



StubHub Greet Busy Fall Event Season with New, Updated B-Roll with MLB, NFL Ticket Footage and Soundbites

Perfect supplement to stories surrounding big sporting or music events including MLB Playoffs, NCAA Football and the hottest concerts of the year

SAN FRANCISCO – October 8, 2008

- Who:** StubHub, the world's largest ticket marketplace, www.stubhub.com
- What:** StubHub has updated its B-Roll, making it easy for your station to add to your library. The package has shots of ticket transactions and pick-ups, StubHub offices and more, along with several relevant sound bites. The footage should come in handy for any story about sold-out stadiums, also serving as a supplement to stories about average ticket prices, which StubHub is can provided on a daily and even hourly basis.
- Where:** Here's the link: <http://fridaysfilms.com/stubhub/broll/>
- When:** Whenever you do a story citing StubHub, the latest event prices, or a sold-out show
- Why:** Because more than likely your station recently aired or is planning to air story citing the rise and fall in consumer demand for events, whether sports or entertainment related. This B-roll will help that coverage with fresh shots along with saving your photogs precious time.
- More Info:** The secondary ticket market has seen explosive growth in the last few years, and more and more often consumers turn to StubHub and other sites when events are sold out or even to find a bargain. Additionally, StubHub ticket prices and data are frequently used to gauge the popularity and demand of an event and can be used to reflect true market value for tickets. The B-Roll footage can provide context and a great visual for broadcast stories, so please file away this information for future reference and use as the need arises.