

Get Tickets: Sacred Cod

After Deflategate ruling, ticket prices dip for Patriots' first 3 home games

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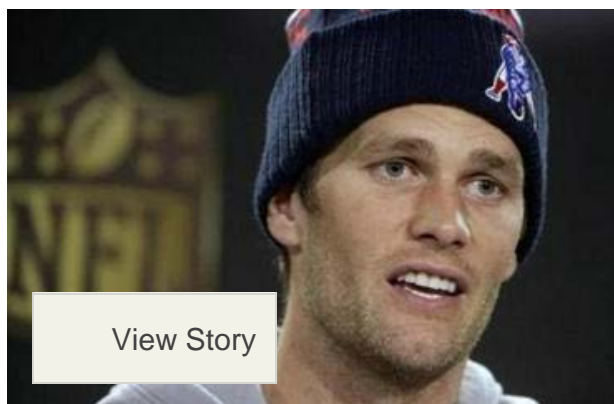
Ticket prices for the Patriots' first three home games of the upcoming season have dipped in the wake of a court ruling Monday that greatly increased the odds that New England's star quarterback Tom Brady will not play in the contests.

[On Monday morning](#), the US Court of Appeals for the Second Circuit in New York reinstated Brady's four-game suspension for his role in the Deflategate case.

In the hours since that decision, there have been some interesting changes in ticket prices on the resale market, according to several companies in the industry.

[TiqIQ](#), an online marketplace of tickets from major resellers, said median list prices for tickets to each of the first three home games — all of which Brady is, as of now, slated to miss — have dropped anywhere from 6 to 9 percent since 9 a.m. Monday.

(The other game Brady will be suspended is the first game of the season, an away game against the Arizona Cardinals.)



Brady 'Deflategate' suspension reinstated

In a 2-1 decision, the appeals panel found that NFL commissioner Roger Goodell acted properly and within his authority.

**Stephen Colbert's crowd cheers
Brady's suspension**

Prices for the rest of the home games on New England's schedule are up by about 1 percent over that same timeframe, said Chris Matcovich, a TiqIQ spokesman.

Officials at other companies — including [TicketNetwork Inc.](#), [SeatGeek](#), AceTicket, and [StubHub](#) — all reported similar trends.

“On the flip side, one of the more popular NFL games on our site right now in terms of searches is Brady's week 5 return in Cleveland,” StubHub spokesman Cameron Papp wrote in an e-mail. “Searches for the game were up 94 percent over the average yesterday.”

Papp said he expected that prices for games that Brady is scheduled to sit out will likely keep dropping, and prices for his anticipated return in Week 5 will keep climbing, unless Brady and his attorneys can somehow change the outlook for the court battle.

Jim Holzman, founder and chief executive of Boston-based ticket broker AceTicket, said he had also noticed an increase in list prices for tickets to what would be Brady's first home game after the suspension in week 6 against the Cincinnati Bengals.

But Chris Leyden, spokesman for SeatGeek, said he didn't expect to see continued changes in Patriot ticket prices because “people are still a bit skeptical that Brady will actually miss the games.”

“Everything I have read seems to indicate it is almost certainly going to happen. But I also saw a tweet last night saying Brady was figuring out his next legal step, and that this is not over,” Leyden wrote in an e-mail. “I think sellers don't want to lower their prices too much now.”

Even if prices do continue to slide, Patriots' fans shouldn't expect steep discounts, said Leyden.

“In general the Patriots are one of the most in-demand teams to see in the NFL, so I think the

removal of one player, even the face of the franchise, has less of an impact than it potentially would on other teams, or in other sports," he said.

Ticket prices for Patriots' first three home games have dropped

Prices for the rest of the team's home games are up by about 1 percent over the same timeframe.

Date	Opponent	Median list price before court ruling	Median list price one day after court ruling	Change
Sept. 18	Miami Dolphins	547.62	514.09	-6.1%
Setp. 22	Houston Texans	471.24	429.24	-8.9%
Oct. 2	Buffalo Bills	545.44	504.01	-7.6%

SOURCE: [TiqIQ](#)

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