



At Yankee Stadium

- The **average** ticket selling price for the three World Series games in New York was \$796
 - In 2003 when the Yankees hosted the Marlins, fans paid an **average** price of \$464
- Overall, the **range** of tickets purchased was \$99 (Sec 133, Game 6) - \$10,001 (Legends 15A, Game 6)
- Game 6 is the **highest grossing event** in StubHub's nine-year history
- **Last minute fans** that bought Game 1 and Game 6 tickets on the day itself paid less on average, but those that bought Game 2 tickets on game day spent a bit more
 - Game 1 overall average - \$655, Game 1 average on game day - \$530
 - Game 2 overall average - \$751, Game 2 average on game day - \$842
 - Game 6 overall average - \$961, Game 2 average on game day - \$932

Previous Series'

- The **average** selling price for the ALCS at Yankee Stadium against the Angels was \$193
- The **average** selling price for the ALDS at Yankee Stadium against the Twins was \$171
 - The average price for the Yankees games during the 2007 ALDS (vs. Indians) was \$210

At Citizens Bank Park

- The **average** ticket selling price for the three World Series games in Philadelphia was \$736
 - Last year when the Phillies hosted the Rays, fans paid an **average** price of \$903
- Overall, the **range** of tickets purchased was \$68 (Terrace, Game 3) - \$7500 (Sec 130-Row 1, Game 5)
 - The range last year was \$250 (Outfield-Left Field) - \$5999 (Infield behind the dugout)
- **Last minute fans** that bought tickets on the game days themselves paid less on average
 - Game 3 overall average - \$770, Game 3 average on game day - \$434
 - Game 4 overall average - \$863, Game 4 average on game day - \$514
 - Game 5 overall average - \$603, Game 5 average on game day - \$374



World Series Recap



Previous Series'

- The **average** selling price for the NLCS at Citizens Bank Park against the Dodgers was \$219
 - The average price for the Phillies games during last year's NLCS (vs. Dodgers) was \$221
- The **average** selling price for the NLDS at Citizens Bank Park against the Rockies was \$121
 - The average price for the Phillies games during last year's NLDS (vs. Brewers) was \$148

Game Breakdown– Averages for each game, ranked in descending order by dollar volume

Philadelphia Phillies at New York Yankees - Game 6	11/4	\$	961
Philadelphia Phillies at New York Yankees - Game 2	10/29	\$	751
Philadelphia Phillies at New York Yankees - Game 1	10/28	\$	655
New York Yankees at Philadelphia Phillies - Game 4	11/1	\$	863
New York Yankees at Philadelphia Phillies - Game 3	10/31	\$	770
New York Yankees at Philadelphia Phillies - Game 5	11/2	\$	603

Postseason Average Price Breakdowns

2009 MLB Playoffs – Average Ticket Selling Prices per Series

Team	Division Series	League Champ.	World Series
AMERICAN LEAGUE			
New York Yankees	\$ 171 (vs. Twins)	\$ 193 (Angels)	\$ 796 (vs. Phillies)
Anaheim Angels	\$ 92 (vs. Red Sox)	\$ 130 (Yankees)	N/A
Minnesota Twins	\$ 98 (vs. Yankees)	N/A	N/A
Boston Red Sox	\$ 172 (vs. Angels)	N/A	N/A
NATIONAL LEAGUE			
Philadelphia Phillies	\$ 121 (vs. Rockies)	\$ 219 (vs. Dodgers)	\$ 736 (vs. Yankees)
Los Angeles Dodgers	\$ 60 (vs. Cardinals)	\$ 87 (vs. Phillies)	N/A
St. Louis Cardinals	\$ 113 (vs. Dodgers)	N/A	N/A
Colorado Rockies	\$ 80 (vs. Phillies)	N/A	N/A

2008 MLB Playoffs – Average Ticket Selling Prices per Series

Team	Division Series	League Champ.	World Series
AMERICAN LEAGUE			
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	\$ 103 (vs. Red Sox)	N/A	N/A
NATIONAL LEAGUE			
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