Super Bowl XLI - Tickets By The Numbers (as of 2/5):

- Super Bowl XLI is currently ranked **#1** on **StubHub's all-time best selling list**, based on total gross sales.

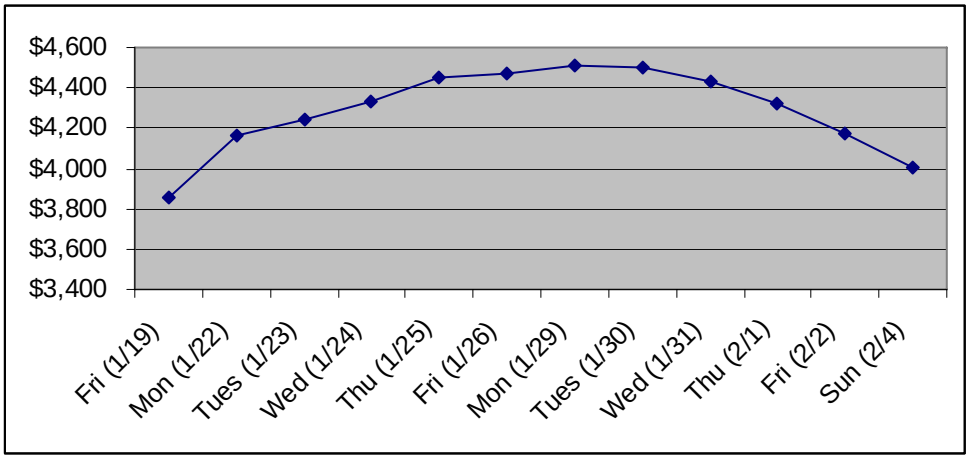
    1. **Super Bowl XLI (Bears – Colts) – Feb 4, 2007**
    2. 2007 BCS National Championship Game (Ohio State – Florida) – Jan 8, 2007
    3. NFC Championship Playoff Game (Saints – Bears) – Jan 21, 2007
    4. Super Bowl XL (Steelers – Seahawks) – Feb 5, 2006
    5. 2006 World Series: Game 1 (Cardinals – Tigers) – Oct 21, 2006

- The **average** ticket selling price for Super Bowl XLI in Miami: **$4004**

    - **Average** for Super Bowl XL (2/5/06 Steelers-Seahawks): **$3009**
    - **Average** for Super Bowl XXXIX (2/6/05 Eagles-Patriots): **$2659**
    - **Average** for Super Bowl XXXVIII (2/1/04 Patriots-Panthers): **$2290**
    - **Average** for Super Bowl XXXVII (1/26/03 Raiders-Buccaneers): **$2767**

- StubHub serves as the **Official Ticket Marketplace** for the Chicago Bears and Indianapolis Colts

- The **average** ticket selling price for Super Bowl XLI steadily increased for a week after the two teams were determined. Prices finally started to come down **five days before** the game, and **continued to drop**:



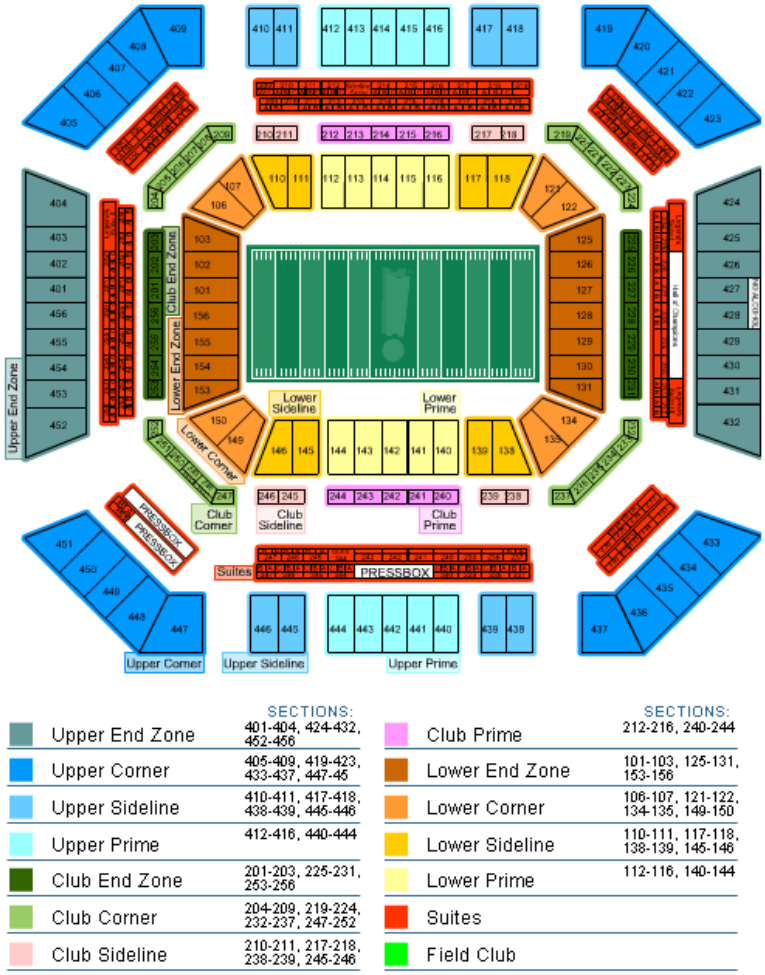
- Tickets for Super Bowl XLI sold for in the range of **$1500** to **$10,287**

    - The **least expensive** ticket was **$1500** for a seat in the **Upper Corner**
        - The buyer from Chicago, Illinois purchased one ticket one hour before the game started.
    - The **most expensive** ticket was **$10,287** in the **Club Prime Midfield**
        - The buyer from Lake Forest, Illinois (30 miles from Chicago) purchased six of these tickets a week prior to the game.

    - Tickets for Super Bowl XL last year sold in the range of $1501 - $6858

- The $10,287 Super Bowl XLI ticket is currently the **most expensive single ticket** sold in **StubHub's history** (luxury suites excluded).

- The average ticket selling price varied per location within Dolphin Stadium:



Average ticket selling prices

Upper End Zone:	$2937
Upper Corner:	$2972
Upper Sideline:	$3184
Upper Prime:	$4167
Club End Zone:	$4155
Club Corner:	$4590
Club Sideline:	$5904
Club Prime:	$8415
Lower End Zone:	$3971
Lower Corner:	$4204
Lower Sideline:	$5236
Lower Prime:	$7224
Suites:	N/A
Field Club:	$4636

- Buyers from **36** states purchased tickets to the Super Bowl. **35%** traveled from Illinois presumably to support their NFC Champion Bears and **10%** came from Indiana to rally for their AFC Champion Colts. **11%** were local buyers from Florida. The top 5 in order were:

  - Illinois – 35%
  - Florida – 11%
  - Indiana – 10%
  - California – 6%
  - New York – 6%

- The last time the Bears were in the Super Bowl was in 1986 (Super Bowl XX), when they defeated the New England Patriots following the1985 regular season.

  - **$75** – the face value of a **Super Bowl XX** ticket at the New Orleans Superdome

- The last time the Colts were in the Super Bowl was in 1971 (Super Bowl V), when they (as the Baltimore Colts) defeated the Dallas Cowboys following the1970 regular season.

  - **$15** – the face value of a **Super Bowl V** ticket at the Orange Bowl in Miami

- The last time the Super Bowl was in Miami was in 1999 (Super Bowl XXXIII), when the Denver Broncos defeated the Atlanta Falcons following the 1998 regular season.
    - **$325** – the face value of a **Super Bowl XXIV** ticket at Pro Player Stadium in Miami
- **All-inclusive Super Bowl XLI** packages are were available on StubHub for **$5385 - $8945**

The Road to the Super Bowl

- The **average** ticket selling price for the **NFC Championship Game**, New Orleans Saints vs. Chicago Bears, was **$632**
    - Saints-Bears currently stands as the **third-best selling event in StubHub history**, based on total gross sales (#1 2007 BCS National Championship Game – Ohio State-Florida)
    - It is also the **best selling Chicago event in StubHub history**
    - **40%** of the buyers were from Illinois and **27%** presumably traveled from Louisiana
    - The range of tickets sold was **$220 - $4000**
- The **average** ticket selling price for the **AFC Championship Game**, New England Patriots vs. Indianapolis Colts, was **$469**
    - Patriots-Colts is currently ranked **#15** on StubHub's all-time best selling list, based on total gross sales
    - It is also the **best selling Indianapolis event in StubHub history**
    - **49%** of the buyers were from Indiana and **6%** presumably traveled from Massachusetts
    - The range of tickets sold was **$141 - $2000**
- **StubHub 2006 NFL Playoff Games**
  *Ranked in order of Total Gross dollars transacted per event

Event Name	Date	Avg. Price
Super Bowl XLI - Chicago Bears vs. Indianapolis Colts	4-Feb	$ 4004
NFC Championship Game: New Orleans Saints at Chicago Bears	21-Jan	$ 632
AFC Divisional Playoff Game: New England Patriots at San Diego Chargers	14-Jan	$ 324
AFC Championship Game: New England Patriots at Indianapolis Colts	21-Jan	$ 469
NFC Divisional Playoff Game: Seattle Seahawks at Chicago Bears	14-Jan	$ 361
NFC Divisional Playoff Game: Philadelphia Eagles at New Orleans Saints	13-Jan	$ 353
NFC - Wild Card: New York Giants at Philadelphia Eagles	7-Jan	$ 306
AFC - Wild Card Game: New York Jets at New England Patriots	7-Jan	$ 231
AFC Divisional Playoff Game: Indianapolis Colts at Baltimore Ravens	13-Jan	$ 387
NFC - Wild Card Game: Dallas Cowboys at Seattle Seahawks	6-Jan	$ 160
AFC - Wild Card Game: Kansas City Chiefs at Indianapolis Colts	6-Jan	$ 155

What is StubHub?
StubHub is an online ticket marketplace where anyone can buy or sell any ticket to any event.

How is StubHub different from a ticket broker?
StubHub is an online marketplace. The company neither buys nor sells tickets. Instead, it serves as an online destination where buyers and sellers can purchase or offer tickets for sale in a managed environment. Similar to the role of the NASDAQ in the stock market StubHub's marketplace show's the fair-market value of tickets based on the widest amount of inventory at fixed prices rather than auction.

How much does it cost to use StubHub?
Nothing. It is free to list tickets for sale, and to search for tickets to buy on StubHub. On each completed transaction, the buyer pays a 10% transaction fee, and sellers are charged a 15% transaction fee. On the sale of a $100 ticket, the buyer would pay $110. The seller would net $85.

Tickets available on StubHub

- Fans can buy seats on StubHub.com or calling 866-StubHub even on the day of the game. They'll be directed in their confirmation message to our pickup location near the stadium where they will receive their tickets. Tix are available 2 hrs prior to game time.

- All transactions at StubHub 100% guaranteed

Ticket Buying Safety Tips:

StubHub reminds people to take extra care and to avoid being ripped off when buying resold tickets and offers the following pointers on how fans can avoid getting scammed when purchasing tickets over the web.

1. ***Use a trusted site/location -*** *Make sure to buy from a company with a rock solid reputation for service. (You take your chances buying from someone you meet via Craigslist.)*
2. ***Insist on Guarantee -*** *To be 100% sure you'll get your tickets and your money is safe; go to a site like StubHub which guarantees ticket quality, secure transactions and on time delivery. Tickets are worthless if they arrive late.*
3. ***Customer Service is Key -*** *Make sure any online site has a clearly visible Customer Service number so that you can easily contact a representative directly with any issues or assistance with your purchase.*
4. ***Beware of below market prices -*** *Be wary of any deals that sound or look too good to be true. They usually are.*
5. ***Don't negotiate a deal on the street -*** *The risks of buying tickets from street scalpers are many, counterfeit tickets can be prevalent and once cash is handed over it's gone. Plus, selection is limited and pricing is not easily compared to other sellers*
6. ***Always use a credit card -*** *credit cards have built in securities against fraud. Cash money and wire transfers should never be used unless you know the seller personally*

StubHub offers protection that online auction sites don't. Every transaction is tracked, with registered sellers charged for tickets not delivered so buyers are guaranteed a ticket purchase, even if from another source.

All transactions in the StubHub marketplace are covered by the StubHub FanProtect(SM) Guarantee.
All tickets purchased on the StubHub marketplace are covered by the StubHub FanProtect(SM) Guarantee. This guarantee gives buyers the right to contest their purchase if they feel it has been compromised by issues regarding the tickets' shipment, validity, or even receipt. In the unlikely event there is an issue, StubHub will replace the tickets with comparable or better tickets, or if not possible, refund the buyer's payment in full.