CLAIMS

1. A computer-implemented method for managing access rights to an event, the method comprising, at a computing device, the computing device comprising a processor, a memory, and a network interface configured to communicate with one or more user devices over a communications network:

receiving, during a bidding procedure, real-time bidding data comprising one or more bids for acquiring access to the event based on user-specific criteria, wherein the real-time bidding data is received from a user device associated with a user profile stored in the memory and identified using a unique identifier associated with the user profile;

obtaining historical data, current data, and future data related to at least one of the event, a venue, and a content provider by retrieving the historical data, the current data, and the future data from one or more databases communicatively coupled to the computing device;

using at least one intelligent processing technique for outputting real-time insights based on the bidding data and on the historical data, the current data, and the future data, executed by the processor to calibrate data points associated with the historical data, the current data, and the future data and to adjust, in real time, weights allocated to the historical data, the current data, and the future data, comprising at least one of:

returning, in real-time, a price to be paid to acquire at least one first access right meeting the user-specific criteria and to optionally bypass the bidding procedure; and

indicating, in real-time, at least one second access right that can be acquired immediately, in accordance with the one or more bids as received, to optionally bypass the bidding procedure;

receiving user input responsive to the insights from the user device via the communications network; and

responsive to the user input, one of:

automatically allocating access rights to the event, including generating, in the memory, an encrypted token representative of a proof of

purchase of the allocated access rights and associating the encrypted token with a user profile, wherein the encrypted token is configured to be transmitted to the user device and subsequently used to authenticate the user for admission to the event and wherein admission to the event is controlled by validating, using a scanning device at the venue, information associated with the encrypted token; and

granting access to an access rights selection platform.

2. The method of claim 1, wherein returning the price to be paid to acquire the at least one first access right meeting the user-specific criteria comprises using the at least one intelligent processing technique to determine, based on a point in time at which the one or more bids were placed and on at least one of the historical data, the current data, and the future data, a balance point in supply and demand for the at least one first access right, and determining the price based on the balance point and the bidding data.

3. The method of claim 1 or 2, wherein the historical data, the current data, and the future data vary in real-time, and further wherein generating the real-time insights based on the historical data, the current data, and the future data comprises using the at least one intelligent processing technique to adjust a weight allocated to each of the historical data, the current data, and the future data in real-time.

4. The method of any one of claims 1 to 3, wherein the user-specific criteria comprises at least one of an event selection, at least one seat category, at least one seat section, and a number of seats to be purchased for the event.

5. The method of any one of claims 1 to 4, wherein the historical data is obtained prior to a start of the bidding procedure and comprises at least one of demographic and socioeconomic factors related to the event and attendee market, demographic and socioeconomic factors related to a fan base of the content provider, historical performance metrics of the content provider, social media presence and performance of the content provider, data related to previous events from same or

comparable content providers, previous data from same or comparable events, previous data from other events at the venue or similar venues, previous data from a specific location in the venue, and event data tagging.

6. The method of any one of claims 1 to 5, wherein the current data is obtained during the bidding procedure and comprises any real-time change to the historical data, and further wherein the future data is obtained one or during the bidding procedure and after the bidding procedure ends and comprises any real-time change to the historical data and to the current data.

7. The method of claim 6, wherein the current data further comprises data related to the one or more bids actually placed during the bidding procedure and data related to one or more bids expected to be placed during the bidding procedure.

8. The method of claim 6, wherein obtaining the future data further comprises forecasting one or more pattern and statistical data points for the historical data and the current data.

9. The method of any one of claims 1 to 8, wherein outputting the real-time insights comprises providing at least one of qualitative feedback and quantitative feedback on the one or more bids in real-time.

10. The method of any one of claims 1 to 9, wherein receiving the user input responsive to the insights comprises receiving one of a modification to the one or more bids, an indication of acceptance to pay the price to acquire the at least one first access right meeting the user-specific criteria, an indication of acceptance to acquire the at least one second access right immediately, and an indication of acceptance to wait until an end of the bidding procedure to acquire access rights.

11. The method of any one of claims 1 to 10, further comprising, prior to receiving the bidding data:

collecting the historical data, the current data, and the future data for at least one of each of a plurality of events, each of a plurality of venues, each of a plurality of content providers, and each of a plurality of users; and

using the at least one intelligent processing technique to calibrate and correlate the historical data, the current data, and the future data across at least one of the plurality of events, venues, and content providers for generating, for any given one of the plurality of users, real-time recommendations as to at least one of an event, a venue, a content provider, a seat category, a seat section, a bid amount deemed appropriate for the user.

12. A system for managing access rights to an event, the system comprising:

a processing unit;

a network interface configured to communicate with one or more user devices over a communications network; and

a non-transitory memory communicatively coupled to the processing unit and comprising computer-readable program instructions executable by the processing unit for:

receiving, during a bidding procedure, real-time bidding data comprising one or more bids for acquiring access to the event based on user-specific criteria, wherein the real-time bidding data is received from a user device associated with a user profile stored in the memory and identified using a unique identifier associated with the user profile;

obtaining historical data, current data, and future data related to at least one of the event, a venue, and a content provider by retrieving the historical data, the current data, and the future data from one or more databases communicatively coupled to the system;

using at least one intelligent processing technique for outputting real-time insights based on the bidding data and on the historical data, the current data, and the future data, the instructions being executable by the processing unit to calibrate data points associated with the historical data, the current

data, and the future data and to adjust, in real time, weights allocated to the historical data, the current data, and the future data, comprising:

at least one of returning, in real-time, a price to be paid to acquire at least one first access right meeting the user-specific criteria and to optionally bypass the bidding procedure; and

indicating, in real-time, at least one access right that can be acquired immediately, in accordance with the one or more bids as received, to optionally bypass the bidding procedure;

receiving user input responsive to the insights from the user device via the communications network; and

responsive to the user input, one of:

automatically allocating access rights to the event, including generating, in the memory, an encrypted token representative of a proof of purchase of the allocated access rights and associating the encrypted token with the user profile, wherein the encrypted token is configured to be transmitted to the user device and subsequently used to authenticate the user for admission to the event and wherein admission to the event is controlled by validating, using a scanning device at the venue, information associated with the encrypted token; and

granting access to an access rights selection platform.

13. The system of claim 12, wherein the instructions are executable by the processing unit for returning the price to be paid to acquire the at least one first access right meeting the user-specific criteria, comprising:

using the at least one intelligent processing technique to determine, based on a point in time at which the one or more bids were placed and on at least one of the historical data, the current data, and the future data, a balance point in supply and demand for the at least one first access right; and

determining the price based on the balance point and the bidding data.

14. The system of claim 12 or 13, wherein the instructions are executable by the processing unit for generating the real-time insights based on the historical data, the current data, and the future data comprising using the at least one intelligent processing technique to adjust a weight allocated to each of the historical data, the current data, and the future data in real-time, the historical data, the current data, and the future data varying in real-time.

15. The system of any one of claims 12 to 14, wherein the instructions are executable by the processing unit for obtaining the historical data prior to a start of the bidding procedure, obtaining the current data during the bidding procedure, and obtaining the future data one or during the bidding procedure and after the bidding procedure, the current data comprising any real-time change to the historical data, and the future data comprising any real-time change to the historical data and to the current data.

16. The system of claim 15, wherein the instructions are executable by the processing unit for obtaining the current data further comprising data related to the one or more bids actually placed during the bidding procedure and data related to one or more bids expected to be placed during the bidding procedure.

17. The system of claim 15, wherein the instructions are executable by the processing unit for obtaining the future data comprising forecasting one or more pattern and statistical data points for the historical data and the current data.

18. The system of any one of claims 12 to 17, wherein the instructions are executable by the processing unit for outputting the real-time insights comprising providing at least one of qualitative feedback and quantitative feedback on the one or more bids in real-time.

19. The system of any one of claims 12 to 18, wherein the instructions are executable by the processing unit for receiving the user input responsive to the insights comprising receiving one of a modification to the one or more bids, an indication of

acceptance to pay the price to acquire the at least one first access right meeting the user-specific criteria, an indication of acceptance to acquire the at least one second access right immediately, and an indication of acceptance to wait until an end of the bidding procedure to acquire access rights.

20. The system of any one of claims 12 to 19, wherein the instructions are further executable by the processing unit for, prior to receiving the bidding data:

collecting the historical data, the current data, and the future data for at least one of each of a plurality of events, each of a plurality of venues, each of a plurality of content providers, and each of a plurality of users; and

using the at least one intelligent processing technique to calibrate and correlate the historical data, the current data, and the future data across at least one of the plurality of events, venues, and content providers for generating, for any given one of the plurality of users, real-time recommendations as to at least one of an event, a venue, a content provider, a seat category, a seat section, a bid amount deemed appropriate for the user.