

# **TicketSwap introduces Auto buy, a predictable way to secure high-demand tickets**

**Amsterdam, 18 May — TicketSwap today announces the phased launch of Auto buy, a new feature designed to take the stress out of ticket buying. Developed as a direct response to fan feedback, Auto buy rewards early, buying commitment with priority access once tickets become available. The feature moves the platform toward a more intentional, reliable experience.**

For many fans, securing a ticket requires them to be glued to a screen or pinned to a lucky draw. Auto buy shifts this dynamic, allowing fans to signal their commitment upfront and let TicketSwap handle the rest.

*“The current system often rewards speed and luck, rather than the fans who are most dedicated to attending an event,” says Hans Ober, co-founder at TicketSwap. “With Auto buy, we’re working towards leveling the playing field. If you’ve decided you want to go, you can set your preferences and walk away, knowing the platform is working to secure your spot.”*

## **From reacting to being in control**

Auto buy rewards fan commitment, matching sellers with buyers who are ready to transact. Instead of waiting for a notification and competing to click first, fans can now join a prioritised Auto buy waitlist for their preferred event. By simply setting their ticket preferences and a deadline, fans secure their place in line for the next available ticket.

To ensure the process is truly automated, buyers securely save their credit card details or pre-pay through iDEAL | Wero. When a ticket is listed, TicketSwap instantly identifies the first person on the waitlist whose preferences match the listing. The purchase is then finalised automatically.

## **Clearer visibility**

Beyond improving the fan experience, Auto buy also gives organisers clearer visibility into real purchase intent. By allowing buyers to commit upfront with their payment details and ticket preferences, the feature transforms passive interest into measurable demand. This helps partners better understand audience behaviour, and anticipate resale activity.

## **Commitment over speed**

The logic is simple: securing a ticket should be a reliable process, not a scramble. By providing payment details in advance, buyers can step away from the platform while the system handles the matching and purchasing behind the scenes. It's a win-win for all parties involved:

- Buyers get a more predictable experience that prioritises their commitment over their reaction speed.
- Sellers gain a clearer picture of real-time demand, allowing them to acquire a near-instant sale the moment they list.
- Organisers gain clear visibility into real purchase intent, helping them better understand fan demand.

## **A phased rollout**

To ensure the best possible experience, Auto buy is being rolled out gradually from May onwards, starting with a select number of events in the Netherlands, including all events organized at Thuishaven, Audio Obscura Festival, Lago Lago, SOENDA, and komm schon alter - Das Festival. During this transition, raffles will remain active for most high-demand events as the new system is scaled.

This phased approach allows TicketSwap to work closely with partners and learn from fan interactions with the feature, using these insights to refine and optimise it before expanding further.

## About TicketSwap

TicketSwap is a safe, convenient, and fair place to buy and sell tickets for concerts, festivals, sports events, theatre, and day trips.

With over 19 million users and 480,000 events in 42 countries, TicketSwap protects fans from overpricing by capping resale prices at up to 20% above the original ticket price, with lower limits applying where relevant. The platform is available in 13 languages and offers a 24/7 Help Centre.

Together with its unique anti-fraud technology (SecureSwap) and partnerships with 110 ticket providers worldwide, TicketSwap is the most integrated resale solution in the world. By working closely with event organisers and artists, the organisation is dedicated to optimising the fan experience.

## Contact details

### PR Team

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