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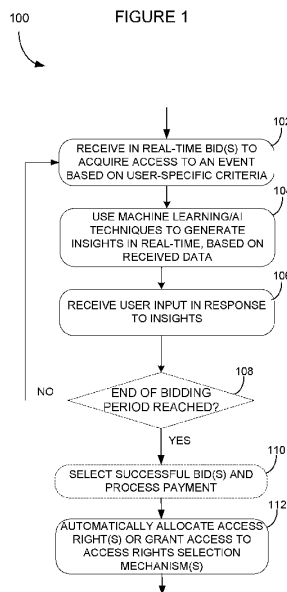
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(54) Title: SYSTEM AND METHOD FOR EVENT ADMISSION



(57) Abstract: Systems and methods for managing access rights to an event are provided. During a bidding procedure, real-time bidding data comprising one or more bids for acquiring access to the event based on user-specific criteria is received. Historical, current, and future data related to at least one of the event, the venue, and a content provider are obtained. Real-time insights are output based on the bidding data and on the historical, current, and future data. This comprises returning a price to be paid to acquire at least one access right meeting the user-specific criteria and indicating at least one access right that can be acquired immediately in accordance with the one or more bids for optionally bypassing the bidding procedure. User input is received responsive to the insights and, responsive to the user input, access rights are automatically allocated to the event or access to an access rights selection platform is granted.

[Continued on next page]

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