



## NBA Playoffs Recap

<http://www.stubhub.com/nba-playoff-tickets/>

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

	Avg	'08 Avg		Avg	'08 Avg	
<sup>1</sup> Los Angeles Lakers	\$ 682	\$ 884	vs.	<sup>3</sup> Orlando Magic	\$ 345	n/a

- Below are the **average** ticket selling prices for each game in the series:

	(series begins 6/4)	
Game 1	Thu 6/4 in Los Angeles	<b>\$658</b>
Game 2	Sun 6/7 in Los Angeles	<b>\$722</b>
Game 3	Tue 6/9 in Orlando	<b>\$333</b>
Game 4	Thu 6/11 in Orlando	<b>\$372</b>
Game 5	Sun 6/14 in Orlando	<b>\$330</b>

- Fans purchased **double the number** of Magic tickets than Lakers tickets
- Game 2 in Los Angeles was the **highest grossing game** of the series, but Game 4 in Orlando sold the **most actual tickets**

### Los Angeles

- The **range** of tickets sold for the two games in Los Angeles was **\$80** (Game 1 – Upper Corner, Row 12) - **\$4706** (Game 2 – Loge Center 101, Row B)
  - The range of tickets sold for last year's games in Los Angeles was \$149 - \$8824
- A fan from Riverside, CA also purchased a **12-person corner suite** for Game 2 for **\$9700**
- The **average** ticket selling price for Finals tickets in Los Angeles are **20% less expensive** than last year, when they played the Boston Celtics
- Buyers from **29 states** purchased tickets for the games in Los Angeles
  - 76% of buyers were from California and 2% of buyers were from Florida
  - Top 5: California (76%) - New York (2%) - Texas (2%) - Florida (2%) - Illinois (2%)

### Orlando

- The **range** of tickets sold for the three games in Orlando was **\$46** (Game 4 – Upper Bowl Center, Row Q) - **\$3995** (Game 5 – Lower Bowl Center 122, Row DD)
- Buyers from **32 states** purchased tickets for the games in Orlando
  - 72% of buyers were from Florida and 3% of buyers were from California
  - Top 5: Florida (72%) - California (3%) - Georgia (3%) – New York (2%) - Virginia (2%)

## Ticket Buying Tips

**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. To be 100% sure you'll get your tickets and your money is safe; use a company which guarantees ticket authenticity, secure transactions and on-time delivery or pick-up.*



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**Shop Where the Most Tickets are** - StubHub is the leader in the secondary ticket market, resulting in the widest ticket selection for fans. More tickets in one location creates a vibrant marketplace with attractive prices for fans shopping in all price ranges.

**Don't Assume, Check Often** - Don't assume the location or price of tickets you want are not available if you don't see them at first glance. The secondary ticket marketplace is constantly changing as sellers list new tickets and change their prices frequently. Savvy shoppers should check often for new ticket availability or more attractive prices.

**Be Patient** - Sometimes waiting until a couple of weeks before an event will yield the very best bargains. Check daily for the most competitively priced tickets on the Net but remember that waiting can also mean less to choose from, so don't wait too long.

**Customer Service is Key** - One of the hallmarks of StubHub.com is incredible customer service. Unlike many e-commerce sites, StubHub offers an 800 number for ticket buyers who are not near or comfortable with a computer. StubHub customers can speak directly to a customer service representative to aid in their transaction. The call center is available seven days a week, and can also provide additional assistance for fans with questions on seat selection, shipping and more.

### Previous Round Stats

#### Conference Finals

	Avg	'08 Avg			Avg	'08 Avg
<sup>1</sup> Cleveland Cavaliers	\$ 183	\$ 134	vs.	<sup>3</sup> Orlando Magic	\$ 168	n/a
<sup>1</sup> Los Angeles Lakers	\$ 297	\$ 267	vs.	<sup>2</sup> Denver Nuggets	\$ 209	n/a

#### Conference Semifinals

	Avg	'08 Avg			Avg	'08 Avg
<sup>1</sup> Cleveland Cavaliers	\$ 110	\$ 134	vs.	<sup>4</sup> Atlanta Hawks	\$ 115	n/a
<sup>2</sup> Boston Celtics	\$ 132	\$ 166	vs.	<sup>3</sup> Orlando Magic	\$ 80	\$ 82
<sup>1</sup> Los Angeles Lakers	\$ 230	\$ 267	vs.	<sup>5</sup> Houston Rockets	\$ 211	n/a
<sup>2</sup> Denver Nuggets	\$ 91	n/a	vs.	<sup>6</sup> Dallas Mavericks	\$ 107	n/a

#### First Round

	Avg	'08 Avg			Avg	'08 Avg
<sup>1</sup> Cleveland Cavaliers	\$ 88	\$ 60	vs.	<sup>8</sup> Detroit Pistons	\$ 61	\$ 35
<sup>2</sup> Boston Celtics	\$ 118	\$ 110	vs.	<sup>7</sup> Chicago Bulls	\$ 117	n/a
<sup>3</sup> Orlando Magic	\$ 44	\$ 63	vs.	<sup>6</sup> Philadelphia 76ers	\$ 69	\$ 79
<sup>4</sup> Atlanta Hawks	\$ 55	\$ 90	vs.	<sup>5</sup> Miami Heat	\$ 81	n/a
<sup>1</sup> Los Angeles Lakers	\$ 160	\$ 226	vs.	<sup>8</sup> Utah Jazz	\$ 62	\$ 74
<sup>2</sup> Denver Nuggets	\$ 55	\$ 94	vs.	<sup>7</sup> New Orleans Hornets	\$ 51	\$ 70
<sup>3</sup> San Antonio Spurs	\$ 51	\$ 78	vs.	<sup>6</sup> Dallas Mavericks	\$ 97	\$ 108
<sup>4</sup> Portland Trail Blazers	\$ 113	n/a	vs.	<sup>5</sup> Houston Rockets	\$ 97	\$ 70