

Location Retrieval API

CITIC Telecom plans to counter ticket touts

Case study for ticket sales in the entertainment sector using the CAMARA-standardised Location Retrieval APIs - [View API Descriptions](#)

Business Problem

In China, ticket touts use software that can complete ticket purchases within 0.1 seconds. As a result, tickets for popular events are often sold out within seconds of going on sale but are subsequently sold at prices 50%-300% higher than the official price. Between 10%-20% of box office revenue is generated from touts, according to the China Performing Arts Industry Association.

Impact

The FairFareGo system is designed to give citizens a better chance of securing tickets to popular shows. CITIC Telecom is cooperating with mobile network operators in the Guangdong-Hong Kong-Macao Greater Bay Area and will gradually expand to other regions.

Technical Solution

CITIC Telecom's new FairFareGo solution integrates the CAMARA-based Location Retrieval API with AI-driven algorithms to detect potential tout activity (e.g. ticket purchases by multiple devices in the same area). It then assigns such devices to slower check out queues, ensuring fairer access for individual buyers.

Value

By making it easier for citizens to buy tickets for popular events, the FairFareGo system should help fuel greater demand for live entertainment. It could also help local governments and other events organisers in China to improve their image.

"FairFareGo not only solves long-standing ticketing challenges, but also demonstrates the transformative potential of 5G and API-driven platforms in shaping the future of smart cities and cultural tourism. By partnering with mobile network operators and leveraging cutting-edge technologies, CITIC Telecom aims to redefine the event experience and create new possibilities for the mobile industry."

CITIC Telecom

