

What's new on Zoom: A paid ticketing tool called OnZoom

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Zoom, the video meeting service, is adding tools to sell tickets to online classes, concerts and the like on a new offshoot it calls OnZoom.

Requirements: You'll need a paid Zoom account to qualify for the tools, which accept payment through the PayPal platform. Users with a paid or

free account can watch.

Zoom, which is staging the virtual "Zoomtopia" user conference on Wednesday, says its adding event discovery and monetization features to "simplify how you adapt traditionally in-person events, free or paid, into engaging online experiences."

Teachers and performers who sell tickets to their Zoom sessions have usually gone to third-party vendors like Eventbrite for ticket sales, or asked for virtual tip jars at platforms like PayPal.

Payment plans on Zoom dictate how many people can attend. Rates start at \$15 monthly for up to 100 people.

Classes available on the OnZoom website so far include classical music lessons, art, photography and exercise classes.

Additionally, Zoom also announced that it was bringing apps (called Zapps) to the Zoom experience, with companies like Dropbox, Box and Salesforce adding to the meeting experience with sales tools, downloads and shared documents.

Zoom says the apps "help improve productivity and create more engaging experiences. No more switching between multiple applications on your desktop. Now you can quickly navigate to apps within the Zoom interface to streamline permissions, grant document accessibility, and collaborate on screen."

As an example, Zoom said the Dropbox Zapp could be used to share a document, or the Asana Zapp could do status updates on your team projects. At Zoomtopia, Thrive Global CEO Ariana Huffington showed her app, to alive stress "in real time." Using photos of beach scenes, weddings, moms with babies and other calming images, meeting

members are urged to "inhale and exhale."

Zapps will be coming to Zoom by the end of the year, and free and paid users will have access.

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