



THE TICKET BROKER GUIDE

SAMPLE

**NORTH
AMERICA
TOP
MARKETS
REPORT**

The #1 Ticket Resale Guide!

New York, New York

1/60

Ultimate Winner!

It should come as no surprise that the “City That Never Sleeps” – New York, ranks as the top pick for the best resale market in the country. The nation’s trendsetter attracts the best and brightest, and along with London, Paris and Tokyo, is a full service world city that has a major impact on the world economy.



The city’s rich culture and iconic venues make it the ultimate destination for performers and concertgoers alike. This densely populated, wealthy city with a deep-rooted ethnic background, easily makes it the best market to sell tickets for. New York is the market you use to gage all other markets against. If no one is willing to buy your tickets here, then you’re probably out of luck because there is nowhere else in the country that offers the same opportunities and excitement that New York does.

Even though New York is an excellent market to sell tickets for, you still need to stay away from country and hip-hop acts. Country generally doesn’t do well on the east coast to begin with, and even though New York is the biggest city in the USA, as soon as the small wave of country fans buys their tickets, there won’t be much demand coming from anywhere else. The same goes for hip-hop, because it doesn’t generally sell well anywhere. People aren’t usually willing to pay big money for that genre of music like they will with rock/alternative.

Another thing to note is that a lot of rookie brokers load up on tickets in New York because they don’t have the cash to diversify with the smaller markets so you will be dealing with a lot of people trying to make a quick buck on the secondary market. Most brokers will especially target shows at Radio City Music Hall or Madison Square Garden, which makes them the most overbought venues on a tour. With some

of the bad markets, even if a show gets a little overbought, you'll have trouble moving your tickets, but New York can handle it and you shouldn't have a problem selling your tickets if you've bought smart and priced your tickets accordingly.

Along with the other excellent markets in the country, you don't necessarily need the best seats in the house. There is lots of money to be made on the price breaks in this market because most of the time there will be enough demand for the artist. Madison Square Garden is a good example. Front floor sections obviously will do well here, but you can also capitalize on the second price break because they are usually priced well enough that you will be able to make money.

Venue Reports Overview

An exciting new edition this year to The Ticket Broker Guide market predictions, are venue reports!

We've taken the most popular venues on our list of cities and looked at all the events held there in the last year. We calculated:

- The number of tickets sold
- Fill %
- Capacity
- Average concert gross
- Ticket prices
- The number of shows

From that, we were able to assign a letter grade (A+, A, B, C, D, based on the conventional US letter grade system).

Because each data sample is different for each venue, we've included the number of shows the letter grade is based on. You'll notice a letter grade beside each venue, with a number below that. That number is **IMPORTANT** to note. Obviously a venue with only 3 records, will not have as much accuracy as an event with 50 records, so please keep that in mind when you are evaluating good and bad venues.

All of our calculations have been done with concerts taken place from 2012-2013.

Venue grades are organized by:

- City Rank, then by
- Venue Letter Grade

We hope you enjoy the added value of all 571 venue reports!!

A+ Apollo Theater
3 | New York

A+ Bowery Ballroom
8 | New York

A+ City Winery
145 | New York

A+ Madison Square Garden
Arena
27 | New York

A+ Richard Rodgers Theatre
15 | New York

A+ Roseland Ballroom
4 | New York

A Irving Plaza Powered By
Klipsch
9 | New York

A Radio City Music Hall
224 | New York

A Santos Party House
3 | New York

B Beacon Theatre
83 | New York

B Best Buy Theater
48 | New York

B Hammerstein Ballroom /
Grand Ballroom
8 | New York

B S.O.B.'S
25 | New York

B St. James Theatre
27 | New York

B Terminal 5
73 | New York

B The Concert Hall At The
New York Society for
Ethical Culture
6 | New York

B The Gramercy Theatre
8 | New York

B Theater At Madison
Square Garden
58 | New York

B Town Hall
12 | New York

B Webster Hall
82 | New York

C Citi Field
64 | New York

C Joe's Pub
364 | New York

C Mercury Lounge
3 | New York

D HighLine Ballroom
8 | New York

D Stage 48
11 | New York

F Subculture
13 | New York