

2010: after third phase, tickets go to PMAs

FIFA has agreed to create a new participating member associations (PMAs) sales phase between 9 February and 7 April 2010, it announced on Friday, 15 January 2010. Only one such phase had previously been planned, which closed on 13 January 2010.



This second sales phase will run at the same time as the fourth sales phase for the public carried out via FIFA.com (and the FNB branches in South Africa only) and will operate on a first-come-first-served basis.

Procedures

For the first PMAs sales phase, any tickets allocated to one of the participating teams for their matches that have not been sold will be provided to opposing teams who have received more requests from their fans than tickets allocated in that period. This will help ensure that those PMAs who received more requests than tickets available in that first sales phase will be able to fulfil those requests.

This extension of the sales process aims to be a major step towards ensuring that all fans have the chance to participate.

For more, visit: <https://www.bizcommunity.com>