



## StubHub Ticket Data – BCS Championship Game Recap

- The 2008 BCS Title Game is currently the **best selling event** in StubHub history, based on dollar volume. Included below are the average ticket selling prices for each event:
  1. **2008 BCS National Championship Game (Ohio State - LSU) - \$1363**
  2. Super Bowl XLI - Chicago Bears vs. Indianapolis Colts - \$4004
  3. 2007 BCS National Championship Game (Ohio State - Florida) - \$1329
  4. 2007 World Series Game 3 (Red Sox at Rockies) - \$928
  5. 2007 World Series Game 4 (Red Sox at Rockies) - \$928
- The **average** ticket selling price was **\$1363**
  - The **most expensive** ticket sold to date was **\$4300** (Club Sideline – 45 yd). The buyer from Columbus, GA purchased four of these tickets during the first week of December 2007.
  - The **least expensive** ticket sold to date is **\$445** (Terrace End Zone). The buyer from La Place, LA bought two of these tickets an hour before kick-off
  - Additionally, a buyer from St. Petersburg, FL purchased a suite at the 50-yd line for **\$87,500**
- Buyers from **41 states** purchased tickets to the BCS Title Game. The top 5 in order:
  - LA (37%) – OH (13%) – TX (12%) – FL (5%) – GA (4%)
- Total dollar volume for this year's BCS title game alone on StubHub was **40% more** than the **combined sales for all four other BCS Bowl Games** this season

### Comparison to previous BCS Title Games

- The **average** ticket selling price for last year's BCS Championship Game (Ohio State - Florida) was **\$1329**, with a range of **\$686 - \$5000**
- Below are the **average** ticket selling prices from previous BCS Title Games:
  - 2006 Rose Bowl (USC-Texas) - **\$1175**
  - 2005 Orange Bowl (USC-Oklahoma) - **\$412**
  - 2004 Sugar Bowl (LSU-Oklahoma) - **\$712**

### Comparison to other BCS Bowl Games

- The **average** ticket selling prices to the other four BCS games are as follows:
  - Rose Bowl - **\$309**
  - Sugar Bowl - **\$238**
  - Fiesta Bowl - **\$161**
  - Orange Bowl - **\$137**

# # #