

What's New in MediaTIX 2021

We are thrilled that you are interested in being a part of the reviewing process for Adelaide Fringe events in 2021! You are an integral part of Adelaide Fringe and play an important role in supporting artists and venues in their success.

Below are some changes and new initiatives to the Media ticketing process this year. If you have any questions, you can contact our MediaTIX team on:
mediaticketing@adelaidefringe.com.au.

Introducing Fringe Feed

The Fringe Feed is a new feature on our website amalgamating media reviews, Member reviews and our news tab into a one stop place for audiences to browse, rate and select tickets. The Fringe Feed will be live from early February.

How to Submit Reviews

We have created a new portal where you login to upload your reviews. This portal will allow our team to track the submission of reviews and ensure that all media tickets requested have a published review.

Your review will be pulled directly onto the Adelaide Fringe website and appear on our new 'Fringe Feed' page and if approved by artists, it will appear on their event web listing. Both the event listing feature and the Fringe Feed will include a URL to the full review on your publications online platform.

Changes to Media Ticket Allocation

Due to the impacts of COVID, venue capacity limits and in an effort to not take seats away from artists and venues, Media will be able to select **1 complimentary ticket per event**. We will still issue 2 complimentary tickets for Children's events for parents/guardians to accompany children.

If you need to request a second ticket for extenuating circumstances for an event you are attending, you may send a written request to mediaticketing@adelaidefringe.com.au, please note that this request will be evaluated by our media ticketing team and in consultation with the artist and that not all requests for secondary tickets will be approved.

Non Attendance

The effect of this reduced capacity means that this year more than ever your unwanted seat is vital to the success of an artist's Fringe season. If you are issued a Media ticket, we ask that you attend the event or let us know no later than 48 hours prior to an event that you cannot attend so that we can place the ticket back on sale. Failure to do so may result in your accreditation being revoked. For contact tracing purposes, if you are the person to book the Media ticket, you must be the person to attend the performance.

Digital Events

This year we have increased the amount of digital events, which are available online and viewable from the comfort of your own home! You may wish to add these to your list of shows to review.

Media Passes

You have the option to order a Media Pass through your accreditation application form. This will be available to pick up from FringeWORKS if your application has been approved and you have made a successful reservation for tickets. Passes won't be available unless you have opted in. Passes do not admit you into events, you must have a ticket. Please do not request this access as refusal by venue staff may offend.

In the past, your Media Pass has admitted you and a guest into the Fringe Club. In 2021, Adelaide Fringe will be putting our efforts behind revitalising the hospitality industry in South Australia by supporting the existing bars, restaurants and venues operating during Fringe and will not be hosting a Fringe Club.

FringeWORKS

FringeWORKS will be open during the festival and you will be able to collect your Media Pass and if required, collect printed tickets. In 2021, we are strongly encouraging the use of e-tickets and discourage the printing and collection of hardcopy tickets. More details to come about opening times and locations.