

# success

## Ticketmaster

- The world's leading ticketing company
- Headquartered in West Hollywood, California
- 3,300 retail location outlets
- 19 worldwide telephone call centers
- Sells and distributes through ticketmaster.com, one of the largest e-commerce sites on the Internet
- Official ticketing provider for the 2004 Olympic Games in Athens



## customcable.com

Corporate Office  
3221 Cherry Palm Dr.  
Tampa, FL 33619  
Tel 813.623.2232  
Fax 813.623.3534

Anaheim, CA  
Orlando, FL

### Challenge

As official ticket provider for the 2004 Olympic Games, Ticketmaster developed a highly customized ticketing system, including real-time ticket sales at locations throughout Greece, and a powerful transactional website in Greek, French and English. To transmit electronic event, timing and seat information to each ticket printer, Ticketmaster required a shipment of data cables sent directly to Athens five months before the games.

### Solution

Reliable resource: Custom Cable responded, handling logistics for the cable shipment to Greece and meeting Ticketmaster's mission-critical schedule.

### Results

Ticketmaster incorporated our cables into machines that produced the tickets for each of the events, including the closing ceremonies attended by more than 72,000 people. With Custom Cable's help, Ticketmaster's integrated ticketing system put tickets into the hands of hundreds of thousands.