GOODSEATS

SAME SEAT, FIVE WEBSITES

The 2026 seat-first buying map: where one verified ticket can appear, where to check first, and how to judge the seat before the site.

PICK THE SEAT FIRST
AS OF NOV. 25, 2026
GOODSEATS.COM RESEARCH

1 WHERE ONE VERIFIED TICKET CAN APPEAR

Follow the ticket from the box office to your phone

	WHO ISSUES THE TICKET	THE SHARED RAIL	WHERE THE SAME SEAT CAN APPEAR	STATUS
MLB	The club, through its box-office system (often MLB-owned Tickets.com).	MLB's Authorized Ticket Marketplace program and StubHub's direct issuance technology.	**SeatGeek** (official marketplace), **StubHub, Ticketmaster, TickPick, Gametime, TFL, TicketNetwork.** Delivered in the MLB Ballpark app.	LIVE IN 2026 The widest shared system in U.S. sports.
NFL	The 32 clubs and their season-ticket members.	NFL Ticket HQ, powered by Ticketmaster. New model: "list once, appear on many."	**Ticketmaster** (NFL Ticket Exchange) today. Licensed channels: **SeatGeek, SI Tickets, Tixr.** More authorized marketplaces to follow.	ANNOUNCED OCT. 21, 2026 Due before the 2027 season. Fee terms not yet public.
NBA	Each club. Most use Ticketmaster; the Cavaliers, Pelicans and Jazz use SeatGeek.	No league-wide program. Official resale runs on NBATickets.com, powered by Ticketmaster.	The club's own ticketer for verified seats. Other marketplaces carry tickets transferred by the seller.	ONE OFFICIAL RAIL Start at the club's site.
NHL	Each club. Most use Ticketmaster; the Panthers, Utah and Wild use SeatGeek.	No league-wide program. Ticketmaster is the league's official marketplace.	The club's own ticketer for verified seats. Other marketplaces carry tickets transferred by the seller.	ONE OFFICIAL RAIL Start at the club's site.
MLS	Each club: Ticketmaster for most, SeatGeek for nine, Tixr for Houston and San Jose.	No league-wide program.	The club's own ticketer, then resale marketplaces by transfer.	CLUB BY CLUB The seller changes from stadium to stadium.
CONCERTS	The promoter or venue, through its contracted ticketer (Ticketmaster, AXS, SeatGeek, See Tickets, DICE).	None. Each ticketer runs its own resale.	The venue's ticketer, then resale marketplaces by transfer where the artist allows it.	PENDING IN COURT A proposed federal settlement would open some Live Nation amphitheater seats to rival sellers.
BROADWAY	The theater owner: Shubert, Nederlander or ATG.	None. Each landlord has its own seller.	**Telecharge, Broadway Direct** or **ATG Tickets** for the box office; TodayTix for partner inventory, rush and lottery.	BY THEATER Two shows on one block can use different sites.

2 DECIDE WHAT "GOOD" MEANS BEFORE YOU OPEN A SEATING CHART

Rules of thumb; every building differs

	FOR THE VIEW	FOR THE ATMOSPHERE	FOR THE VALUE	WATCH OUT FOR
FOOTBALL	Sideline, lower bowl, rows high enough to see plays develop	Lower end zone near the home supporter sections	Upper deck between the 30s	Open-air stadiums: sun, wind and weather by side
BASKETBALL	Sideline, lower bowl, first rows behind the floor seats	Courtside and the lower baseline	Upper-level sideline, first rows	Floor-level seats blocked by benches and staff
HOCKEY	Center ice, a little up from the glass	Behind the net where the home team attacks twice	Upper-level center	Rows at the glass: you see a great deal of glass
BASEBALL	Behind home plate, infield	Outfield bleachers	Upper deck behind home	Sun: check which sections get shade at that start time
CONCERTS	Lower bowl, side, facing the stage at an angle	Floor, general admission near the front	Side sections of the upper level	"Side stage" and "limited view" labels
BROADWAY	Center orchestra, mid-rows; front mezzanine	Front orchestra	Rear mezzanine, center	"Partial view" labels and overhangs above the rear orchestra

3 READ THE LISTING: SIX FIELDS, EVERY TIME

The same row can be a strong buy on one listing and a poor one on another

A Section, row, seat numbers
A listing that hides the row or the seat numbers gives you less to check.

B Seats together
For two or more, confirm the listing states the seats are side by side.

C View notes
"Obstructed," "limited" and "partial view" are printed for a reason.

D Total price
U.S. sellers must show mandatory fees upfront. Compare that number only.

E Delivery method
Verified tickets usually arrive in the team's or venue's own app.

F Primary or resale
If the official seller still has that section, compare against it first.

4 THE SEAT-FIRST METHOD

Choose the seat, then find the lowest honest total for it

Set the seat
Section and row range, chosen from the table above and a photo from that section.

Price the official seller
Note the face value for that section before looking at resale.

Compare totals
Same section, same row range, total price with fees, across sites.

Set your ceiling
Fix a top price and use a price alert. There is no single best day to buy.

Method. Public information only: league and company announcements, team releases and trade press, current as of November 25, 2026. Seat guidance is general; check a photo from the section before paying. **Disclosure.** GoodSeats.com is a resale marketplace whose listings are supplied through TicketNetwork. It is not an official partner of any league, team or theater named here. Free to share with credit and a link.

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