

Ticketmaster Adopts Web3 Technology with Introduction of NFTs for Avenged Sevenfold Tickets



London, United Kingdom Mar 28, 2023 ([Issuewire.com](https://www.issuewire.com)) - Ticketmaster, the world's largest ticket marketplace, has made a groundbreaking move into the world of Web3 technology by introducing non-fungible tokens (NFTs) for ticket purchases. W3S Group looks at how the company successfully undertook its first attempt with Avenged Sevenfold, the iconic American heavy metal band, through their own NFT, the 'Death Bats Club,' to token gate purchasing tickets.

With the introduction of NFTs, [Ticketmaster](#) can offer a new and exciting way for fans to purchase tickets while ensuring the authenticity of each ticket sold. NFTs are unique, digital assets that can be bought, sold, and traded on blockchain networks. They offer an immutable record of ownership and can provide a new revenue stream for artists, teams, and venues.

[W3S Group](#) Managing Partner Jonathan Pullinger, said, "This is a significant step forward for mainstream adoption of Web3 technology. By tokenizing tickets, Ticketmaster can ensure their authenticity, offer special access and provide a new level of security for our customers." The introduction of NFTs is the latest move by Ticketmaster to stay at the forefront of innovation in the ticketing industry. The company has already introduced several new features, including mobile ticketing and contactless entry, to enhance the fan experience.

By being the first band to offer NFT ticketing through Ticketmaster Avenged Sevenfold, have proved the concept of token gating mainstream events over and above crypto based conferences. They were able to work in partnership with Ticketmaster as they already had their own NFT; Death Bats Club in place. By working with the entertainment giant, they have helped shine a spotlight on the emerging blockchain tech.

We await which direction Ticketmaster takes next, whether it be NFT ticketing for additional events in the coming months or enhancing the fan experience and offering new revenue streams for artists, teams, and venues.

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