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**PRESS RELEASE**

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***Tixserve Announces Major Digital Ticketing Contract***

***[Tixserve](#) and [Rugby Football Union \(RFU\)](#) confirm multi-year agreement for provision of secure digital ticket delivery services for Twickenham Stadium, the home of England Rugby***

***The Tixserve mobile-based, patent-pending technology enables effective personalised security and access control to events, preventing unauthorised ticket exchange or resale, and supports the development of new digital marketing and commerce partnerships***

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The Irish digital ticket delivery company Tixserve, based at the Maynooth University campus, has announced the signing of a flagship contract with the Rugby Football Union (RFU) for Twickenham Stadium.

This follows a competitive tendering process and extensive trials with full system testing at numerous events to validate the Tixserve digital ticket fulfilment solution, which included the ability to operate with the existing infrastructure at Twickenham Stadium provided by Ticketmaster and Fortress.

The Tixserve Software-as-a-Service (SaaS) white-label solution for entertainment and sporting events enables the secure delivery of interactive digital tickets on behalf of its business clients - event creators, venues and rights owners - with unique customer engagement, marketing and commerce opportunities.

Unlike paper ticketing which inevitably leads to fraud, touting, high fulfilment costs, and limited data capture, the Tixserve secure digital solution enables real-time engagement with fans, contextual ticket-based content, and will allow the RFU and its stadium sponsors to address new digital marketing and commerce opportunities.

By utilising the Tixserve digital ticketing system the RFU aims to improve customer service, prevent unauthorised resale of tickets and enhance interaction with fans, rugby club memberships, schools and sponsors, while providing vital 'know your customer' data and other insights to improve stadium operations and to enrich the overall attendee experience.

Tixserve's unique 'dynamic ticket' can provide maps and directions to the stadium with transport details, enable match day real-time updates, and targeted consumer information including the ability to transact ticket-based mobile marketing and commerce before, or even during the event.

RFU Commercial Officer Simon Massie-Taylor commented:

*"This is an important strategic agreement for the RFU as more and more fans now expect the convenience of being able to use their mobile devices to access events. We are delighted to be delivering this innovation with the support of our stadium partners British Airways. The Twickenham Stadium App will enable fans visiting the stadium to receive their tickets quickly and securely. They will also receive the information they need about each event, such as travel, things to do at the stadium, and exclusive content direct to their mobile device. We believe this service will greatly enhance the experience at Twickenham Stadium. We look forward to working with Tixserve to create a world-class secure digital ticketing solution for all our customers."*

Tixserve Managing Director & Co-Founder Pat Kirby stated:

*"We are delighted to have secured such a prestigious flagship client as the RFU, especially after such an exhaustive tender process. The close working relationship developed means that we can provide the best secure digital ticketing solution for the RFU and its clubs, sponsors and supporters, as well as concert promoters and music fans who also use the world-famous Twickenham Stadium."*

Pat Kirby added:

*"Tixserve is excited by the scale of opportunity of working with the RFU and the momentum of this success has already opened up business development opportunities not just in the UK and Ireland but in Europe and the USA."*

For more on Tixserve click [here](#).

*Twickenham image credit: Twickenham Collection via Getty Images*