

Case Study: Tribeca Film Festival

The Client

The Tribeca Film Festival (TFF) was founded in 2001 by Robert De Niro, Jane Rosenthal and Craig Hatkoff in order to spur economic and cultural revitalization in Lower Manhattan following the September 11 attacks on the World Trade Center. The Film Festival is an annual celebration of music, film and culture that strives to reach a broad audience and is well known for being a diverse organization that supports emerging and established directors.



Since its founding, the TFF has attracted an international audience of over 3.25 million attendees and has generated an estimated \$660 million in economic activity for New York City.

The Situation

Prior to signing with AudienceView in 2008, the Tribeca Film Festival used a different ticketing solution every year since its inception. In doing so, the Film Festival was forced by all previous providers to operate out of one main box office with 10 different stations for selling tickets.

Our partnership with AudienceView has taken our ticketing operations to the next level. We've increased operational efficiencies across the board through their web-based solution, which has provided us with the opportunity to spend less time managing the business and more time growing it.

Keith Weckstein
VP, Tribeca Cinemas and Ticketing

In their search to find a ticketing provider to better meet their unique needs, the goal was to find a solution that had the power and flexibility to streamline their operations by allowing them to seamlessly set up mobile box offices and access control at each theatre participating in the festival.

In addition to ticketing for the annual TFF, the Festival also provides ticketing services to a number of other regional film festivals. These festivals have similarly unique needs to the TFF – in each case the festival only has a couple of days to set up at each theatre location. The opportunity to grow their business through providing ticketing services to these regional festivals was a large consideration in their search process.

The Decision

The TFF selected AudienceView's hosted, web-based solution in 2008 to streamline their ticketing operations and reduce operating expenses. The partnership has been enhanced through mutually beneficial funded development projects to strengthen the core product and to add functionality specific to operating film festivals.

TFF is a prime example of a client that leverages AudienceView's hosted solution to run their business because it allows them to access their ticket system from any location via an internet connection. In situations where there is no internet connectivity, they can connect wirelessly to the internet with a mobile internet stick. The festival owns equipment such as laptops, ticket printers, wireless access points and scanners that they move from festival to festival to operate these mobile box offices to sell tickets through AudienceView.

The Results

AudienceView's partnership with the TFF has resulted in a superior experience for festival organizers and the patrons they serve each year. The following results highlight the benefits associated with the Tribeca Film Festival's partnership with AudienceView Ticketing:

Ticketing & Box Office Operations

AudienceView's ticketing solution has increased operational efficiencies for the Film Festival, providing them with considerable cost savings and increased revenue. The ability to sell tickets with as little as a laptop and internet connection has directly contributed to the continued growth of the festival because it has extended their reach and made it easier for their customers to purchase badges at various locations across the city.



Hosting

The Film Festival's transition to AudienceView's hosted solution maximizes the organization's potential while minimizing the time and resources spent on managing complex IT operations. With 24/7 access to the application via the Internet, the organization is able to rely on regular backups of their data (stored offsite), guaranteed up-times for the application and cost savings by avoiding the large capital expenditures associated with in-house operations. Ultimately, AudienceView's hosted solution provides the TFF with the ability to focus on their ticketing, marketing and sales strategies without having to manage in-house servers, data backup or security.

Access Control

The Tribeca Film Festival runs off a general, no reserved seating system. Filmgoers are given a festival badge that features a bar code that can be scanned to provide access to specific events based on the package they purchased. Using this bar code system, the Film Festival can track where everyone is at any given time. Attendees also have the option of pre-paying for a ticketing package at a premium, which gives them priority seat selection.

Increased Revenue

With the ability to provide ticket services to a number of regional festivals, the TFF has driven exponential revenue through these new business relationships. The power and flexibility of the AudienceView solution allows the TFF to seamlessly take on new customers and to provide them with a reliable platform that allows them to deploy quickly to support a festival.

Superior Patron Experience

The patron, the filmgoer in this case, benefits greatly from the partnership between AudienceView and TFF because the mobile box offices allow them to buy festival tickets at locations across the city hosting the particular event. The filmgoer no longer needs to fight through large crowds or wait in long lines to secure their festival badge at a central box office, a welcomed operational improvement for veteran attendees of the festival.

About AudienceView Ticketing

AudienceView provides a fully-integrated, web-based ticketing, CRM and fundraising solution to more than 140 sports, arts, entertainment and non-traditional ticketing organizations worldwide. Supporting both in-house and hosted ticketing models, AudienceView's white-label solution offers the ability to create unlimited online brands, control venue and event data, access real-time business data and interact directly with your customers. AudienceView's leading-edge solution opens the door to superior venue management, an enhanced customer experience and, ultimately, increased revenue.



get more from your tickets

For more information about AudienceView Ticketing, please visit AudienceView.com
sales@audienceview.com | facebook.com/AudienceView | twitter.com/AudienceView