

**SA**

SeatAdvisor™  
BOX OFFICE INTELLIGENCE

Case Study: Arts





## THE ACADEMY OF MOTION PICTURE ARTS AND SCIENCES

### SEATADVISOR PRODUCT: SABO ARTS

**“THE ACADEMY WANTED A SYSTEM THAT COULD SEEM-LESSLY HANDLE MULTIPLE VENUES AND GIVE US THE ABILITY TO BE FLEX-IBLE. WE’VE BEEN A SEATADVISOR CLIENT FOR TWO YEARS NOW AND ARE PLEASED WITH THE DECISION WE MADE.”**

Mikel Gordan,  
Associate Executive  
Administrator  
AMPAS

**THE ACADEMY** uses SABO - a powerful and feature rich feature rich web based ticketing system to manage all aspects of their venue from the box office to the marketing department. Using SABO's integrated, single database solution, the Academy has access to ticketing, fundraising, marketing tools, crm and access control functionality allowing all departments to manage their operation from one live real time system.

First, the traditional ticket selling and full box office functionality of SABO is used in AMPAS's movie theaters and venues in both Los Angeles and New York City. These include the Samuel Goldwyn Theater in Beverly Hills, the Linwood Dunn Theater in Hollywood, the Academy Galleries in Beverly Hills, and the Academy Theater at Lighthouse International in New York.

The Academy needed complete control and functionality across multiple venues, seamless ticketing and patron management across those venues, but also venue-based user control with regards to access and functionality. With SABO, they get all of that.

Additionally, AMPAS wanted complete control over the prices Academy patrons would pay for tickets. This ultimately was the reason SABO was selected over TicketMaster. SABO's flexible pricing options allowed for the Academy to select a structure that suited their needs and gave them the control on prices, extra charges, service fees, everything amounting to the end cost the patron would pay, that the board of governors were wanting.

The Academy was also demanding the level of personal support that they in turn give to their guests. SABO has terrific support and attentive account managers, the Academy recognized this immediately and it was a major part of their decision to go with SeatAdvisor.

The second way that SABO is used by the Academy is for the Academy Awards ceremony itself, the Oscars, as well as Oscar-related events such as the Governors Ball. The Academy uses the access control mechanisms of SABO extensively to control entry to their most prestigious and famous events of the year. The reliability, speed, and encryption capabilities of SABO's access control are perfect for such high-profile events such as the Academy Awards.

SABO's top of the line support is also a huge appeal here, as SeatAdvisor provides onsite support for the Academy Awards, as a fall back for Academy staff to rely on should the need arise.

## Key Facts

### Client

Academy of Motion Picture Arts and Sciences

### Location

Beverly Hills, CA USA

### SABO Solution

SABO Arts

## Organization Profile

The Academy of Motion Picture Arts and Sciences, besides putting on the Oscars, has numerous movie theatres that have regular movie showings as well as special evenings of Director's cuts. The Academy is also in the process of constructing the Academy Museum of Motion Pictures.

## Relationships

The relationship that has developed between SeatAdvisor and the Academy has grown stronger with the years, to the point now where SeatAdvisor account managers enjoy coffee with AMPAS ticket office staff while passing through Beverly Hills, and where SeatAdvisor engineers share ideas openly with award show techs over lunch. The relationship is highly valued by both parties.

This is how SeatAdvisor approaches the ticketing business, we form relationships and partnerships, it's more than just selling a product.