

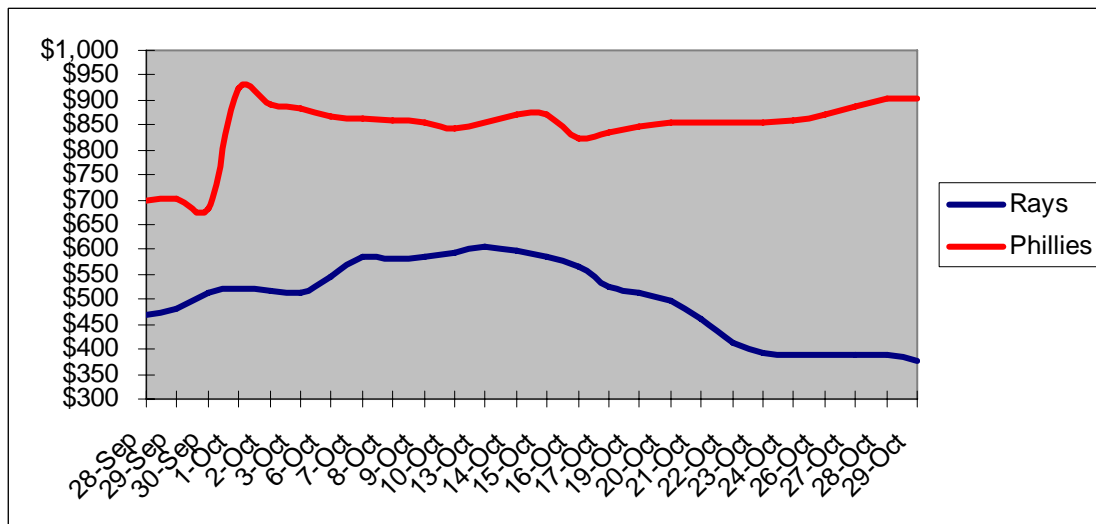


## StubHub Ticket Data – 2008 MLB Playoffs Recap

World Series Tickets: StubHub tracked the **average** ticket selling prices for Rays and Phillies World Series tickets since the end of the regular season. Fans had the flexibility of buying tickets for contingent games **risk-free** on StubHub, as they received full-refunds for any games not played.



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### ❖ World Series: Tampa Bay Rays

Tampa Bay Rays – Games 1, 2, 6 and 7 of the series (4 home games)

- StubHub is the **Official Fan to Fan Ticket Marketplace** of the Tampa Bay Rays
- The **average** ticket selling price for the 2 games at Tropicana Field was **\$378**

<u>Game 1</u> (Wed 10/22)	<u>Game 2</u> (Thu 10/23)
\$391	\$365

- The **most expensive** ticket sold was **\$6286** for Game 1 (Lower Level 108 – home plate)
- The **least expensive** ticket sold was **\$100** for Game 1 (Upper Deck 307)
- Buyers from **34 states** have purchased tickets for the Rays World Series games, the top 5 are: FL (63%) – PA (9%) – IL (7%) – NJ (4%) – NY (2%)
- The **average** ticket selling price for the Rays ALCS was **\$148** and ALDS was **\$99**

Comparison to recent Tampa Bay teams' postseason play or large regional events:

- The **average** ticket selling price for Super Bowl XXXVII (Jan 26, 2003) between the Tampa Bay Buccaneers and Oakland Raiders was **\$2767**
- The **average** ticket selling price for this year's Daytona 500 (Feb 17, 2008) was **\$290**



❖ **World Series: Philadelphia Phillies**

Philadelphia Phillies – Games 3, 4 and 5 of the series (3 home games)

- StubHub is the **Official Fan to Fan Ticket Marketplace** of the Philadelphia Phillies
- The **average** ticket selling price for the 3 games at Citizens Bank Park was **\$903**

<u>Game 3</u> (Sat 10/25)	<u>Game 4</u> (Sun 10/26)	<u>Game 5</u> (Mon 10/27)
\$868	\$885	\$994

- The **most expensive** ticket sold was **\$5999** for Game 5 (Infield – behind Phillies dugout)
- The **least expensive** ticket sold was **\$250** for Game 4 (Outfield – Left Field)
- Buyers from **35 states** have purchased tickets for the Phillies World Series games, the top 5 are: PA (51%) – NJ (22%) – NY (6%) – DE (4%) – VA (3%)
- The **average** ticket selling price for the Phillies NLCS was **\$221** and NLDS was **\$148**

Comparison to recent Philadelphia teams' postseason play:

- The **average** ticket selling price for the three Philadelphia 76ers playoff games (first round vs. Detroit Pistons) during the 2008 NBA Playoffs was **\$80**
- The **average** ticket selling price for Super Bowl XXXIX (Feb 6, 2005) between the Philadelphia Eagles and New England Patriots was **\$2659**

❖ **Comparison to previous World Series average ticket selling prices**

- 2007: Colorado Rockies (**\$927**) at Boston Red Sox (**\$1279**)
- 2006: St. Louis Cardinals (**\$627**) at Detroit Tigers (**\$623**)
- 2005: Houston Astros (**\$1135**) at Chicago White Sox (**\$1421**)
- 2004: St. Louis Cardinals (**\$721**) at Boston Red Sox (**\$1767**)

❖ **Comparison to average ticket selling prices for recent championships in other sports**

- Super Bowl XLII – New York Giants vs. New England Patriots: **\$3540**
- 2008 NBA Finals – Boston Celtics at Los Angeles Lakers: **\$773**
- 2008 NHL Stanley Cup – Pittsburgh Penguins at Detroit Red Wings: **\$531**
- 2008 NCAA Basketball Final Four in San Antonio: **\$655**
- 2008 NCAA Football BCS Championship – OSU vs. LSU: **\$1363**

❖ **2008 MLB Playoffs Breakdown: average ticket selling prices for all teams**

Team	Division Series	League Champ.	World Series
<b>AMERICAN LEAGUE</b>			
Tampa Bay Rays	\$ 99 (vs. White Sox)	\$ 148 (vs. Red Sox)	\$ 378 (vs. Phillies)
Boston Red Sox	\$ 177 (vs. Angels)	\$ 244 (vs. Rays)	N/A
Chicago White Sox	\$ 168 (vs. Rays)	N/A	N/A
Anaheim Angels	\$ 103h (vs. Red Sox)	N/A	N/A
<b>NATIONAL LEAGUE</b>			
Philadelphia Phillies	\$ 148 (vs. Brewers)	\$ 221 (vs. Dodgers)	\$ 903 (vs. Rays)
Los Angeles Dodgers	\$ 149 (vs. Cubs)	\$ 105 (vs. Phillies)	N/A
Chicago Cubs	\$ 294 (vs. Dodgers)	N/A	N/A
Milwaukee Brewers	\$ 141 (vs. Phillies)	N/A	N/A



❖ **2007 MLB Playoffs Breakdown: average ticket selling prices for all teams**

Team	Division Series	League Champ.	World Series
AMERICAN LEAGUE			
Boston Red Sox	\$ 303 (vs. Angels)	\$ 448 (vs. Indians)	\$ 1279 (vs. Rockies)
Cleveland Indians	\$ 102 (vs. Yankees)	\$ 157 (vs. Red Sox)	N/A
New York Yankees	\$ 210 (vs. Angels)	N/A	N/A
Anaheim Angels	\$ 146 (vs. Red Sox)	N/A	N/A
NATIONAL LEAGUE			
Colorado Rockies	\$ 112 (vs. Phillies)	\$ 129 (vs. D-backs)	\$ 927 (vs. Red Sox)
Arizona Diamondbacks	\$ 103 (vs. Cubs)	\$ 69 (vs. Rockies)	N/A
Chicago Cubs	\$ 338 (vs. D-backs)	N/A	N/A
Philadelphia Phillies	\$ 270 (vs. Rockies)	N/A	N/A

❖ **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.

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