



FOR IMMEDIATE RELEASE
December 5, 2007

NEWS RELEASE
YEAR END REVIEW

2007 STUBHUB CONCERT TICKET ANNUAL REPORT

2007 StubHub Concert Ticket Sales Exceed \$100 Million Fans Buy and Sell Tickets for close to 11,000 Concerts via StubHub Increased Listings Result in Lower Average Ticket Prices

SAN FRANCISCO, Calif. – Dec. 5, 2007 – StubHub, the fan’s ticket marketplace, is pleased to release its second annual concert ticket report on sales activity across music events during 2007 at the world’s largest ticket marketplace. The information in the report reveals some interesting trends and information from the year in secondary concert ticket sales. Data includes the top grossing tours and those with the highest average ticket price in 2007 along with interesting year over year tour comparisons and pricing trends.

“As the leader in the secondary ticket market, StubHub’s sales data is an excellent barometer of the secondary demand for the most popular touring acts. We feel it’s valuable to provide insight into the increasing popularity among fans who utilize StubHub and other secondary resources to buy concert tickets,” said Chuck LaVallee, Head of Music Business Development for StubHub. “We hope the information provided in the report can be useful to those who follow the business of the music industry.”

StubHub Key Concert Ticket Stats for 2007 (as of 12/1/07):

- The average price of concert tickets sold through StubHub in 2007 was \$117. That price **DECREASED** \$28 per ticket when compared to average prices in 2006 (\$145).
- The drop in average ticket prices has increased YOY, average ticket prices declined 19% in 2007, compared to 12% in 2006.
- Concert tickets was the fastest growing category on StubHub with sales surpassing well over \$100 million to date.
- Gross sales of concert tickets on www.stubhub.com **INCREASED** over 91% in 2007.
- The Hannah Montana “Best of Both Worlds” tour was the highest grossing tour in 2007, *and* in the history of StubHub, based on dollar volume. Her tour’s sales surpassed legendary acts like Van Halen, Bruce Springsteen and The Police.
- The Hannah Montana “Best of Both Worlds” tour is the first concert tour to surpass the \$10 million mark in gross sales on StubHub.
- The Police reunion tour sold the most actual tickets (over 44,000) for a concert series on StubHub.
- Celine Dion’s Las Vegas tour topped the average ticket price category at a whopping \$352 per show.* (For shows selling over 3,000 total tickets)
- For the second consecutive year, six of StubHub’s Top 10 Selling Tours of 2007 also toured in 1986 or prior (The Police, Bruce Springsteen, Van Halen, Jimmy Buffett, Bon Jovi, Genesis)

Link to 2006 Report:

https://www.stubhub.com/sites/corpsite/?gsec=news&gact=press&article_id=3482

Top 10 Selling Tours of 2007
(Based on total dollar volume of tickets sold)

1. Hannah Montana
2. The Police
3. Bruce Springsteen
4. Van Halen
5. Justin Timberlake
6. Kenny Chesney
7. Jimmy Buffett
8. Dave Matthews Band
9. Bon Jovi
10. Genesis

Highest Average Tour Ticket Prices
(For tours that sold over 3,000 total tickets)

1. Celine Dion - \$347
2. Elton John - \$260
3. Hannah Montana - \$257
4. Eric Clapton - \$253
5. Bon Jovi - \$239
6. Bruce Springsteen - \$226
7. Van Halen - \$217
8. Genesis - \$210
9. The Police - \$209
10. Michael Buble - \$195

StubHub's Million Dollar Tours of 2007:

The tours listed below were the highest grossing overall on StubHub in 2007, all surpassing the \$1,000,000 mark in total ticket sales: (ranked in order of highest gross). 25 tours cleared the \$1,000,000 mark as compared with 17 in 2006.

<u>Artist</u>	<u>Tour</u>	<u>Average Tour Ticket Price</u>	<u>North American Dates</u>
Hannah Montana	Best of Both Worlds Tour	\$258	55
The Police	Reunion Tour	\$209	53
Bruce Springsteen and The E Street Band	2007 Tour	\$226	43
Van Halen	Reunion Tour	\$217	45
Justin Timberlake	Futuresex/Loveshow Tour	\$182	62
Kenny Chesney		\$161	59
Jimmy Buffett	Bama Breeze Tour	\$136	25
Bon Jovi	On The Road Tour	\$238	53
Dave Matthews Band	2007 Summer Tour	\$138	38
Genesis	Turn It On Again Tour	\$210	25
Faith Hill and Tim McGraw	Soul2Soul Tour		44
	Love, Pain & The Whole Crazy Thing Tour	\$131	
Keith Urban			59
John Mayer	Continuum Summer Tour	\$133	77
Rush	Snakes & Arrows Tour	\$182	49
Stevie Wonder	A Wonder Summer's Night Tour	\$186	35
Rascal Flatts	Me And My Gang Tour	\$143	67
Josh Groban	Awake Tour	\$182	57
Tool	Spring 2007	\$122	79
Christina Aguilera and The Pussycat Dolls and Danity Kane	Back to Basics Tour		42
Eric Clapton	2007 World Tour	\$253	28
	The Dark Side Of The Moon Live Tour	\$180	
Roger Waters			27
Billy Joel	Billy Joel 2007 Tour	\$178	34
Rod Stewart	Still The Same Tour	\$192	69
Celine Dion	A New Day Las Vegas Tour	\$343	166
Michael Buble	2007 Tour	\$195	58

\$100 Average Ticket Price Benchmarks Established Success

In the seven years of monitoring average ticket prices on its marketplace, StubHub has recognized a consistent trend with respect to the market value of tickets for acts in the secondary market. Typically, the \$100 average price point (or greater) applies to acts with a substantially large national following. The \$100 mark serves as a true differentiator between the established superstar live acts and the rest of the industry. Artists commanding over \$150 per ticket on average are typically the veteran legacy acts who have built up multiple generations of fans and generally do not come from the contemporary music landscape. However, 2007 brought a notable exception of teenage phenom Miley Cyrus, a.k.a Hannah Montana, who has cultivated an enormous fan base through her popular Disney TV show and other interactive media channels. Most new artists who are still growing their fan bases will see average ticket prices trade for under \$100 in the open market. StubHub has gathered the top 10 grossing concert acts for 2007 in three pricing levels (Rising Stars) under \$100, (Shining Stars) between \$100 and \$150, and (Super Stars) over \$150:

Super Stars Over \$150	
Genre	Per Tix Avg.
Hannah Montana	\$258
Eric Clapton	\$253
Bon Jovi	\$239
Bruce Springsteen	\$226
Van Halen	\$217
Genesis	\$210
The Police	\$209
Justin Timberlake	\$182
Soul 2 Soul Tour Featuring Faith Hill and Tim McGraw	\$173
Kenny Chesney	\$161
Shining Stars Over \$100	
Genre	Per Tix Avg.
Bob Seger	\$149
Rascal Flatts	\$143
Gwen Stefani	\$142
Dave Matthews Band	\$138
Jimmy Buffett	\$136
John Mayer	\$133
Keith Urban	\$131
Nickelback	\$125
Tool	\$122
Incubus	\$105
Rising Stars Under \$100	
Genre	Per Tix Avg.
Dispatch **	\$97
Arcade Fire	\$94
Beastie Boys **	\$91
Killers	\$87
The Fray	\$86
Cheetah Girls	\$86
Smashing Pumpkins **	\$83
Fall Out Boy	\$81
Daughtry	\$78
Snow Patrol	\$77

* Rankings based on 2007 tours with a minimum of 20 dates and at least 1,000 total tickets sold via www.stubhub.com

**Some exceptions do exist within the "Rising Stars" section. These acts have some well established fan bases and legacies though their average ticket selling prices did not reflect a typical pricing trend on StubHub in 2007.

Twice is Nice for Top Acts

The table below tracks top touring acts that were on the road in both 2006 and 2007 and compares actual tickets sold, total gross dollar sales as well as the average price paid by StubHub buyers. In most every instance, tours more than doubled their actual tickets sold and total gross dollars proving the constant fan demand for these acts and adoption of StubHub as a destination of choice for ticket buyers.

2007 vs. 2006 Top Tours – Comparisons

Genre	# Actual Tickets Sold Increase/Decrease	Total Gross Sales	Average Price	# Tour Stops
Kenny Chesney '07	+ 214%	+ 233%	\$162	59
Kenny Chesney '06			\$149	65
Dave Matthews Band '07	+ 62%	+ 77%	\$147	38
Dave Matthews Band '06			\$135	57
Tool '07	+ 42%	+ 29%	\$120	76
Tool '06			\$155	52
Jimmy Buffett '07	+ 30%	+ 34%	\$136	25
Jimmy Buffett '06			\$132	27

About StubHub

StubHub is the world's largest ticket marketplace, enabling fans to buy and sell tickets at fair market value to a vast selection of sporting, concert, theater and other live entertainment events, even those that are "sold out." StubHub reinvented the ticket resale market in 2000 and continues to lead through innovation. The company's unique open marketplace, dedicated solely to tickets, provides all fans the choice to buy or sell their tickets in a safe, convenient, and highly reliable environment. All transactions are processed and delivered via StubHub's patent-pending FanNetworkSM ticket delivery service, supported by seven-day toll free customer service at 1-866-STUBHUB, and backed by an industry-first FanProtectTMGuarantee. Company partners include MLB.com and over 30 teams in the NFL, NBA, NHL and NCAA along with numerous media companies including AOL and CBS.

StubHub is an eBay company (NASDAQ: EBAY). For more information on StubHub, visit www.stubhub.com

###

Media Contacts:

Vanessa Daniele
Corporate Communications, StubHub
(415) 222-8636
vdaniele@stubhub.com

Sean Pate
Head of Corporate Communications, StubHub
(415) 222-8442
spate@stubhub.com