



TICKET TICKER

THE FACE VALUE FOR GAME TICKETS CAN BE HARD TO FACE THESE DAYS. THAT'S WHY NEW SOFTWARE AIMS TO MAKE OVERPRICED SEATS A THING OF THE PAST.

When Manny first hit the Bay Area wearing Dodger blue, scalpers bumped prices. If Tim Lincecum was scratched from a start, they'd drop them. Such logical adjustments are common on the street, but before this season no team had thought to try its hand at shifting on the fly. Some clubs adjust prices before the season based on key matchups, but there is no way of knowing in April whether Albert Pujols would have 67 homers in September—or be out with an injury. To respond to such scenarios, the Giants brought in software

developers from Austin-based Qcue, who've factored in more than 20 variables, from probable starters to chance of precipitation, to gauge fan interest. Based on the results, the Giants can raise or lower game day prices accordingly. Just a fraction of AT&T Park's 41,915 seats are subject to dynamic pricing, but those seats are selling at a 16% higher clip than the same sections last year. With fan wallets whimpering these days, Qcue expects its software to hit other leagues later this year—and scalpers to hit a nearby wall. —BRETT ZARDA

To show how dynamic pricing works over the course of a season, Qcue used its software to determine how the cost of the same seat would vary for a handful of 2008 Mets tilts.

