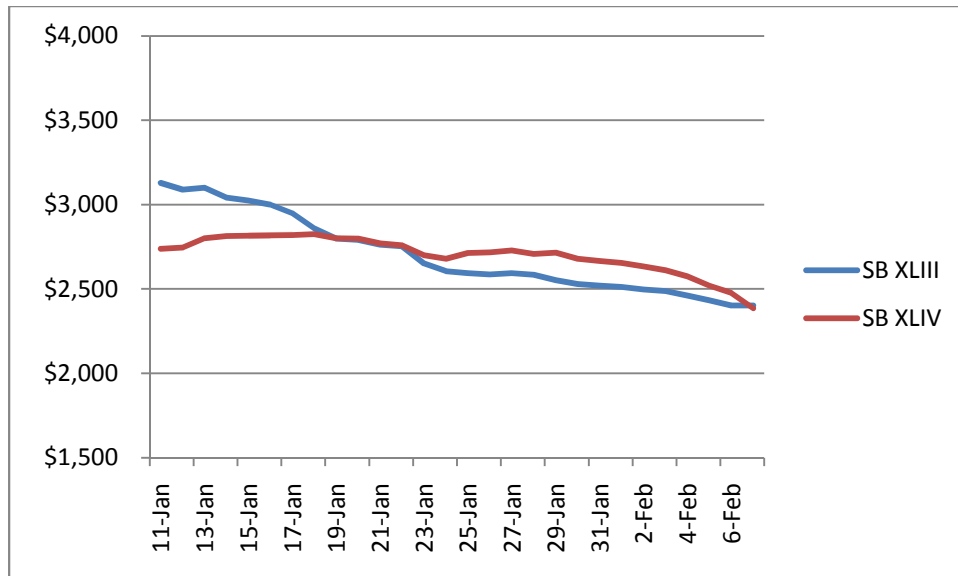




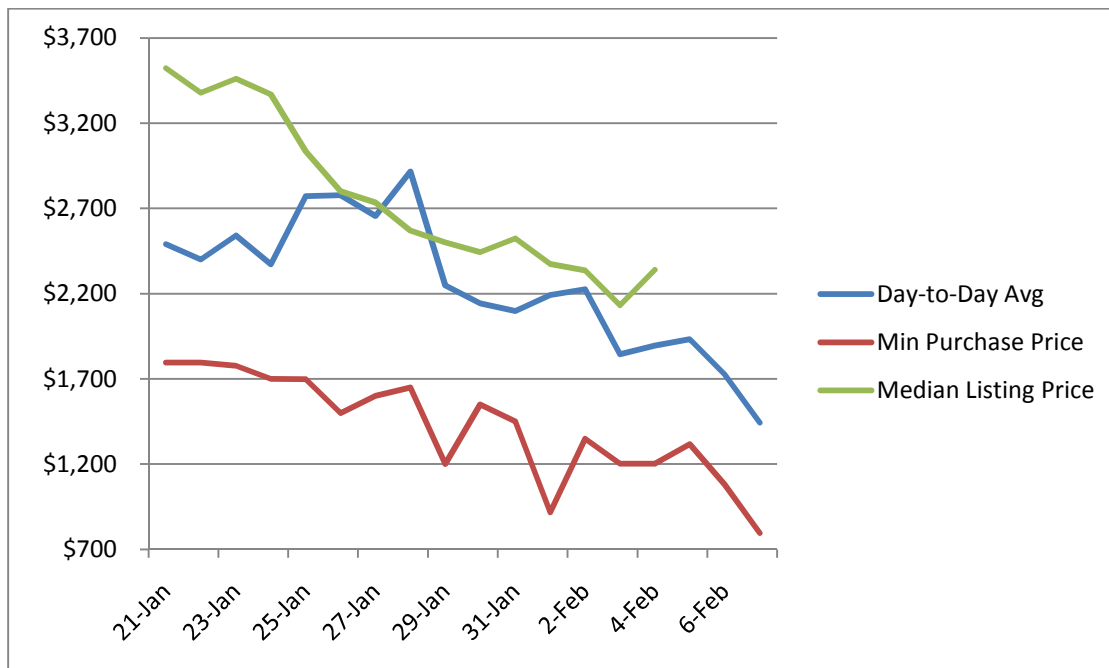
2009-2010 NFL Playoffs Recap

Super Bowl XLIV in Miami <http://www.stubhub.com/super-bowl-tickets/super-bowl-xliv-2-7-2010-792255/>

AVERAGE PRICES TREND LINE – The overall average (all ticket sales to date) price fans paid followed a similar trend as last year. The final overall average price was \$2386, slightly lower than the \$2402 average last year.



OTHER TRENDS – Listing prices steadily declined during the week leading up to game day and the day-to-day average prices fans are paying also dipped. Additionally, fans found attractive prices on the low end, as the least expensive ticket purchased was on Super Bowl Sunday itself for \$795.



TRENDS

- Super Bowl XLIV ranks #2 on StubHub’s all-time list of highest-grossing events
 - #1 2009 World Series Game 6 – Philadelphia Phillies at New York Yankees
- Fans are paid an average price of \$2386, with a range of \$795 - \$8300 (Sec 114, Row 1)



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- Top 5 buyer states: 25% Louisiana, 13% Florida, 8% New York, 8% Indiana, 7% Texas
 - Louisiana buyers have paid an average price of \$2508
 - Florida buyers have paid an average price of \$2229
 - New York buyers have paid an average price of \$2558
 - Indiana buyers have paid an average price of \$2185
 - Texas buyers have paid an average price of \$2473
- Fans paid an average price of \$4004 for Super Bowl XLI in Miami (Colts-Bears), with a range of \$1500 - \$10,287 (Club Prime Midfield)
 - Dollar volume sales for Super Bowl XLIV surpassed Super Bowl XLI

HISTORICAL DATA (additional historical data: <http://www.stubhub.com/ticketdata/>)

- Below are the average prices fans paid for the last six Super Bowls:

Super Bowl XLIII (Steelers-Cardinals) - \$2402

Super Bowl XL (Steelers-Seahawks) - \$3009

Super Bowl XLII (Giants-Patriots) - \$3536

Super Bowl XXXIX (Patriots-Eagles) - \$2659

Super Bowl XLI (Colts-Bears) - \$4004

Super Bowl XXXVIII (Patriots-Panthers) - \$2290

Playoffs Breakdown - Below is the full breakdown playoff games, as well as the Pro Bowl, ranked in descending order by StubHub gross sales. The current average ticket selling prices are also included.

Super Bowl XLIV: Indianapolis Colts vs New Orleans Saints	7-Feb	\$	2,386
NFC Championship Game: Minnesota Vikings at New Orleans Saints	24-Jan	\$	596
AFC Divisional Game: New York Jets at San Diego Chargers	17-Jan	\$	227
AFC Championship Game: New York Jets at Indianapolis Colts	24-Jan	\$	324
NFC Divisional Game: Dallas Cowboys at Minnesota Vikings	17-Jan	\$	178
NFC Wild Card Game: Philadelphia Eagles at Dallas Cowboys	9-Jan	\$	173
NFC Divisional Game: Arizona Cardinals at New Orleans Saints	16-Jan	\$	311
AFC Divisional Game: Baltimore Ravens at Indianapolis Colts	16-Jan	\$	196
NFC Wild Card Game: Green Bay Packers at Arizona Cardinals	10-Jan	\$	129
2010 NFL Pro Bowl	31-Jan	\$	120
AFC Wild Card Game: Baltimore Ravens at New England Patriots	10-Jan	\$	138
AFC Wild Card Game: New York Jets at Cincinnati Bengals	9-Jan	\$	94

2008-2009 Playoffs - Below is the breakdown of games played last year, ranked in descending order by StubHub gross sales. The average ticket selling prices are also included.

Super Bowl XLIII: Arizona Cardinals vs Pittsburgh Steelers	1-Feb	\$2,402
NFC Championship: Philadelphia Eagles at Arizona Cardinals	18-Jan	\$ 349
NFC Divisional Game: Philadelphia Eagles at New York Giants	11-Jan	\$ 307
AFC Championship: Baltimore Ravens at Pittsburgh Steelers	18-Jan	\$ 358
AFC Wild Card Game: Indianapolis Colts at San Diego Chargers	3-Jan	\$ 167
AFC Wild Card Game: Baltimore Ravens at Miami Dolphins	4-Jan	\$ 143
AFC Divisional Game: San Diego Chargers at Pittsburgh Steelers	11-Jan	\$ 245
AFC Divisional Game: Baltimore Ravens at Tennessee Titans	10-Jan	\$ 182
NFC Divisional Game: Arizona Cardinals at Carolina Panthers	10-Jan	\$ 231
NFC Wild Card Game: Atlanta Falcons at Arizona Cardinals	3-Jan	\$ 85
NFC Wild Card Game: Philadelphia Eagles at Minnesota Vikings	4-Jan	\$ 99