



**Conference Finals**

- The most active marketplaces for Conference Finals tickets are in Los Angeles and Boston.

Western Conference - <http://www.stubhub.com/nba-western-conference-finals-tickets/>

- On **average**, fans are currently paying **\$322** for the Lakers' potential four home games.
 o Last year, fans paid an average price of \$297 when the Lakers played the Nuggets.
 o Two years ago, fans paid an average price of \$366 when the Lakers played the Spurs.
 • On **average**, fans are currently paying **\$184** for the Suns' potential three home games.
 • Below are the **average** prices fans are paying for each game, ranked in descending order by dollar volume:

Table with 3 columns: Game Description, Date, Price. Rows include Phoenix Suns at Los Angeles Lakers Home Game 2 (\$322), Los Angeles Lakers at Phoenix Suns Home Game 1 (\$196), Phoenix Suns at Los Angeles Lakers Home Game 1 (\$323), Phoenix Suns at Los Angeles Lakers Home Game 3 (\$326), Los Angeles Lakers at Phoenix Suns Home Game 2 (\$154), Los Angeles Lakers at Phoenix Suns Home Game 3 (If Necessary) (\$416), Phoenix Suns at Los Angeles Lakers Home Game 4 (If Necessary) (\$284).

Eastern Conference - <http://www.stubhub.com/nba-eastern-conference-finals-tickets/>

- On **average**, fans are currently paying **\$142** for the Magic's potential four home games.
 o Last year, fans paid an average price of \$168 when the Magic played the Cavs.
 • On **average**, fans are currently paying **\$196** for the Celtics' potential three home games.
 o Two years ago, fans paid an average price of \$193 when the Celtics played the Pistons.
 • Below are the **average** prices fans are paying for each game, ranked in descending order by dollar volume:

Table with 3 columns: Game Description, Date, Price. Rows include Orlando Magic at Boston Celtics - Home Game 1 (\$200), Orlando Magic at Boston Celtics - Home Game 2 (\$191), Boston Celtics at Orlando Magic - Home Game 2 (\$128), Boston Celtics at Orlando Magic - Home Game 1 (\$143), Boston Celtics at Orlando Magic - Home Game 3 (If Necessary) (\$187), Orlando Magic at Boston Celtics - Home Game 3 (If Necessary) (\$200), Boston Celtics at Orlando Magic - Home Game 4 (If Necessary) (\$234).



**Conference Semifinals**

- Below are the **average** prices fans paid for each teams' respective home games:

<u>Western Conference</u>		<u>Eastern Conference</u>	
Lakers - <b>\$182</b>	vs. Jazz - <b>\$71</b>	Cavs - <b>\$144</b>	vs. Celtics - <b>\$168</b>
Suns - <b>\$84</b>	vs. Spurs - <b>\$66</b>	Magic - <b>\$65</b>	vs. Hawks - <b>\$54</b>

- The most active marketplaces on StubHub were for Celtics, Cavs, and Lakers tickets.

**First Round**

- Below are the **average** prices fans paid for each teams' respective home games:

<u>Western Conference</u>		<u>Eastern Conference</u>	
Lakers - <b>\$182</b>	vs. Thunder - <b>\$159</b>	Cavs - <b>\$105</b>	vs. Bulls - <b>\$142</b>
Mavs - <b>\$74</b>	vs. Spurs - <b>\$50</b>	Magic - <b>\$51</b>	vs. Bobcats - <b>\$68</b>
Suns - <b>\$74</b>	vs. Blazers - <b>\$120</b>	Hawks - <b>\$36</b>	vs. Bucks - <b>\$70</b>
Nuggets - <b>\$43</b>	vs. Jazz - <b>\$47</b>	Celtics - <b>\$75</b>	vs. Heat - <b>\$111</b>

- The most active marketplaces on StubHub were for Lakers, Thunder, and Bulls tickets.

**Historical Ticket Data Recaps**

2009 Playoffs: [http://www.stubhub-feeds.com/pressboxheadlines/09\\_Playoffs\\_Lakers.pdf](http://www.stubhub-feeds.com/pressboxheadlines/09_Playoffs_Lakers.pdf)

2008 Playoffs: [http://www.stubhub-feeds.com/pressboxheadlines/08\\_Playoffs\\_Celtics.pdf](http://www.stubhub-feeds.com/pressboxheadlines/08_Playoffs_Celtics.pdf)

2007 Playoffs: [http://www.stubhub-feeds.com/pressboxheadlines/07\\_Playoffs\\_Spurs.pdf](http://www.stubhub-feeds.com/pressboxheadlines/07_Playoffs_Spurs.pdf)

**Ticket buying safety 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.

**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.