

EXTENDING OUR BUSINESS IN A DIGITAL AGE

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VICE PRESIDENT & GENERAL COUNSEL
ATLANTA BRAVES
AUGUST 1, 2007

EXTENDING OUR BUSINESS IN A DIGITAL AGE

■ ATLANTA BRAVES CASE STUDIES

- TICKETING

- FAN PHOTOS

EXTENDING OUR BUSINESS IN A DIGITAL AGE

■ TICKETING PRIOR TO THE DIGITAL AGE



OFFICIAL DEDICATION
ATLANTA STADIUM

1966
OPENING DAY
BRAVES vs. PIRATES
TUE., APRIL 12, 1966 - 8:05 P.M.
GATES OPEN 6:00 P. M.
ATLANTA STADIUM
ATLANTA, GEORGIA
RETAIN THIS CHECK
NOT GOOD IF DETACHED
UPPER LEVEL \$2.00
(TAX INCL.)
RAIN CHECK
SUBJECT TO CONDITIONS SET
FORTH ON BACK HEREOF.

ADULT - UPPER LEVEL
\$2.00 (TAX INCL.)

ATLANTA BRAVES vs. PITTSBURGH PIRATES
OPENING DAY - TUE., APRIL 12, 1966
NOT GOOD FOR ADULT ADMISSION IF THIS COUPON IS DETACHED

GATE **S 304** AISLE **9** ROW **6** SEAT **6**

John J. Mahale
PRESIDENT

ATLANTA BRAVES vs. PITTSBURGH PIRATES - TUES., APR. 12, 1966 - 8:05 P.M.
ATLANTA STADIUM — ATLANTA, GEORGIA
UPPER LEVEL \$2.00 (TAX INCL.)

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■ TICKETING IN THE DIGITAL AGE

TICKET TECHNOLOGY

- **BUY AND RESELL** SEASON TICKETS
- **FORWARD** YOUR TICKETS TO FRIENDS
- **MANAGE** YOUR BRAVES ACCOUNT
- **PRINT** TICKETS AT HOME



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■ TICKETING IN THE DIGITAL AGE

BRAVES TICKET INFORMATION CENTER



BRAVES TICKET MARKETPLACE

- BUY SEASON TICKET HOLDER'S SEATS
- RESELL TICKETS TO OTHER FANS



4 Great Parks
for One Low Price!



NEW! 2007 FLEX PLANS
AS LOW AS **\$99!**

Buy Now >>



Braves GROUP TICKETS
GET YOUR TEAM TOGETHER
AND HEAD OUT TO TURNER
FIELD FOR A BRAVES GAME.



**NEW FOR 2007
ALL-YOU-CAN-EAT
SEATS!**
UNLIMITED FOOD AND BEVERAGE,
STARTING AT ONLY **\$25**



**4-GAME
PACKS**
CHOOSE FROM 10 DIFFERENT PLANS,
STARTING AT ONLY **\$44.**

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**Grand SLAM
TICKET PACK**
MLB.com



Braves
TICKET SPECIALS
NOW AVAILABLE!

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- LEGAL ISSUES SURROUNDING DIGITAL EXTENSION OF TICKETING

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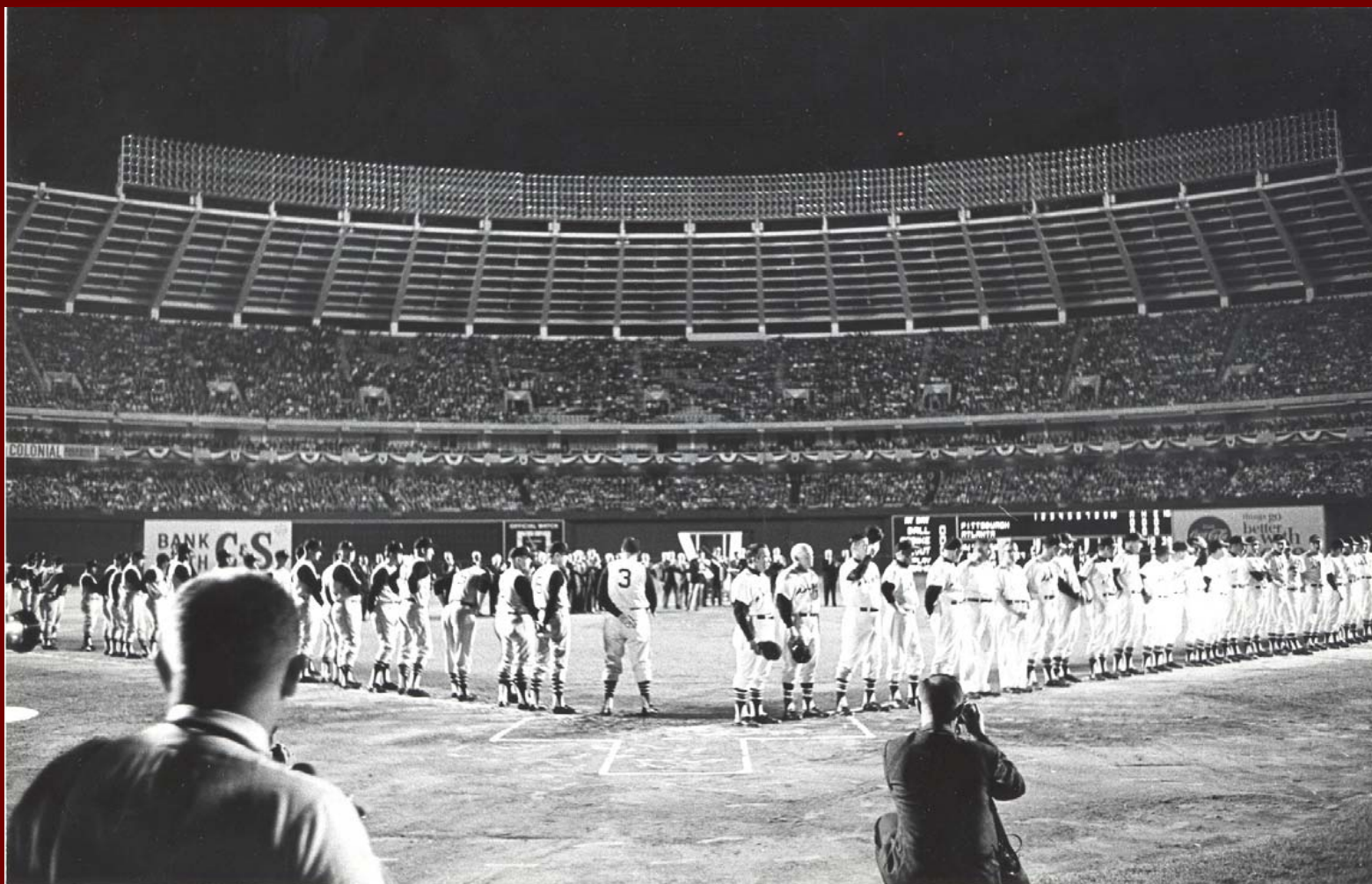
LEGAL ISSUES SURROUNDING DIGITAL EXTENSION OF TICKETING

- THIRD PARTY SERVICE PROVIDER ISSUES
 - DEFINING SCOPE OF RIGHTS AND SERVICES
 - DATA OWNERSHIP AND SECURITY
 - SOFTWARE LICENSE AND TERMS
 - ACCOUNTING AND CREDIT CARD ISSUES
 - INSURANCE AND INDEMNIFICATION

- ADDITIONAL LEGAL ISSUES
 - LEAGUE WIDE RIGHTS – MLB ADVANCED MEDIA
 - TICKET SCALPING LAWS
 - ENFORCEABILITY OF TICKET BACK
 - PRIVACY & DATA SECURITY
 - IMAGE RIGHTS
 - ADVERTISING & SPONSORSHIP

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- PHOTOS BEFORE THE DIGITAL AGE



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■ PHOTOS IN THE DIGITAL AGE

1

Select Your Game

2

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3

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4

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6

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NEW

With authentic
Turner Field infield dirt



Commemorative Borders



Each border customized with
your game, date, and opponent

Upload your own digital photos



Create your own commemorative item!

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LEGAL ISSUES SURROUNDING DIGITAL EXTENSION OF PHOTOS

- THIRD PARTY SERVICE PROVIDER AGREEMENT
 - SCOPE OF RIGHTS AND SERVICES
 - OWNERSHIP
 - DATA SECURITY
 - PRIVACY COMPLIANCE
 - INSURANCE AND INDEMNIFICATION
 - USE OF MARKS

- ADDITIONAL LEGAL ISSUES
 - RIGHTS OF PUBLICITY
 - FORM WAIVERS
 - ADVERTISING AND SPONSORSHIP
 - COPYRIGHT
 - PRIVACY

QUESTIONS?