

Philharmonie de Paris Streamlines Access and Digitizes Tickets with Google Wallet

The Philharmonie de Paris is a major French national public institution, hosting almost 500 concerts annually across diverse musical genres, alongside exhibitions and educational activities. Facing an increase in digital tickets, the institution implemented Google wallet technology to improve ticket verification efficiency and enhance audience access management

The Challenge & Goals

- Digitize high volume of tickets (600k/year)
- Get deeper engagement
- Simplify ticket access, use, and verification on mobile devices
- Improve the efficiency of the audience verification process

The Solution

- Philharmonie started offering digital tickets that can be stored in Google Wallet to enable ease of access
- Available in one tap
 - Verification now possible even in offline mode

"Since launching digital tickets on Wallet, 35% of spectators have adopted this method of collecting tickets, which is integrated into our SecuTix ticketing tool."

— Emilie QUENTIN, Marketing Project Manager,

Philharmonie de Paris



The
Wallet
crew



CITÉ DE LA MUSIQUE
PHILHARMONIE
DE PARIS

The Results & Impact

- **Real-Time Updates** possible with live information; no re-issue needed
- Verification process is now **more efficient**
- Simplified and smoother management of audience access to concert halls.

35% rise in the number of digital tickets sold