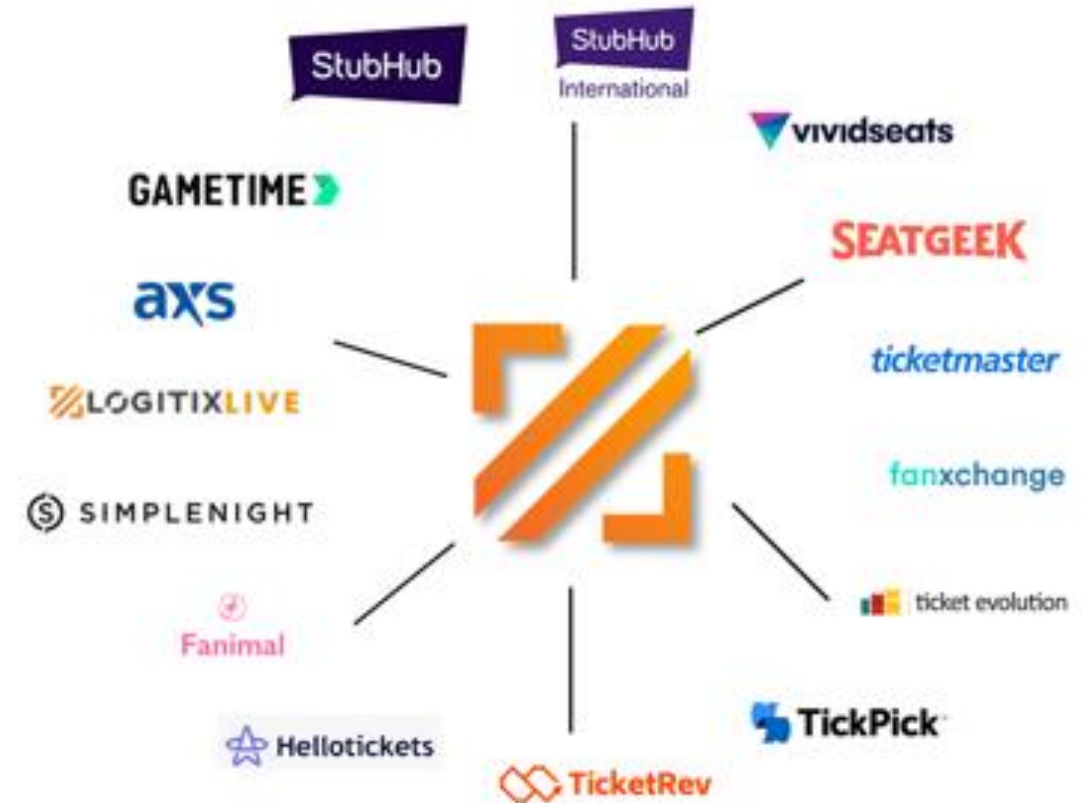
Billion Tickets  
Processed in 2022

**400+**

Organizations and  
Venue Partners

# With Logitix You Will Be Able To:

Place and sell tickets on 15+ marketplaces at optimized prices.





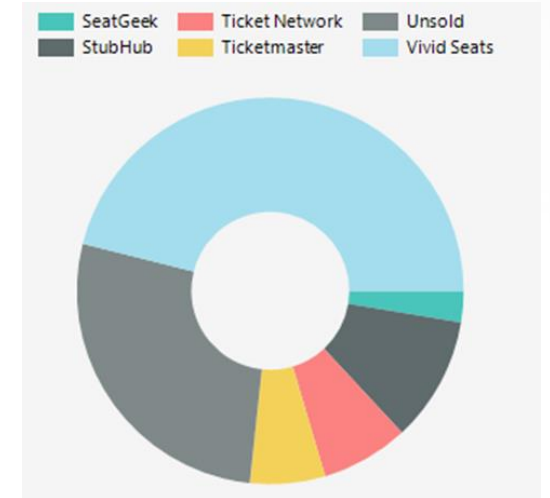
## With Logitix You Will Be Able To:

Obtain buyer details for  
engagement and patron growth



# With Logitix You Will Be Able To:

Access rich and well-presented analytics



## Chicago Symphony Orchestra - Logitix Sales Summary

278 Tickets Sold

0 Tickets Available

\$22,723 Revenue

2023 Sales

EventDate	Day of Week	Event	Managed	Sell-Thru	Revenue	ATP
May 4	Thursday	Chicago Symphony Orchestra	10	80.0%	\$406	\$50.79
May 5	Friday	Chicago Symphony Orchestra	20	90.0%	\$946	\$52.55
May 6	Saturday	Chicago Symphony Orchestra	20	60.0%	\$551	\$45.94

2023 Sales by Zone

Zones	Managed	Sold	Revenue	ATP	Avg Face Value
Gallery Side Center	56	44	\$2,378	\$54.05	\$51.27
Gallery Sides	24	14	\$1,051	\$75.09	\$99.29
Lower Balcony	4	2	\$186	\$93.10	\$95.00
Lower Balcony Side Center	20	14	\$1,333	\$95.22	\$107.86
Lower Balcony Sides	50	30	\$3,355	\$111.82	\$145.27
Main Floor Center	46	36	\$3,529	\$98.03	\$83.89
Main Floor Sides	190	138	\$10,890	\$78.91	\$102.83
<b>Total</b>	<b>390</b>	<b>278</b>	<b>\$22,723</b>	<b>\$81.74</b>	<b>\$96.81</b>

## With Logitix You Will Be Able To:

Reach demographics that are not typical buyers & expand audiences

### Sales by Marketplace

Marketplace	Total Qty	% of Qty	Total Rev	% of Rev	ATP
Vivid Seats	52,069	30.01%	\$3,986,928	30.14%	\$76.57
StubHub	41,321	23.82%	\$3,180,331	24.04%	\$76.97
Ticketmaster	33,303	19.20%	\$2,771,796	20.95%	\$83.23
Gametime	18,064	10.41%	\$1,061,417	8.02%	\$58.76
SeatGeek	9,333	5.38%	\$744,093	5.62%	\$79.73
Ticket Network	8,992	5.18%	\$730,295	5.52%	\$81.22
Logitix Live	4,121	2.38%	\$250,576	1.89%	\$60.80
TickPick	3,731	2.15%	\$266,561	2.01%	\$71.44
Ticket Evolution	2,406	1.39%	\$226,264	1.71%	\$94.04
Fanxchange	152	0.09%	\$11,584	0.09%	\$76.21
<b>Total</b>	<b>173,492</b>	<b>100.00%</b>	<b>\$13,229,844</b>	<b>100.00%</b>	<b>\$76.26</b>

## With Logitix You Will Be Able To:

Receive the revenue for all  
tickets weekly

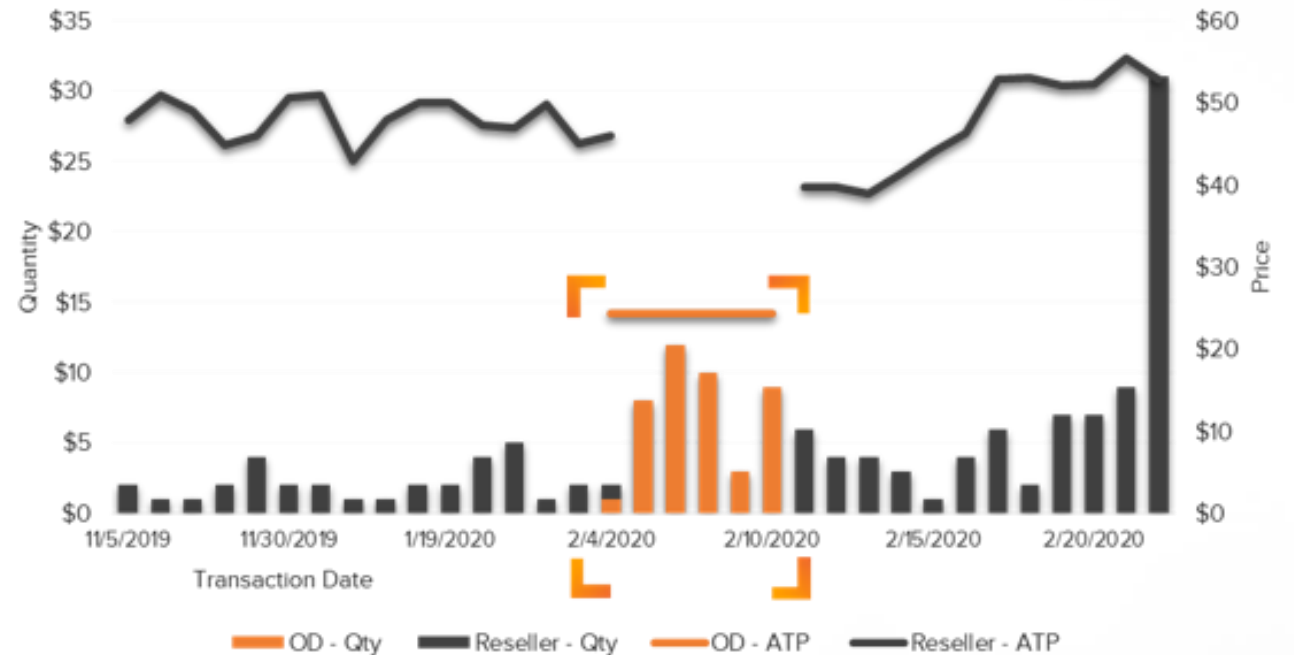
### Channel Distribution

Marketplace	% of Qty	Revenue	ATP
Vivid Seats	65%	\$ 195,924.74	\$ 82.01
StubHub	17%	\$ 55,733.75	\$ 87.36
Ticketmaster	11%	\$ 37,562.72	\$ 92.07
Other	6%	\$ 19,285.54	\$ 89.28
<b>Totals</b>		<b>\$308,506.75</b>	<b>\$84.50</b>

# With Logitix You Will Be Able To:

Dramatically reduce speculators and stop exorbitant pricing

Secondary Market for Single Event



## With Logitix You Will Be Able

### To:

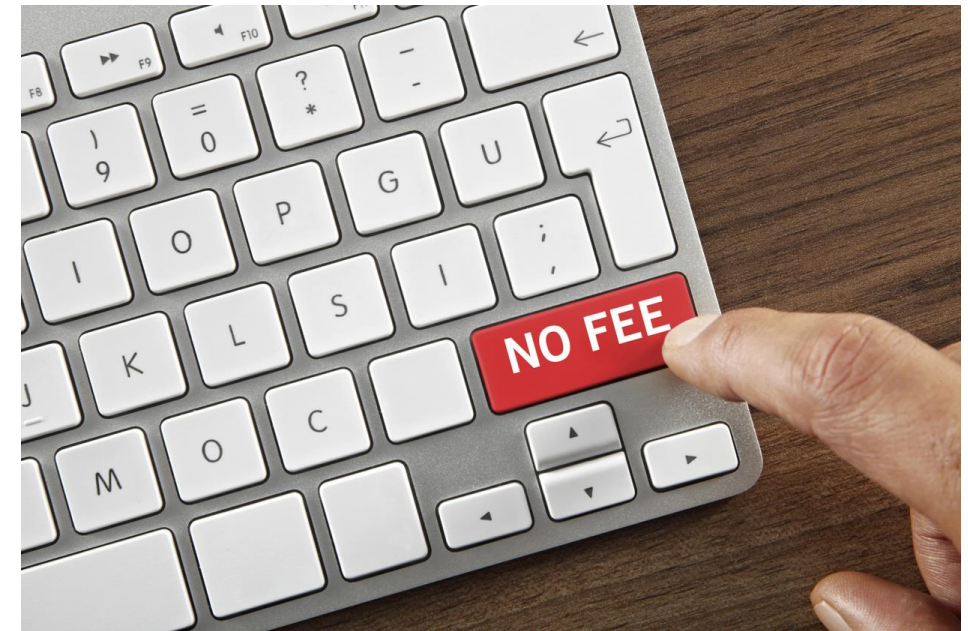
Uphold brand integrity 100%.

These are opaque sales



## With Logitix You Will Be Able To:

- Pay NO Logitix start up or recurring fees for Logitix services
  - No cost to try Logitix
  - No recurring Logitix fees
  - Rapid start up



## With Logitix You Will Be Able To:

1. Place and sell tickets on 15+ marketplaces at optimized prices.
2. Obtain buyer details for engagement and patron growth
3. Access rich and well-presented analytics
4. Reach demographics that are not typical buyers & expand audiences
5. Receive the revenue for all tickets weekly
6. Dramatically reduce speculators and stop exorbitant pricing
7. Uphold brand integrity 100%. These are opaque sales
8. Pay NO start up or recurring fees for Logitix services

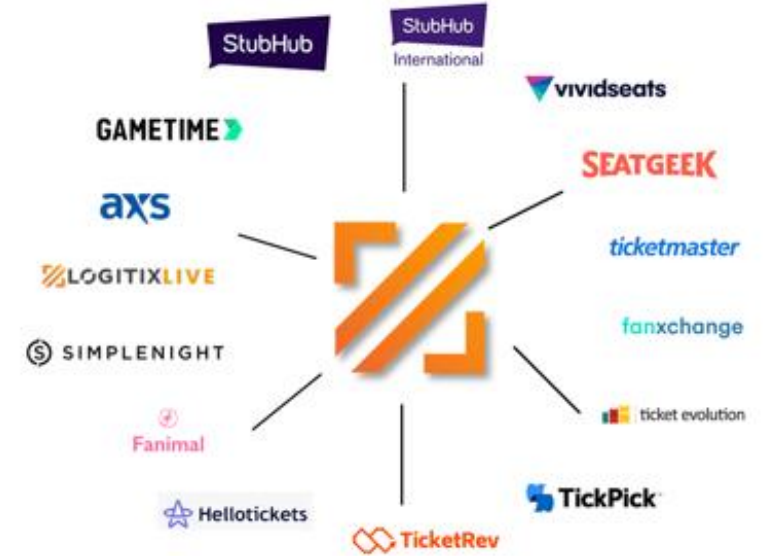
**No Risk, Just Up\$ide**





## Logitix Creates Revenue Through New Channels

- Marketplaces produce over \$15 Billion per year in ticket sales
- Logitix takes advantage of the millions of \$ marketplaces spend for eyeballs of buyers
- Even ChatGPT said – “Consumers now explore various authorized ticketing platforms to compare prices and secure tickets at the most reasonable rates.”



## Logitix is Proud to be a Tessitura Partner



**LOGITIX**



  
tessitura  
NETWORK

Logitix has a track record in the arts to produce revenue

Logitix is integrated with Tessitura Software

No obligation, no Logitix fees, and only revenue to gain

Logitix is a Diamond sponsor at TLCC



You have tickets?  
We create sales.

Lisa Middleton  
Vice President,  
Marketing &  
Communications

August 7, 2023



Segerstrom  
Center for the Arts®

# Segerstrom Center for the Arts

- Orange County's largest nonprofit arts organization
- Multi-disciplinary cultural institution
- 700+ performances annually
- Diverse array of inspiring arts-based education and community engagement programs
- 350,000 students each year experience a Center education program
- 3 resident companies, 2 dance schools, 2 restaurants





# Why did we choose Logitix?

- Better control the secondary market
- Reduce broker/speculative tickets
- Sell depressed inventory across 15 marketplaces
- Protect our brand
- Dynamic pricing
- Grow our database of patrons
- Access entertainment buyers
- Connected to True Tickets our digital ticket vendor

# How did our test go?

- Super easy!
- Sold out all tickets provided
- Sold dance, cabaret, holiday, jazz, neo-classical new age
- Tested all sections of our venues

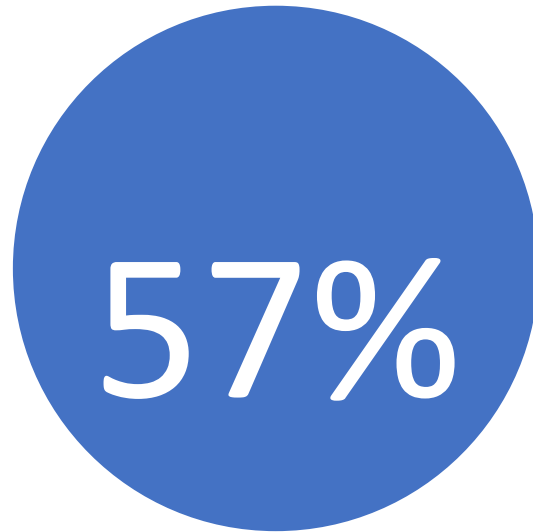


Genre	Center potential revenue	Center ticket price	Logitix ticket revenue	Logitix sold price	Variance	Logitix % face value	Center sold avg price	Variance	Center % face value
Neo-classical new age	\$952	\$119	\$1,161	\$145	\$26	22%	\$ 103	\$ 43	42%
Jazz	\$752	\$94	\$486	\$61	(\$33)	-35%	\$ 80	\$ (19)	-24%
Dance	\$1,312	\$164	\$882	\$110	(\$54)	-33%	\$ 80	\$ 30	38%
Dance	\$1,032	\$129	\$1,333	\$167	\$38	29%	\$ 93	\$ 74	79%
Dance	\$1,552	\$194	\$1,289	\$161	(\$33)	-17%	\$ 91	\$ 71	78%
Headliner	\$792	\$99	\$946	\$118	\$19	19%	\$ 72	\$ 47	65%
Dance	\$1,192	\$149	\$1,111	\$139	(\$10)	-7%	\$ 94	\$ 45	48%
Dance	\$1,112	\$139	\$1,229	\$154	\$15	11%	\$ 78	\$ 76	98%
Dance	\$1,032	\$129	\$1,179	\$147	\$18	14%	\$ 93	\$ 55	59%
Dance	\$1,112	\$139	\$1,102	\$138	(\$1)	-1%	\$ 93	\$ 44	48%
Dance	\$1,112	\$139	\$1,178	\$147	\$8	6%	\$ 93	\$ 54	58%
Dance	\$1,112	\$139	\$1,748	\$219	\$80	57%	\$ 92	\$ 127	139%
Holiday	\$3,252	\$116	\$3,790	\$135	\$19	17%	\$ 125	\$ 10	8%
Totals	\$16,316	\$135	\$17,434	\$142	\$7	6%	\$ 91	\$ 50	57%

# Just the facts



Face value  
achieved



Logitix vs.  
Center



Inventory sold

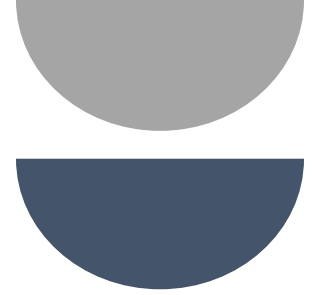


Higher average  
ticket price on  
Logitix



# What does the future hold?

- Tessitura integration
- Building our audience of new buyers
- Dynamic pricing for non-Logitix inventory



# Thank you!

Lisa Middleton

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# Chicago Symphony Orchestra

**Joseph Fernicola III**

Director of Sales & Patron Experience  
Chicago Symphony Orchestra Association

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312-294-3070

# About the CSO

- Chicago Symphony Orchestra (est. 1891)
- Symphony Center Presents
- Negaunee Music Institute (+ Civic Orchestra)

## **2022/23 Season:**

230+ concerts

350,000+ tickets

55,000+ households

## **Ticket Distribution:**

30% subscriptions

54% single tickets

4% groups

12% comps/free



# Our Interest in Logitix

1. To **increase the pipeline of potential ticket buyers** by having our concerts listed on secondary websites.
2. To **discourage ticket broker behavior** that takes advantage of unaware consumers on the secondary market.

# Our Results with Logitix

Pilot test with **390 tickets** for **23 performances** this past spring.

- Sell-Thru: **71%** (278 tickets)
- Average Selling Price: **\$81** (\$10 above our average)
- Sites sold on: Vivid Seats (63%), StubHub (14%), Ticket Network (12%), TicketMaster (9%), SeatGeek (6%)