Attraction Management Software and Mobile App
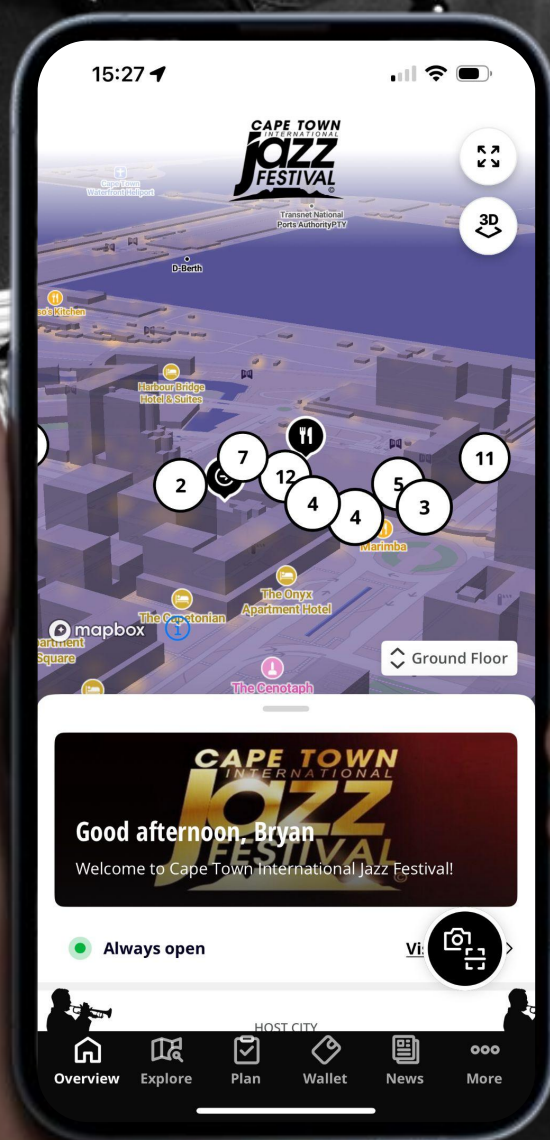
n-gage.io®

A CASE STUDY FOR
MUSIC FESTIVALS
& EVENTS

Cape Town International Jazz Festival
Experience

PAGE
Four

The challenge facing the festival organisers

August Edition

FOREWORD

As part of a bold new post-COVID strategy and in line with its commitment to innovation and excellence, Cape Town International Jazz Festival (CTIJF), turned to n-gage.io to digitally transform the way fans experience the festival before, during and after the event.

The partnership marked a major milestone for both parties: it was n-gage.io's first deployment in the African market, and its first festival deployment worldwide.

Bryan Hoare
Founder and CEO
n-gage.io

n-gage.io®

This case study examines how digital technology can reshape the festival and experience, offering actionable strategies to create meaningful connections with guests, optimise festival operations, and generate new revenue streams.

Overview

Celebrating its 21st edition in 2024, the Cape Town International Jazz Festival (CTIJF) has long held the title of "Africa's Grandest Gathering," attracting tens of thousands of local and international fans—known affectionately as Festinos—to the heart of Cape Town.

Organised by espAfrika, the two-day music festival is a vibrant celebration of jazz and jazz-related genres, showcasing an eclectic mix of global legends, emerging local talent, and genre-defying artists across multiple stages.

As part of a bold new post-COVID strategy and in line with its commitment to innovation and excellence, CTIJF turned to n-gage.io to digitally transform the way fans experience the festival before, during and after the event.

The partnership marked a major milestone for both parties: it was n-gage.io's first deployment in the African market, and its first festival deployment worldwide.

With a fully customisable mobile app and a powerful attraction management platform, CTIJF is now engaging fans more deeply than ever—on-site and around the globe—while delivering enhanced value to sponsors and gaining crucial insights into audience behaviour.

The Challenge

As CTIJF looked ahead to its return following pandemic-related disruption, espAfrika identified several opportunities to reinvent the festival experience through digital transformation:

- Replacing outdated communication methods with real-time audience engagement tools

- Introducing digital ticketing for the first time in the festival's history

- Supporting visitors with interactive site navigation and performance schedules

- Providing artist information, media, and soundtrack integration in-app

- Increasing value for sponsors through real-time activations and analytics

- Building a year-round engagement channel for Festinos and partners alike

- Collecting detailed behavioural insights to inform future programming and improve ROI

With a global audience, high expectations, and a complex multi-stage event, CTIJF needed a flexible platform that could adapt in real time, support sponsor activations, and deliver meaningful content to fans, wherever they were.

NINA HOLTAN

The Solution

espAfrika deployed n-gage.io's Software as a Service (SaaS) platform ahead of the 2024 festival, incorporating a branded mobile app and advanced attraction management software into CTIJFs digital infrastructure.

The app allowed fans to immerse themselves in the festival, from planning their visit to exploring the artist line-up, receiving stage alerts, and engaging with sponsor content—all in real-time. The operator system gave festival teams complete control over messaging, performance scheduling, interaction zones, and data collection. Key features included:
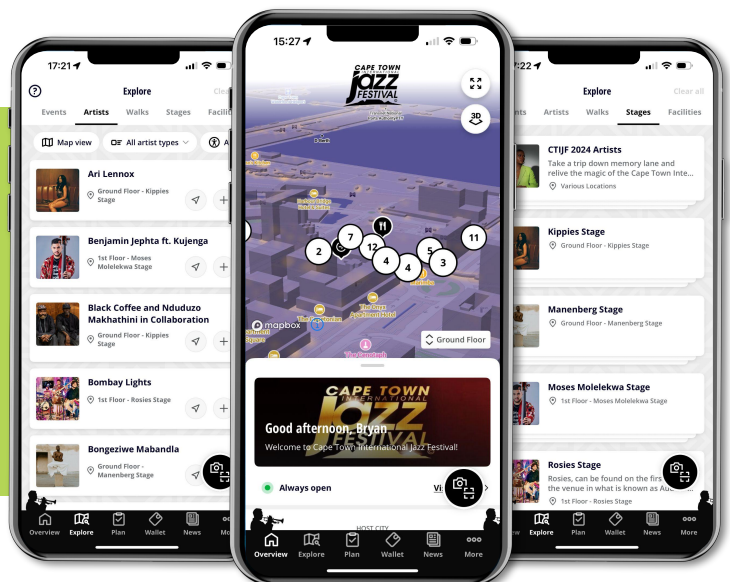
In-App Push Notifications

Real-time alerts for upcoming performances, special offers, and sponsor activations ensured fans never missed a moment.

Artist Profiles & Soundtracks

Integrated artist bios, media content, and sample tracks enriched fan discovery and enhanced pre-event buzz.

Sponsor Engagement

Sponsors used triggered notifications to drive interaction, distribute rewards, and generate live data on engagement.

Fans use the CTIJF app to explore the festival via an interactive map, and receive real-time updates on performances and alerts

Custom-Branded Mobile App

Fans use the CTIJF app to explore the festival via an intuitive map, receive real-time updates on performance times and alerts, access rich content, and store digital tickets. The app incorporates both GPS and Beacon-based navigation.

Performance Schedules & Personalised Itineraries

Guests could explore artists by genre, time slot, or stage and build their own personalised festival plans.
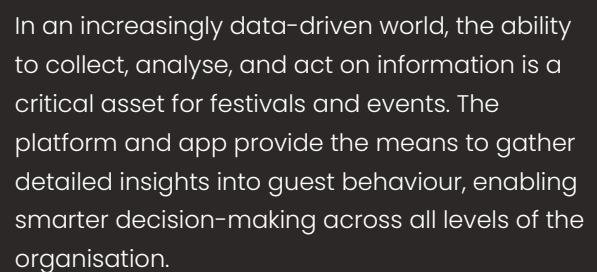
Data Insights & Behavioural Analytics

Festival teams gained visibility into crowd movement, most-visited stages, popular artist content, and dwell times.

Year-Round Content & Updates

The app continued to act as a communication channel for fans long after the main event—building loyalty and anticipation for the next festival.

n-gage.io

Real-time alerts for upcoming performances, special offers, and sponsor activations ensured fans never missed a moment.

In an increasingly data-driven world, the ability to collect, analyse, and act on information is a critical asset for festivals and events. The platform and app provide the means to gather detailed insights into guest behaviour, enabling smarter decision-making across all levels of the organisation.

Implementation and Launch

The rollout of the platform was timed to coincide with the return of CTIJF in February 2024, following a multi-year hiatus due to the pandemic. The implementation included staff training, content integration, performance scheduling, and sponsor onboarding ensuring all stakeholders were aligned in delivering a digitally enhanced festival.

Key results to date included:

- Thousands of downloads across mobile platforms

- 52% email subscription opt-in rate, expanding CTIJFs CRM audience

Integrated artist bios, media content, and sample tracks enriched fan discovery and enhanced pre-event buzz.

- 54,000 push notifications sent, connecting fans with artists, updates, and offers in real time

- Strong engagement across both on-site and remote audiences

- App continued to be used across the 2025 festival with ongoing plans to utilise in 2026.
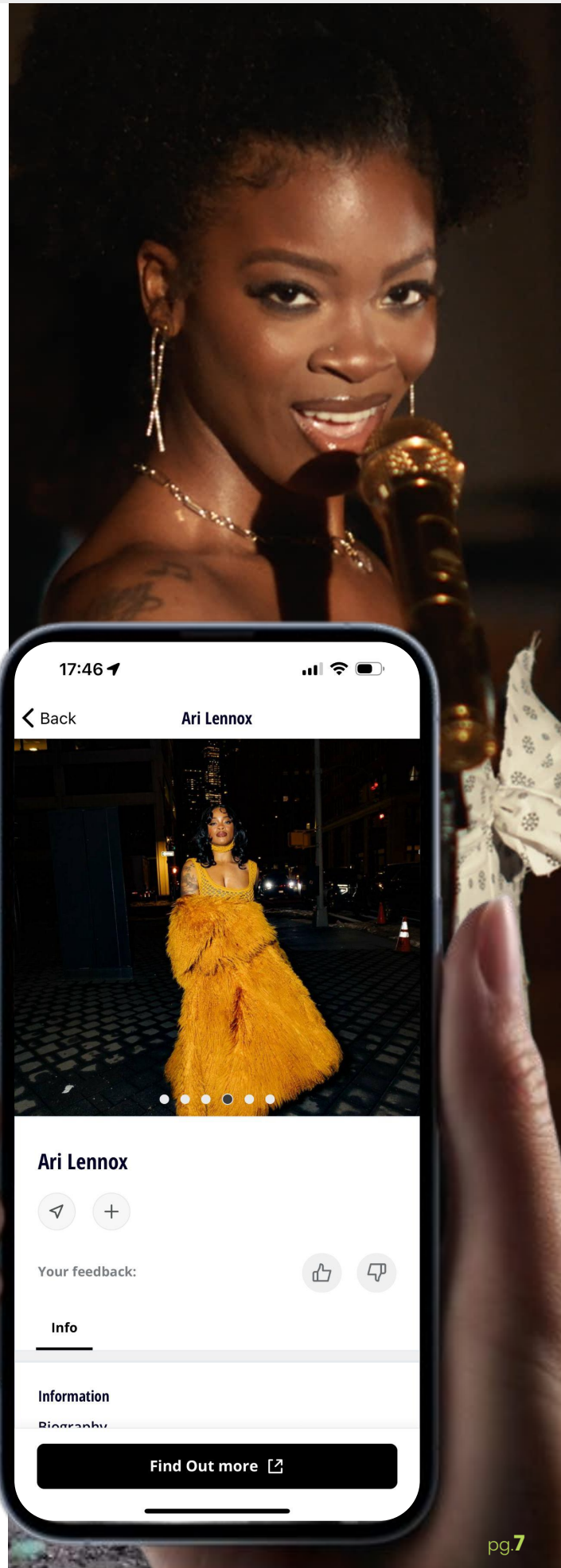
Key Outcomes

Since implementing n-gage.io, the Cape Town International Jazz Festival has seen tangible improvements in both the audience experience and the festival's operational effectiveness.

- Stronger audience engagement with push notifications, artist profiles, and personalised itineraries helped fans stay connected to the event and discover more performances and content.

- Year-round interaction as the app extended the life of the festival beyond the event weekend, offering a direct communication channel for updates, artist announcements, and ticket promotions.

- Sponsor visibility & ROI with beacon triggered engagement zones allowed sponsors to reach festival goers at key locations, track interactions, and offer exclusive incentives in real time.

- Improved on-site navigation with interactive maps and GPS features reduced confusion, supported crowd flow, and allowed guests to navigate between stages, food vendors and facilities more easily.

- Insightful audience data including data on stage popularity, dwell times, and message engagement allowed organisers to make better decisions about future programming, layout, and scheduling.

- Increased email engagement with a 52% email opt-in rate, the festival grew its direct marketing database—boosting the impact of future communications and sponsorship offers.

- Reduced print dependency as digital schedules, artist information, and wayfinding tools reduced the need for printed materials, supporting sustainability and simplifying updates.

Client Testimonial

The organisers of Cape Town Jazz Festival praised the value and results of the partnership:

"We're excited to be partnering with n-gage.io whose highly customisable platform and mobile app allows us to digitally transform the festival experience, pre, during and post the event for our fans as well as our sponsors and partners."

"It's now possible to convey incredible content and interact with our fans in a way that suits them through a personalised experience made possible by next level data insights."

"When it comes to the festival itself, we're really adding value to sponsors utilising the platform's marketing tools to trigger reaction and engagement in real time, which makes it fun for our Festinos, rewards them and provides exceptional feedback to the sponsor."

"It's a great opportunity for us and we look forward to engaging with our fans throughout this year and beyond as we gear up for a fantastic homecoming in 2025."

----- HOST CITY -----   ----- OFFICIAL MEDIA PARTNERS -----   ----- OFFICIAL SUPPORTER -----

-------------------- IN ASSOCIATION --------------------

Why It Matters for Festival & Event Organisers

CTIJF's success demonstrates the power of n-gage.io to help festivals and live events:

- Engage audiences before, during and after the event through branded app with year-round content
- Enhance the on-site experience with real-time navigation, alerts, and artist information
- Deliver measurable ROI to sponsors through triggered interactions and analytics
- Create personalised guest journeys with tailored messaging and push notifications
- Collect and use data to refine programming, improve layout, and increase loyalty
- Reduce reliance on printed schedules and signage—supporting environmental goals

Whether you manage a multi-day music festival, cultural event, or live experience series, n-gage.io provides a proven solution to enhance guest satisfaction, drive engagement, and unlock valuable commercial opportunities.

Conclusion

Through its partnership with n-gage.io, the Cape Town International Jazz Festival has successfully reimagined what a digitally empowered festival can be. From real-time alerts to personalised itineraries and live sponsor engagement, the platform has elevated the Festino experience while opening up new channels of communication, insight and innovation for organisers and partners alike.

As the festival continues to grow in size, ambition, and global appeal, n-gage.io will remain a key part of its digital evolution—delivering world-class technology for one of the world's most celebrated live music gatherings.

Next Steps

To discover how n-gage.io can help your festival or event embrace digital transformation, book a discovery call or request a demo today at www.n-gage.io.

FEATURES

All-in-one, attraction management software & highly customisable mobile app for festivals and events.

Just some of our key features:

Digital Ticketing & Memberships

Reduce entry congestion with tickets & passes displayed in-app.

Interactive Maps & Wayfinding

Help audiences find their way around your festival site to points of interest or facilities.

Messaging & Notifications

Segment audiences to send personalised messages, offers & notifications.

Trigger Activations

Use the powerful trigger system combined with beacons and QR codes.

Day Planning with Reminders

Performance times with reminders, navigation & wayfinding tools.

Interactive Content

Create interactive & engaging content using text imagery, audio and video.

Corporate Sponsorships

Enhance corporate sponsorships with in-app offers and promotions..

Targeted Promotions

Use insights data for highly targeted promotions based on audience dwell time.

Audience Insights

Gain valuable insights into audience behavior, to help plan operations.

Capture Their Day

Create fun interactions using customisable photo frames to share on social.

Order & Pay Functionality

Use our order and pay integrations to place food orders through the app.

Promote Sustainability

Using a mobile app helps improve sustainability, and reduce paper.

**Attraction Management Software
and Mobile App**

n-gage.io®

CONTACT

For more information about how n-gage.io can help your **festival or event to enhance the guest the experience, gain valuable insights and drive revenue growth,** request a free demo of the all in-one attraction management software and guest mobile app at:

www.n-gage.io/request-a-demo

Or simply scan below

CAPE TOWN INTERNATIONAL JAZZ FESTIVAL©

www.n-gage.io