



**StubHub Ticket Sales Data Recap – 2008 NBA Finals**

Below are the **average** ticket selling prices for each team's home games for the NBA Finals:

Average		vs.	Average	
<sup>1</sup> Boston Celtics	<b>\$703</b>		<sup>1</sup> Los Angeles Lakers	<b>\$884</b>
Range: <b>\$140 - \$12,500</b>			Range: <b>\$149 - \$8824</b>	

- Series Breakdown - Below were the **average** ticket selling prices for each game:

**Celtics defeated the Lakers in 6 games**

Game 1	Thu, 6/5 Lakers @ <a href="#">Celtics</a>	<b>\$583</b>
Game 2	Sun, 6/8 Lakers @ <a href="#">Celtics</a>	<b>\$626</b>
Game 3	Tue, 6/10 Celtics @ <a href="#">Lakers</a>	<b>\$845</b>
Game 4	Thu, 6/12 <a href="#">Celtics</a> @ Lakers	<b>\$941</b>
Game 5	Sun, 6/15 Celtics @ <a href="#">Lakers</a>	<b>\$868</b>
Game 6	Tue, 6/17 Lakers @ <a href="#">Celtics</a>	<b>\$930</b>

- The **average** ticket selling price for the three games in Boston was **\$703**
  - The **most expensive** ticket sold was **\$12,500**.
    - Ticket details: Courtside 12, Row A – Game 6
    - The buyer from New York, NY bought two of these tickets the day before Game 6.
  - The **least expensive** ticket was **\$140**.
    - Ticket details: Balcony 307, Row 2 – Game 1
    - The buyer from West Hartford, CT bought two of these tickets over a month before the series.
- The **average** ticket selling price for the three games in LA was **\$884**
  - The **most expensive** ticket sold was **\$8824**.
    - Ticket details: Sec 101, Row A – Game 5
    - The buyer from Beverly Hills, CA bought two of these tickets a week before the game.
  - The **least expensive** ticket was **\$149**.
    - Ticket details: Upper Concourse 306, Row 2 – Game 3
    - The buyer from Moorpark, CA bought two of these tickets back in March.
- Tickets for this year's NBA Finals sold **over five times** that of the entire series last year, based on dollar volume. The averages and ranges from the 2007 NBA Finals:

Average		vs.	Average	
San Antonio Spurs	<b>\$311</b>		Cleveland Cavaliers	<b>\$366</b>
Range: <b>\$83 - \$3658</b>			Range: <b>\$55 - \$3000</b>	

- All six games of the series are the **best-selling NBA games in company history**, based on dollar volume.
- This year's **NBA Finals average**, compared to previous years:
  - 2008 – Lakers-Celtics: **\$773**
  - 2007 – Spurs-Cavaliers: \$344
  - 2006 – Mavericks-Heat: \$591
  - 2005 – Spurs-Pistons: \$281
- Below are the **average** ticket selling prices for some of the recent marquee sporting events:

#### Championships

Super Bowl XLII (Giants-Patriots) - **\$3540**  
 '08 NBA Finals (Lakers-Celtics) - **\$773**  
 '08 NHL Stanley Cup (Red Wings-Penguins) - **\$531**  
 '08 NCAAB Final Four - **\$655**  
 '08 BCS Champ (OSU-LSU) - **\$1363**  
 '07 World Series (Red Sox-Rockies) - **\$1036**

#### All-Star Games

'08 NFL Pro Bowl - **\$172**  
 '08 NBA All-Star Game - **\$609**  
 '08 NHL All-Star Game - **\$275**  
 '07 MLB All-Star Game - **\$740**

- **Risk-Free Advance Tickets:** Buy tickets today to guarantee seats if your team advances. If the playoff game is not played, you will receive a **full refund**.
- **Last-Minute Tickets:** Now you can buy tickets **right up to game time**. Just pick them up at our convenient local StubHub ticket location.

#### Ticket Buying Tips

1. **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
2. **Shop Online, But Be Smart** - 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.)
3. **Insist on a Guarantee** - To be 100% sure you'll get your tickets and your money is safe; try a site like StubHub which guarantees ticket authenticity, secure transactions and on time delivery. Tickets are worthless if they arrive late.
4. **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.
5. **Beware of below market prices** - Be wary of any deals that look too good to be true. They usually are.
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 Contact

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