



MAREK LIEBERBERG PRESENTS
DEPECHE MODE
 EUROPEAN TOUR XXXX
MUSTER ARENA
 Sylvesterallee
 22525 Hamburg
Montag, 71.Mon.99, 72:65 Uhr
 Stehplatz
Innenraum

EUR XXX,XX Inklusive Gebühren
 Systemgebühr EUR X,XX
 VVK-Geb. EUR X,XX

KEIN ERSATZ BEI VERLUST!!!
 Einlass: ca. 71.65 Uhr
 Tour: Marek Lieberberg
 KPS: www.concertbuero.de

Normalpreis
 Veranstalter:
 Marek Lieberberg GmbH & Co. KG
 Mörkestraße 14
 DEU - 60320 Frankfurt / Main

▶ EPECH MODE

NDR 2

MUSTER

HAMBURGER MORGEN POST

MLK.COM
 MAREK LIEBERBERG
 MEDIENKONZERN

Das Erste

01231596501
 000001234
 123456 1666
1234 N
 EUR XXX,XX DL1234

012231596501
 000001234
 123456 1666
1234 N
 EUR XXX,XX DL1234

Let the good times roll

After 22 years of computerised printing, CTS EVENTIM launches 'FanTicket' in band-specific design to revive a lost element of fan culture / Colourful and emotional collector's items: 400,000 fan tickets for Depeche Mode

Munich, 25. October 2012 – In the 1970s, 80s and 90s, used tickets for gigs were collected by many a music fan. Memories of great bands and legendary concerts – Jethro Tull in Frankfurt's Festhalle, the Rolling Stones in the Olympics Stadium in Munich, or Pink Floyd in Berlin. Tickets with the tour motif, a hologram, an embossment, or shimmering colours. Now, 22 years after computer-printed tickets were first introduced in Germany, CTS EVENTIM is turning over a new chapter in ticketing history. For the first time ever, Europe's leading ticket seller is now producing admission tickets with a customised band/tour design – FanTickets. At last, fans buying concert tickets online at eventim.de now get a ticket that also signifies a unique item of fan culture – tickets for gigs have not been this colourful, emotional and worthy of collection since the invention of digital printing. Audiences at the 2013 Depeche Mode Tour will be the first to enjoy the new tickets bearing a special motif.

New – every ticket unique

FanTickets are made possible by a novel technology engineered by EVENTIM. The technique, for which a patent is pending, involves digitally combining individual motif and ticket data in real time and applying them directly to the tamper-proof EVENTIM ticket blank using a special high-performance printer. Printing, packaging and dispatch are centralised and fully automatic, and the concert-goer receives a unique, personalised ticket. Standard tickets will continue to be sold by all CTS box offices.

The European market leader, the first company worldwide to introduce interactive seat selection in Germany back in 2004, is

demonstrating its technological leadership once again with its innovative FanTickets. For the CEO of CTS EVENTIM AG, Klaus-Peter Schulenberg, the ticket-with-a-motif recaptures real event culture and brings back to mind the 'good old days' of live entertainment. 'This makes tickets emotional again, at long last. A beautiful ticket makes you look forward even more, and the concert much more memorable. By launching this edition, we are proving once again the innovational force behind EVENTIM, and our closeness to millions of music fans in Germany and Europe'.

FanTicket première: the 2013 Depeche Mode Tour

EVENTIM is the only authorised seller of original Depeche Mode tickets in Germany. They have been exclusively available on the online eventim.de platform since 23 October – before the advance booking officially starts on 26 October 2012. Germany will form the heart of the tour, with seven stadium gigs in June and July 2013. With immediate effect, EVENTIM will also be offering FanTickets for other major events.

For further information contact:
Engel & Zimmermann AG, Business Communication Agency
Hermann Zimmermann, Dr. Alexander Baer Tel. +49 89 8935-633
info@engel-zimmermann.de