



## Tourney Ticket Recap:

### Final Four in Atlanta:

Event	Avg	High	Low
Championship	\$466	\$3890	\$62
Semifinals	\$402	\$3429	\$175
Full Session Strip	\$840	\$7250	\$100
<b>Final Four games</b>	<b>\$578</b>	<b>\$7250</b>	<b>\$62</b>

### Regionals: \*

(ranked by total gross sales)

Site	Avg	High	Low
East Rutherford	\$414	\$2778	\$75
San Antonio	\$256	\$2969	\$80
San Jose	\$345	\$1412	\$87
St. Louis	\$132	\$1725	\$9
<b>All sites</b>	<b>\$284</b>	<b>\$2969</b>	<b>\$9</b>

### First and Second Rounds: \*

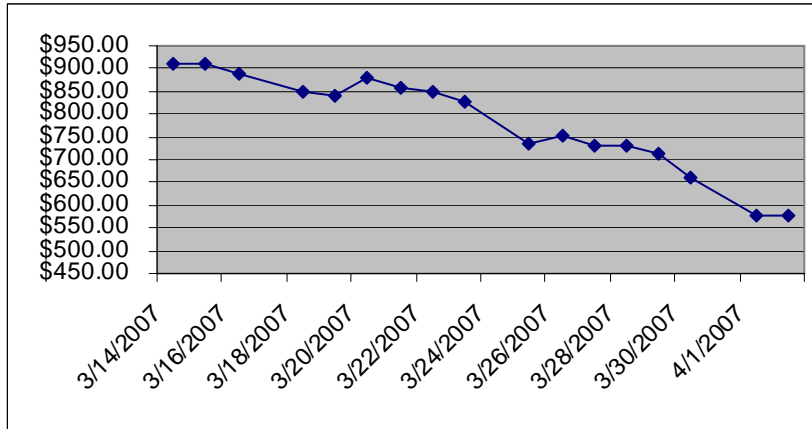
(ranked by total gross sales)

Site	Avg	High	Low
Chicago	\$210	\$1412	\$28
Winston Salem	\$165	\$1295	\$9
Lexington	\$166	\$1001	\$55
Sacramento	\$228	\$1412	\$45
New Orleans	\$121	\$694	\$18
Buffalo	\$163	\$883	\$23
Spokane	\$244	\$1589	\$59
Columbus	\$276	\$1499	\$57
<b>All sites</b>	<b>\$185</b>	<b>\$1589</b>	<b>\$9</b>

\* Prices for Regionals and First/Second Round sites include Full Session Strips and tickets for Individual Sessions

## FINAL FOUR BREAKDOWN

- The **average** ticket selling price for the Championship Game between Florida and Ohio State was **\$466**, with a range of **\$62 - \$3890**
  - Ticket sales for this year's Championship Game **nearly quadrupled** that of last year, based on total gross sales.
  - The **most expensive ticket** sold for the Championship Game was **\$3890**
    - The buyer from Raleigh, NC purchased two of these tickets last October
    - Ticket details: Section 105, Row 10
  - The **least expensive ticket** sold for the Championship Game was **\$62**
    - The buyer from Detroit, MI purchased two of these tickets nearly a month before the game
    - Ticket details: Section 302, Row 17
  - Buyers from **33 states** and **Washington D.C.** purchased tickets for the Championship Game. The top five states in order are:
    - **33%** Florida – **24%** Georgia – **5%** Texas – **5%** California – **4%** South Carolina
  - The average price for **last year's** Championship Game between Florida and UCLA was **\$425**, with a range of **\$36 - \$3143**
- The **average** ticket selling price for this year's Final Four games (Championship, Semifinals, and Full Session Strip combined) was **\$578**, with a range of **\$62 - \$7250**
  - Ticket sales for this year's Final Four games has **more than tripled** that of last year, based on total gross sales.
  - The **most expensive ticket** sold for the Final Four games was **\$7250** for a full-session strip
    - The buyer from Surgoinsville, TN (300 miles from Atlanta) purchased 2 of these tickets strips in December of last year
    - Ticket details: Section 124, Row 17
  - The **least expensive ticket** sold for the Final Four games was **\$62** for the Championship Game (as mentioned above)
  - Buyers from **45 states, Washington D.C.,** and **3 Canadian provinces** purchased tickets for the Final Four. The top five states in order are:
    - **25%** Florida – **23%** Georgia – **6%** California – **6%** Ohio – **4%** New York
  - The average ticket selling price for the Final Four games **consistently dropped** during the last two weeks, and then **leveled out** the last two days:



- The average price for **last year's** Final Four games was **\$615**

### REGIONALS BREAKDOWN

- The **average** ticket selling price for all Regionals sites was **\$284**, with a range of **\$9 - \$2969**
  - The average price for last year's Regionals sites was \$243
- Ticket sales for this year's Regionals sites sold **90% more than that of last year**, based on total gross sales.
- The **most expensive ticket** sold for the Regionals was **\$2969** for a San Antonio Regional Strip
  - The buyer from Austin, TX purchased 2 of these tickets the weekend of the Regionals
  - Ticket details: Section 101, Row BB
- The **least expensive ticket** sold for the Regionals was **\$9** for Session 2 (Florida-Oregon) in St. Louis
  - The buyer from Richmond Heights, MO (7 miles from St. Louis) purchased 7 of these tickets a few days before the game
  - Ticket details: Section Terrace 429, Row JJ
- Regionals buyer state breakdown per site:

Site	# of states	Top 3 states in order
East Rutherford	25	<b>37%</b> New York - <b>35%</b> New Jersey - <b>8%</b> Pennsylvania
San Antonio	32	<b>83%</b> Texas - <b>4%</b> Tennessee - <b>1%</b> Ohio
San Jose	26	<b>87%</b> California - <b>2%</b> Kansas - <b>1%</b> Colorado
St. Louis	35	<b>41%</b> Missouri - <b>21%</b> Illinois - <b>11%</b> Indiana

### FIRST AND SECOND ROUND BREAKDOWN

- The **average** ticket selling price for all First and Second Round sites was **\$185**, with a range of **\$9 - \$1589**
  - The average price for last year's First and Second Round sites was \$197
- Ticket sales for this year's First and Second Round sites sold **30% more** than that of last year, based on total gross sales.

### GENERAL TOURNEY DATA

- Ticket sales for this year's Tournament **nearly doubled** that of last year, based on total gross sales.
- The **most expensive ticket** sold for the entire Tournament to date was **\$7250** for a Final Four Strip (as mentioned above)
- The **least expensive ticket** sold for the entire Tournament to date has been **\$9** for Session 2 (Florida-Oregon) in St. Louis (as mentioned above)
- Buyers from **49 U.S. States** (no North Dakota), **Washington D.C.**, **Puerto Rico** and **7 Canadian Provinces** purchased tickets to the 2007 NCAA Tournament. The top five states in order are:
  - **12%** California - **11%** Illinois - **9%** Texas - **7%** New York - **6%** North Carolina

Fans can buy tickets for all tournament games until the tipoff that can be picked up at our **Last Minute Tickets** locations near the venues. This is communicated to buyers during the transaction process.

### **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

### **What is StubHub?**

StubHub is an online ticket marketplace where anybody can buy or sell any ticket to over 20,000 live events nationwide.

### **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 come together, similar to the role of the stock market. Ticket brokers buy tickets in advance at a low price and resell at a higher price for profit.

### **How much does it cost to use StubHub?**

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% fee and sellers are charged a 15% fee. On the sale of a \$100 ticket, the buyer would pay \$110. The seller would net \$85.

### **All transactions in the StubHub marketplace are covered by the StubHub FanProtect<sup>(SM)</sup> Guarantee.**

All tickets purchased on the StubHub marketplace are covered by the StubHub FanProtect<sup>(SM)</sup> 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.

### **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

**StubHub offers protection that other 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.

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