

Pollstar's new website brings music to concert-goers' ears

Business Problem

Providing music business professionals with the most reliable source of worldwide concert tour schedules for over 25 years, Pollstar has been in business longer than all other concert sites available today. Originally built in 1994, Pollstar.com needed a fresh image and a community platform that would allow them to better connect with concert goers and site visitors using popular social features and providing continuously-updated, relevant content.

Solution

Guidance leveraged Telligent's ASP.NET-based social networking platform, Community Server 2008, to build the site. Using several of Community Server's main features, Pollstar.com visitors can create their own screen name, upload an avatar, make comments on news stories, post reviews of concerts, and rate photos and artists. For existing users, Guidance transferred all their data to their new accounts. The new site also features a Photo Wall which shows live concert photographs taken by Pollstar staff and media journalists.

Benefits

- Easy-to-use platform allows site managers to keep content updated effortlessly
- Community-driven features lets site visitors create their own profile and track their favorite artists for new tour dates, photos and news
- User rating system offers tour managers an insight on artist preferences from concert goers themselves
- Integration with AspDotNetStorefront software to process directory purchases

Service/Solution Area

- Social Networking
- eCommerce

Software

- Community Server 2008
- AspDotNetStorefront ML 7.1
- Microsoft SQL Server 2007

Customer Profile

Pollstar is the only trade publication covering the worldwide concert industry, supplying in-depth information to every professional concert promoter, booking agent, artist manager, facility executive and every other entity involved in the live entertainment business for more than 25 years. In addition, Pollstar publishes a weekly magazine and a series of monthly specialized contact directories. Pollstar is based out of Fresno, CA with additional offices in the UK.

