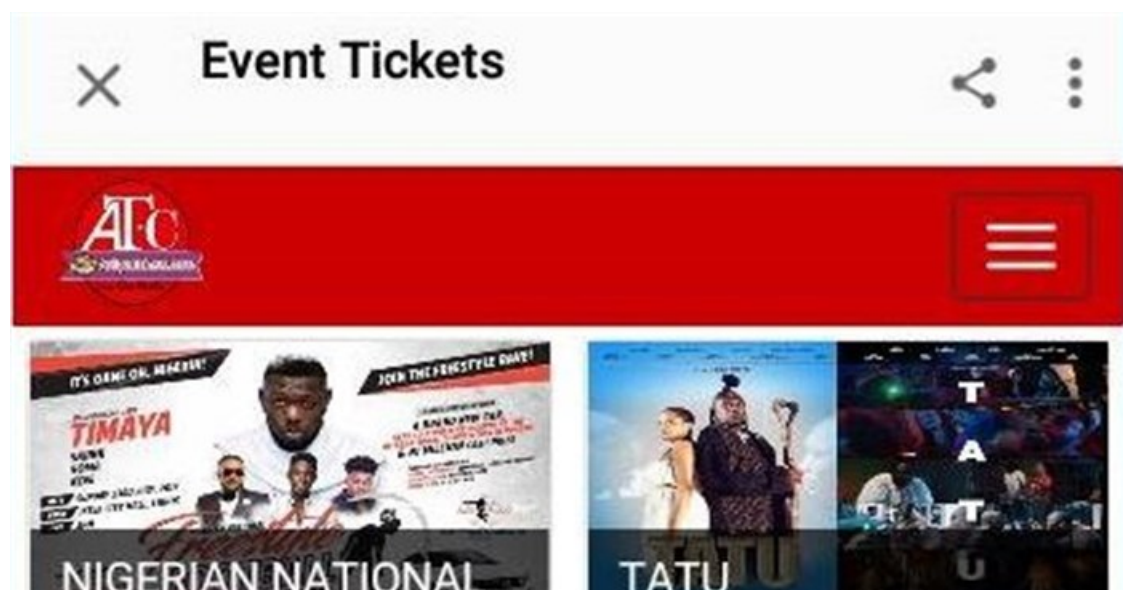


In-app ticket purchase for local concerts, events in Nigeria

BBM Messenger has partnered with Nigeria's Ariiyatickets to offer an event tickets service to users in Nigeria.



Creative Media Works, operating as BBM, has launched Event Tickets inside Discover with partner, Ariiyatickets. The service allows Nigerians to browse for local concerts and events, and purchase tickets in advance – all without leaving the messaging app.

Ariiyatickets, similar to other Nigerian BBM Discover partners, uses the Interswitch mobile checkout feature developed for BBM Messenger. First time users are only required to set up their account once with their debit card and they can immediately transact on other services on Discover such as Quickteller Airtime Top-Up, Money Transfer and Paycode (used for cardless ATM withdrawal), and Movie Tickets.

Digital tickets are increasing in popularity, especially among millennials, who rely on their phones more than any other age group. According to the World Factbook, Nigeria has no shortage of them, with a majority of the population under 25-years-old. Going digital means users can skip the line, purchase tickets in advance, and transact in a streamlined, mobile-friendly experience with secured payment within BBM Messenger.

BBM Messenger is one of the largest mobile messaging applications in the world. Since it was created in August 2005, BBM has evolved from a pure messaging application for communication (text and video) to a social ecosystem unifying chat, social, commerce, content and services including bill payment, top-up, vouchers/coupons, news, games, comics,

video, shopping, travel, career, sports and polls.

“Nigerians have been enthusiastically adopting new mobile services for years,” said Matthew Talbot, CEO of Creative Media Works, the company which operates and runs BBM globally. “Event Tickets adds to our growing portfolio of in-app services that make daily life easier, more convenient and more entertaining for our large and active user base in Nigeria.”

Elsie Oluku, CRO of Ariiyatickets.com said, “We are excited to be a part of this awesome innovation. The partnership with BBM Messenger provides us with a simple, convenient way to publicise events and sell tickets to a broad socially connected audience.”

Ariiyatickets.com online ticketing services in West Africa, was founded in 2013. It serves over 150 events, processing over 2 million event admission tickets annually, providing ticketing services to major concerts, conferences and private events in Nigeria.

For more, visit: <https://www.bizcommunity.com>