

Concert Rock Pop

- Income has grown 50% from rock and pop concerts.
- In 2016 there were 25% more performances attended in total by 36% more ticket purchasers paying on average 11% more than in 2013.
- Due to the sale of 200k more tickets than in 2015, principally presenting theatres with a capacity of over 1,000 (b) accounted for 46% of all ticket sales in 2016. Prior to 2016 this venue type was recording a decline in sales while sales grew steadily at concert halls (c) and auditoria of principally presenting theatres with a capacity between 500-1,000 (d).

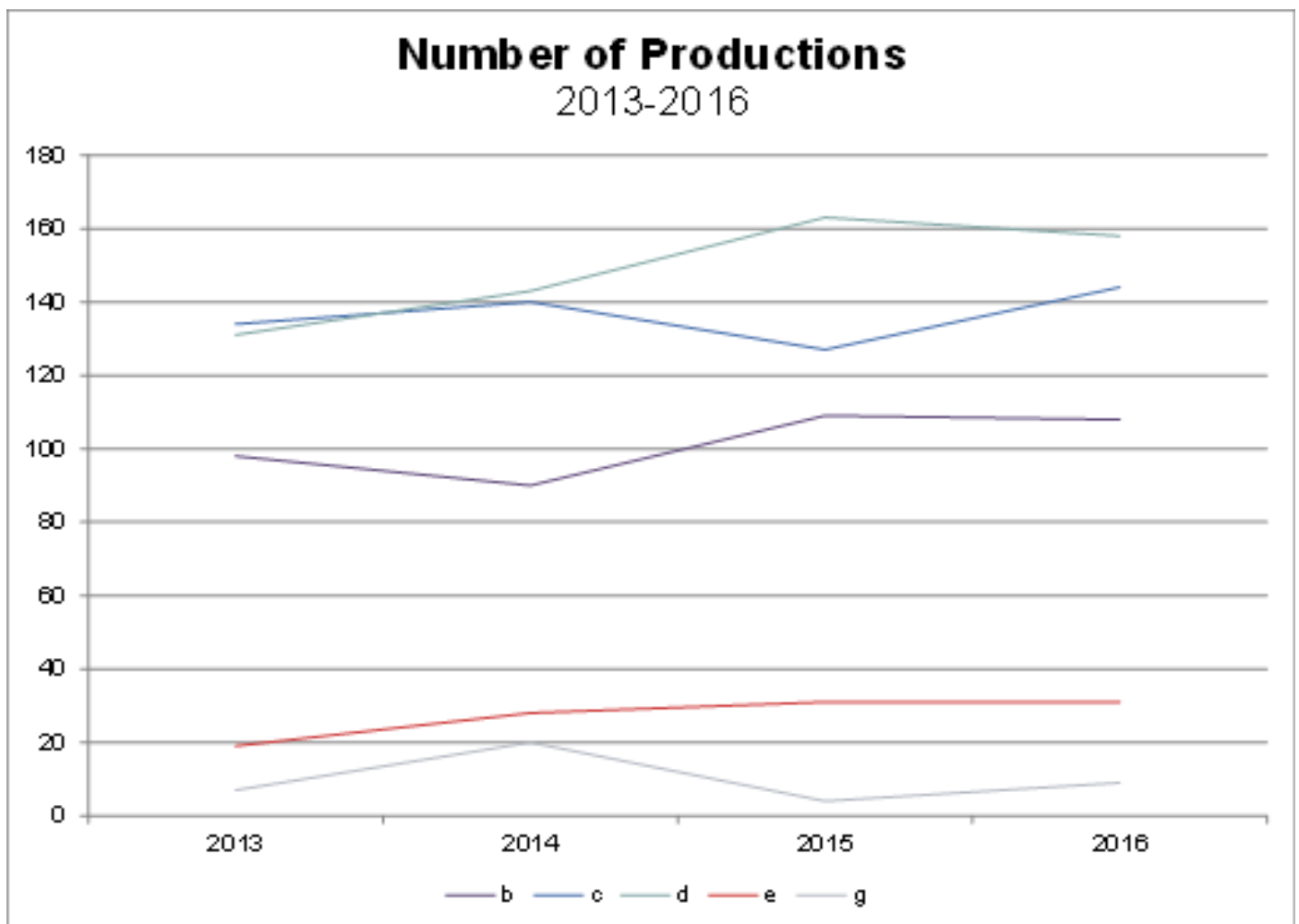
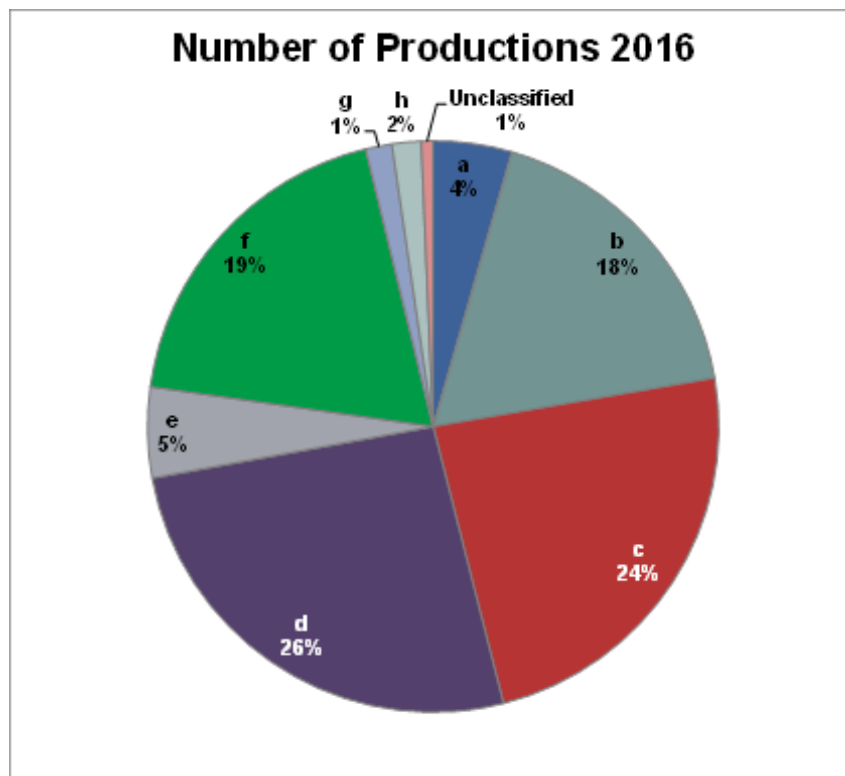
	Number of productions	Number of performances	Total tickets sold	Total Box Office Income	%age capacity achieved	%age cash value achieved	Average ticket price asked	Average ticket price achieved
2013	496	1,319	825,705	£19,725,209	55%	58%	£22.88	£23.89
2014	564	1,450	846,098	£20,573,479	55%	56%	£23.60	£24.32
2015	563	1,374	850,872	£21,803,262	59%	63%	£24.24	£25.62
2016	606	1,654	1,122,604	£29,657,904	62%	64%	£25.67	£26.42
Change 2013-16	+110	+335	+296,898	+£9,932,694	+6.38%	+5.74%	+£2.79	+£2.53
Change 2015-16	+43	+280	+271,732	+£7,854,642	+2.32%	+0.72%	+£1.43	+£0.79

Across the study period, the number of Concert Rock Pop productions and performances has risen, and increased ticket sales and revenue by 296,898 and £9,932,694 respectively. Average yield has risen by £2.53 and cash value achieved has grown by 5.74%.

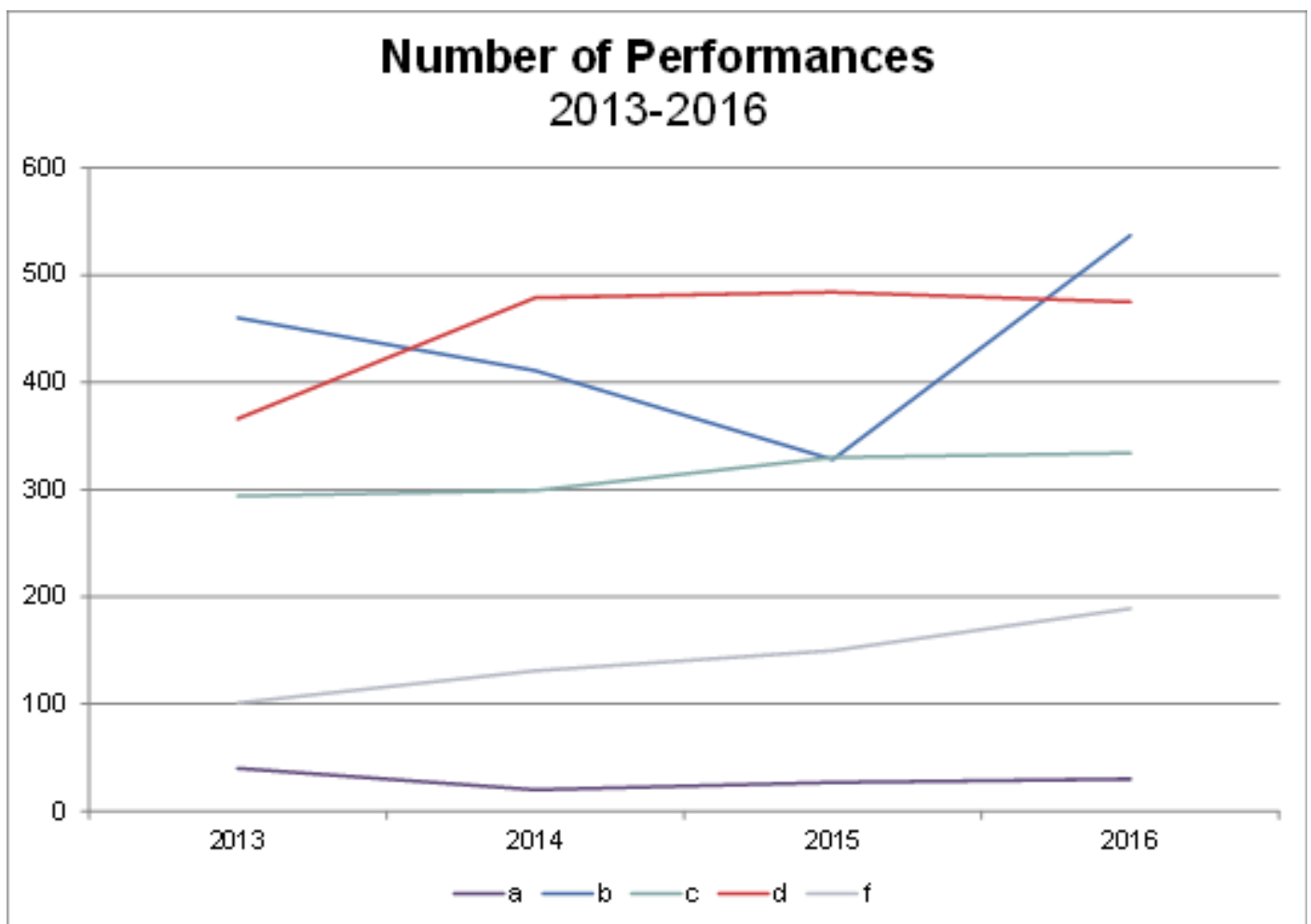
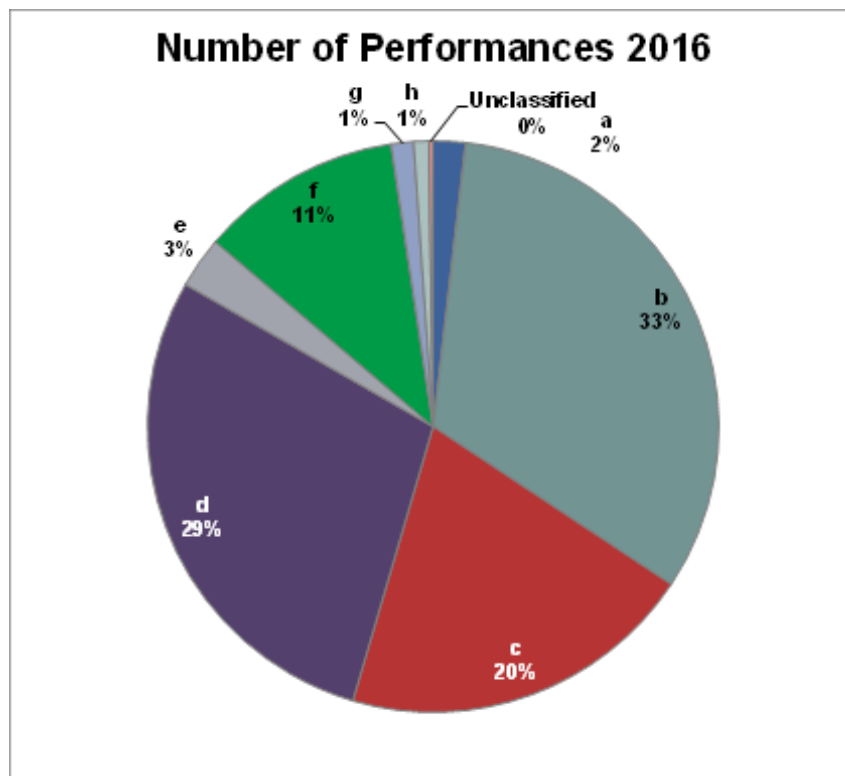
The 5 most financially important venues for Concert Rock Pop were

1. Principally presenting theatres with a capacity of over 1,000 (b)
2. Concert Halls (c)
3. Auditoria of principally presenting theatres with a capacity between 500-1,000 (d)
4. Auditoria of principally presenting theatres with a capacity between 200 and 500 (f)
5. Main Auditoria of larger producing theatres (a)

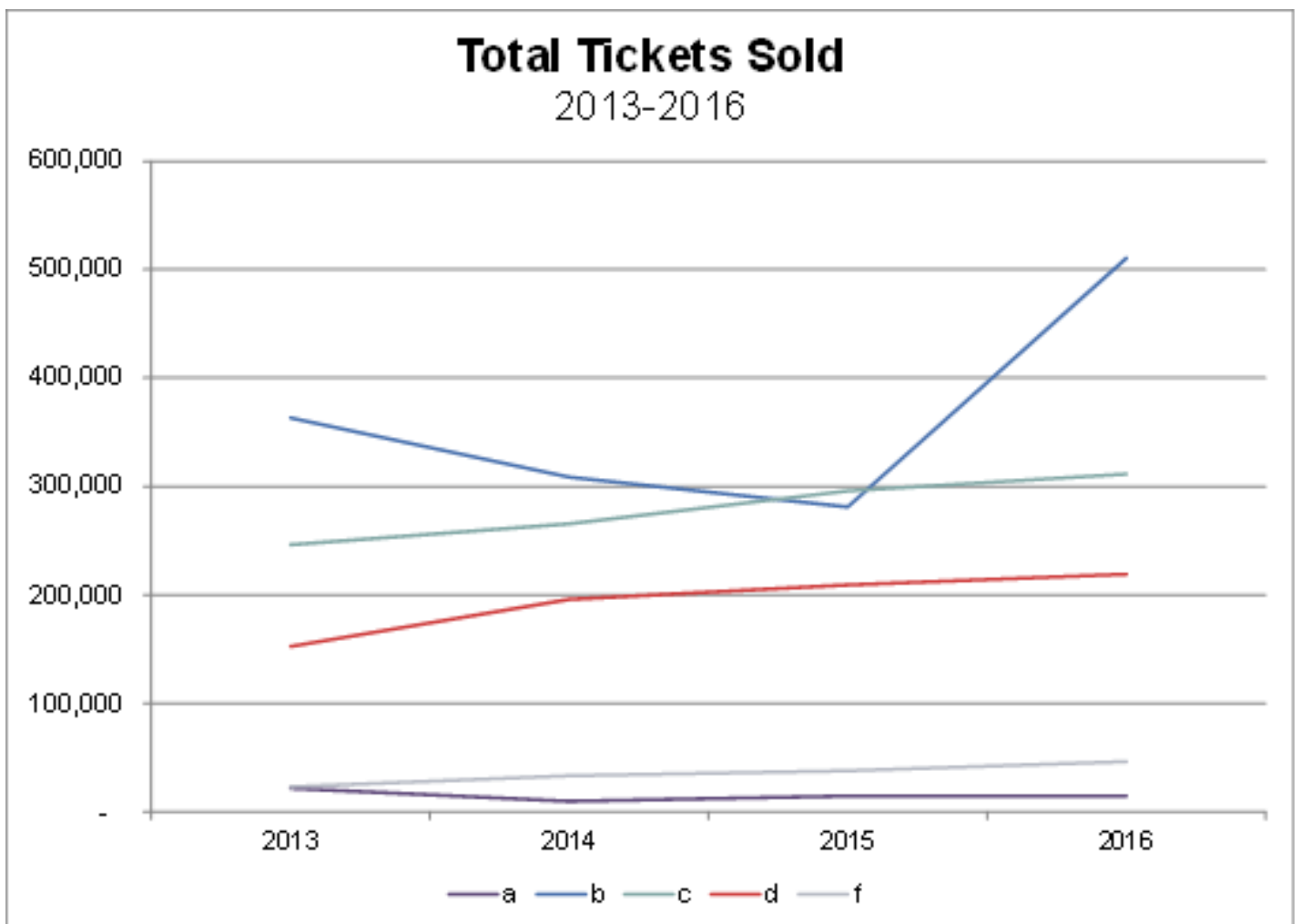
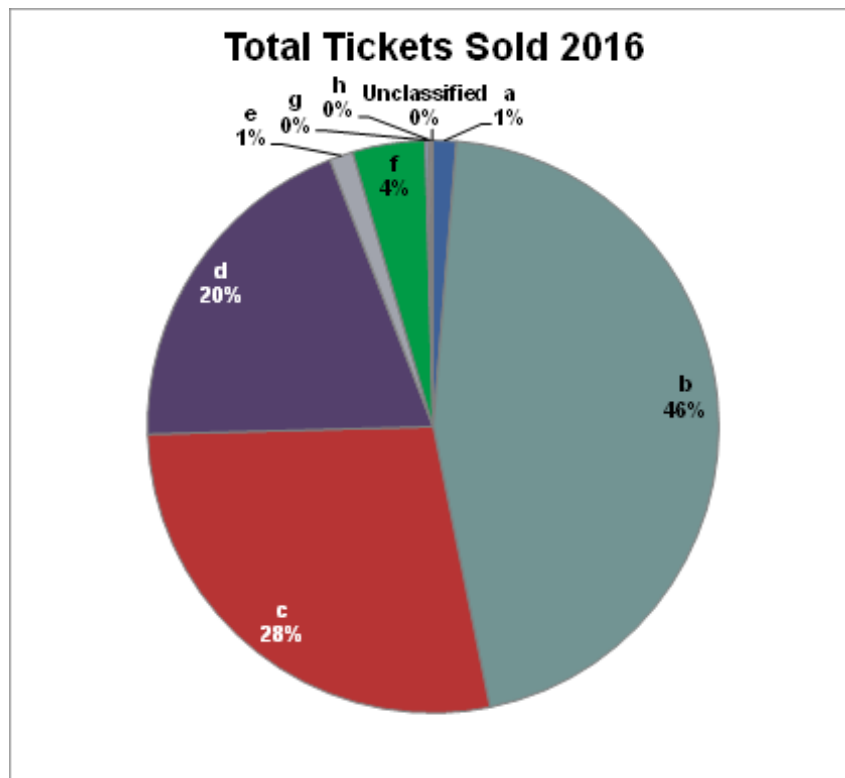
Together they accounted for 99% of total box office income.



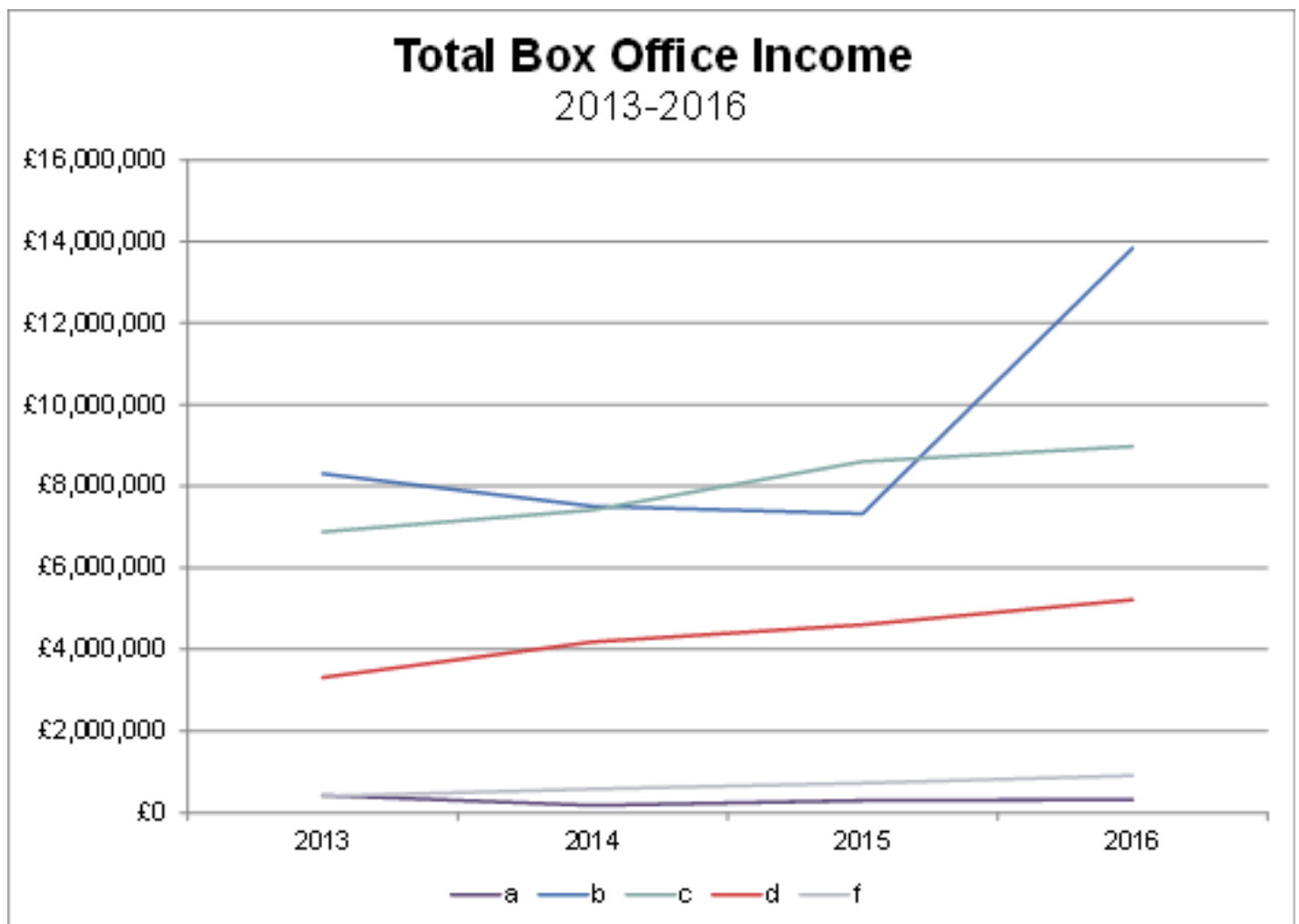
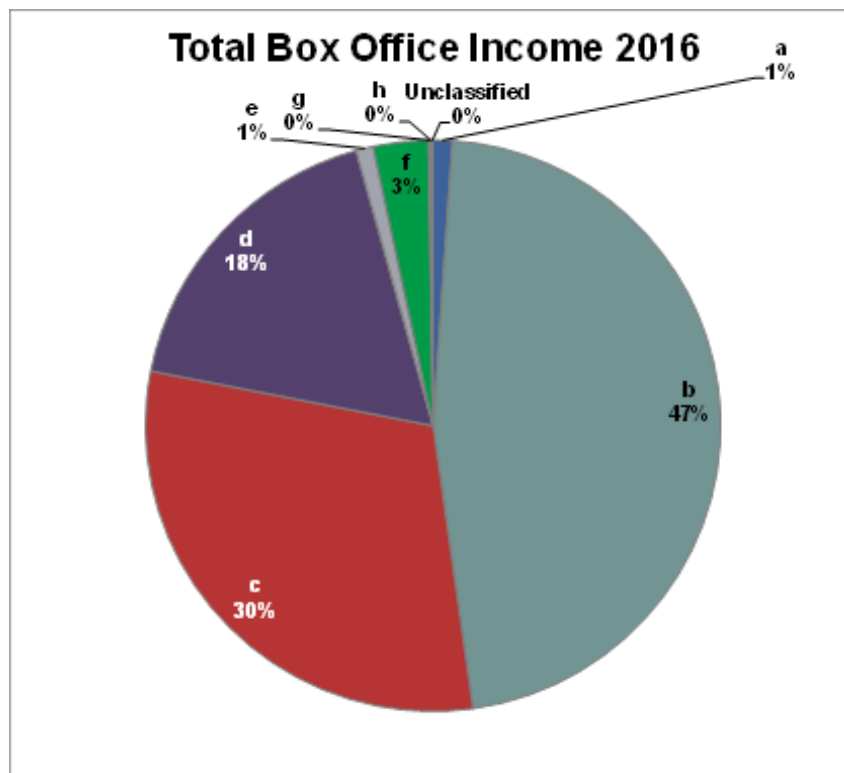
There was at least modest growth in the number of Rock and Pop productions/tours for all venue types across the study period with the biggest for Auditoria of principally presenting theatres with a capacity between 500-1,000 (d) which also registered the highest number of productions in 2016.



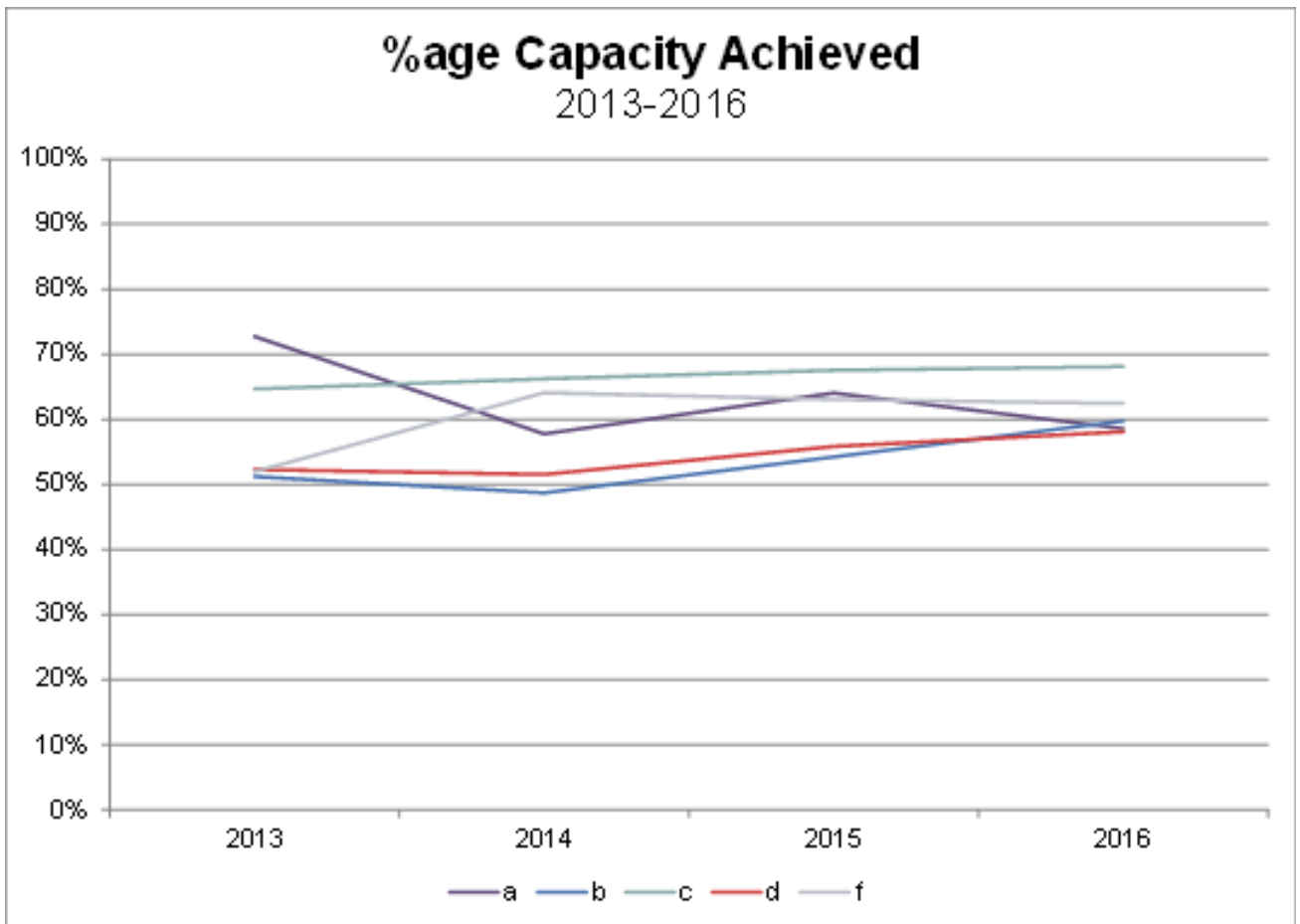
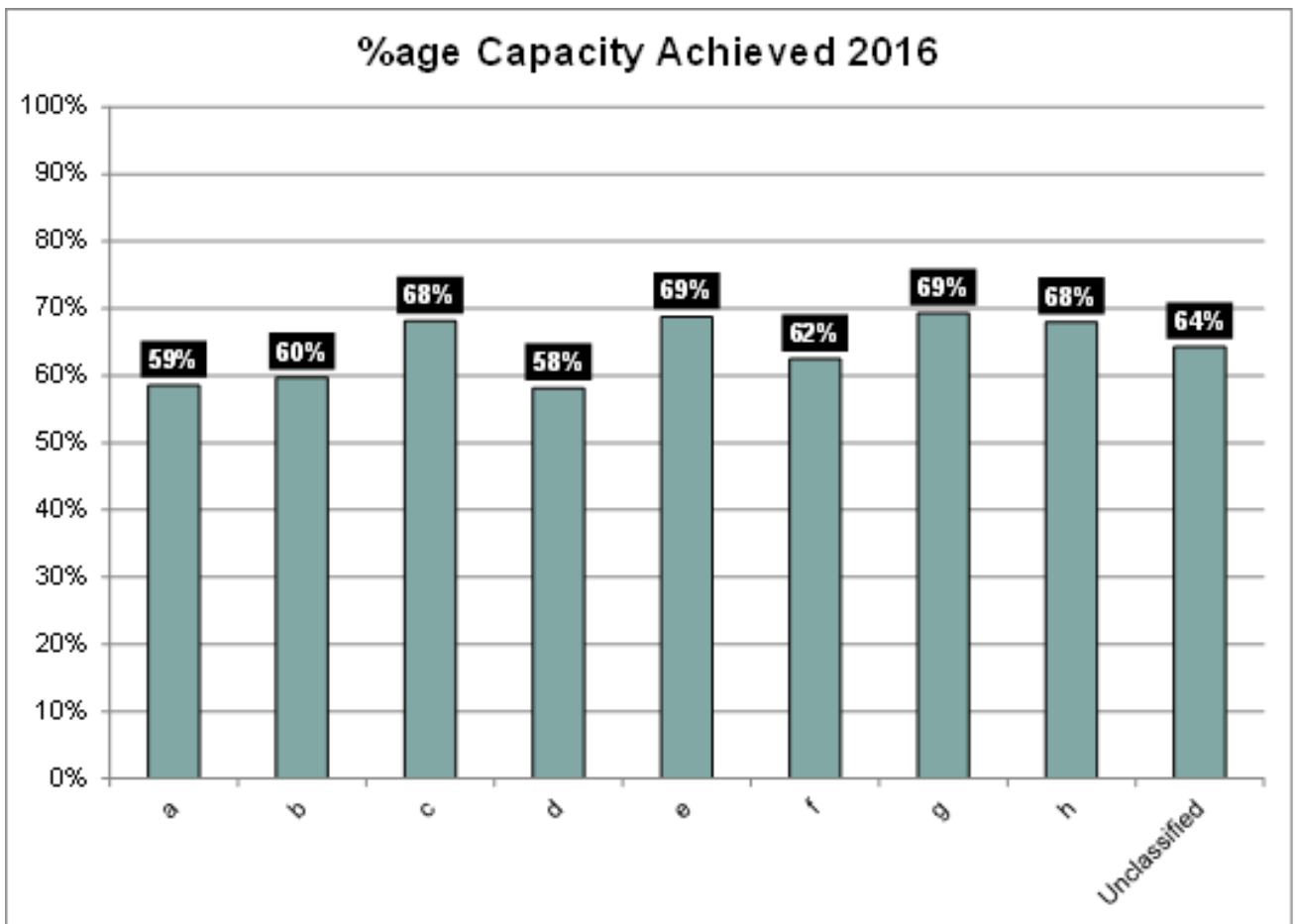
An increase of 200 performances made Principally presenting theatres with a capacity of over 1,000 (b) the venue type with the most Rock and Pop performances in 2016. For three years in the study period Auditoria of principally presenting theatres with a capacity between 500-1,000 (d) recorded a higher number.



Thanks to the sale of 200k more tickets than in 2015, Principally presenting theatres with a capacity of over 1,000 (b) accounted for 46% of all ticket sales in 2016. Prior to 2016 this venue type was recording a decline in sales while sales grew steadily at Concert Halls (c) and Auditoria of principally presenting theatres with a capacity between 500-1,000 (d).

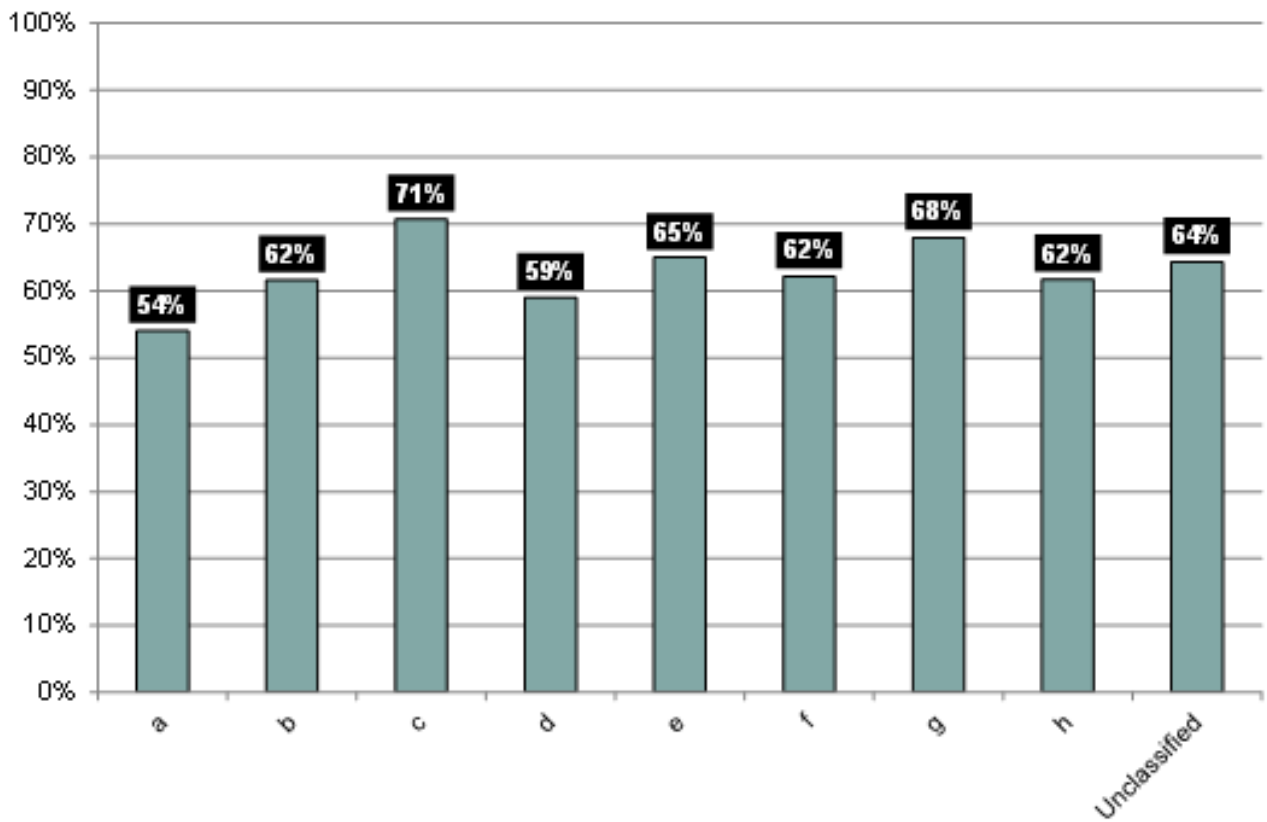


Substantial overall growth across the period has been due to Principally presenting theatres with a capacity of over 1,000 (b) almost doubling their Box Office Income since 2015. They now account for almost 50% of total income for Concert Rock Pop. Other principal venue types have seen modest growth in Box Office Income.

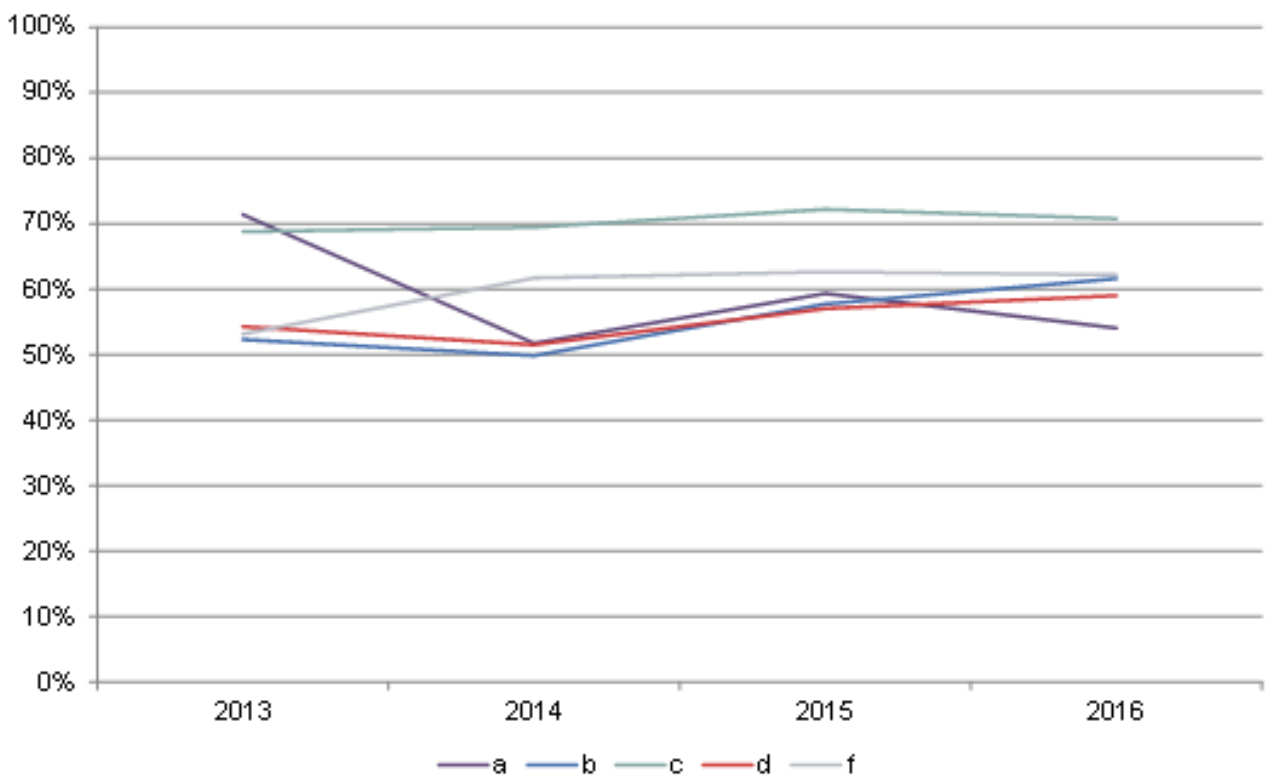


Auditoriums were generally between 60-70% full in 2016, and the trend has been one of improvement across the study period. Principally presenting theatres with a capacity of over 1,000 (b) and Auditoria of principally presenting theatres with a capacity between 500-1,000 (d) have seen the most significant improvement in this area of around 10% each.

%age Cash Value Achieved 2016

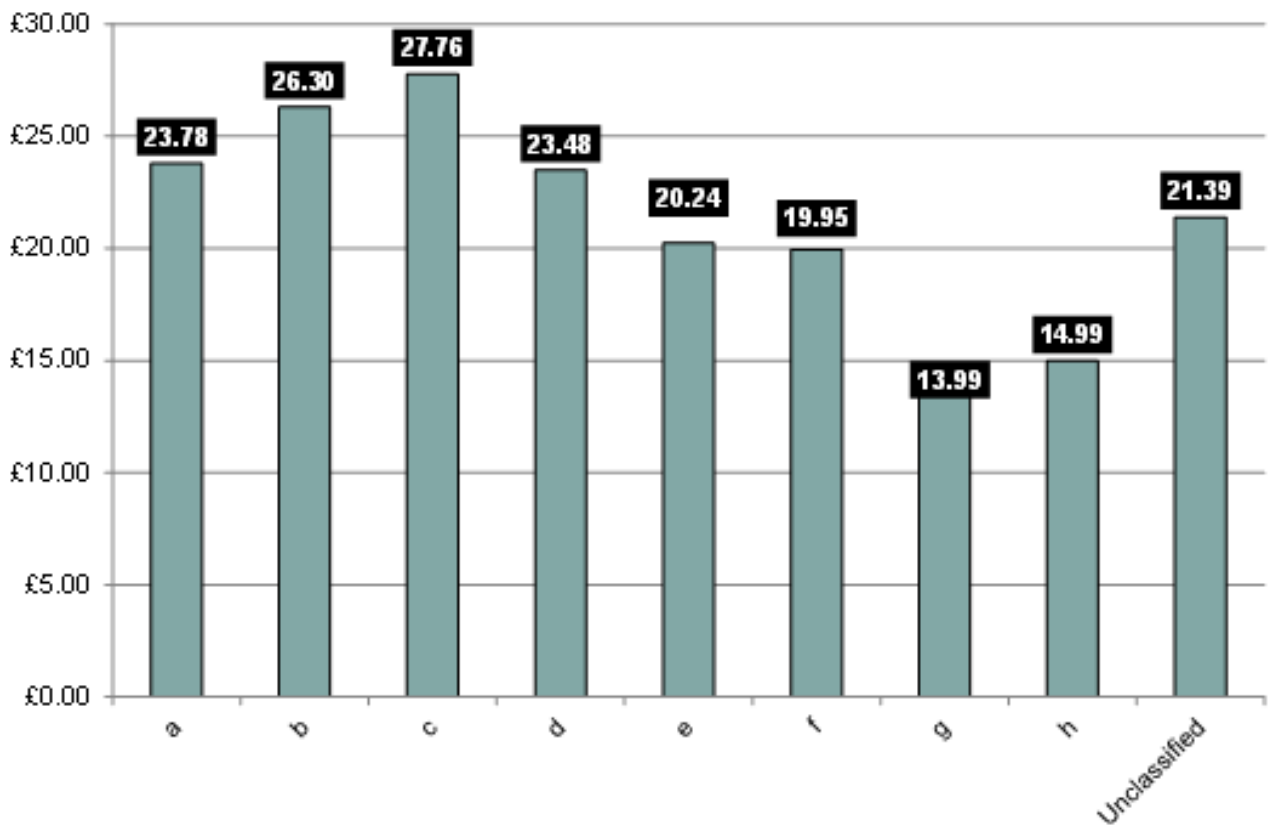


%age Cash Value Achieved 2013-2016

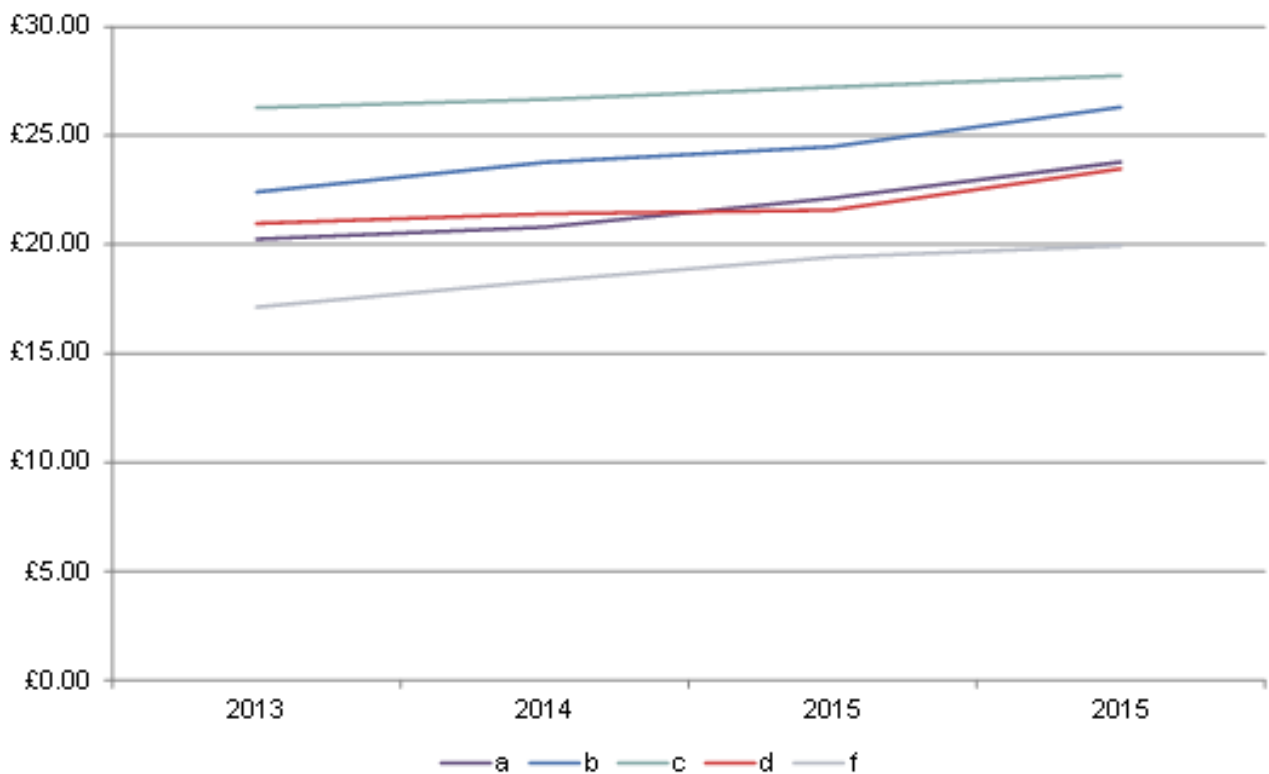


Cash Value Achieved has risen steadily throughout the study, with all the principal venue types reporting an increase, with the exception of Main Auditoria of larger producing theatres (a) where there has been decline of nearly 20% since 2013.

Average Ticket Price Asked 2016

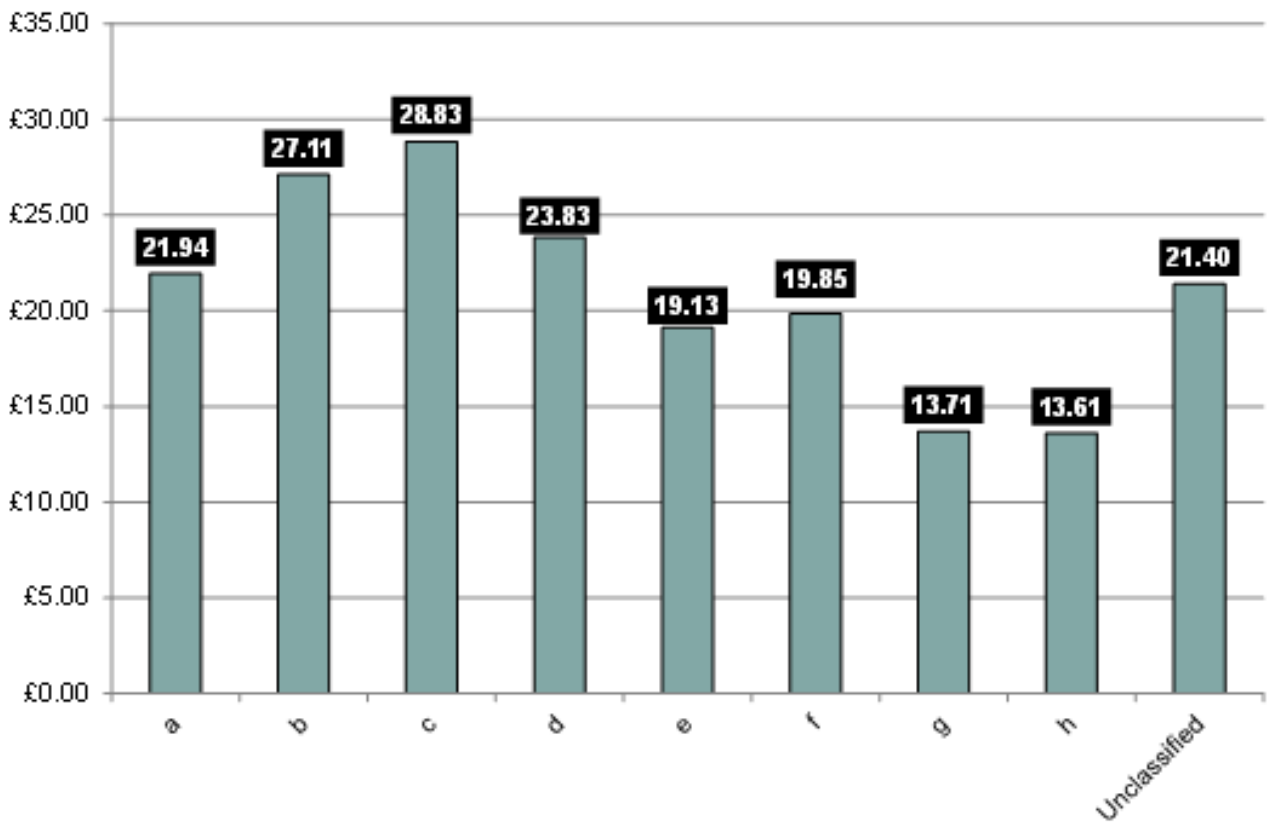


Average Ticket Price Asked 2013-2016

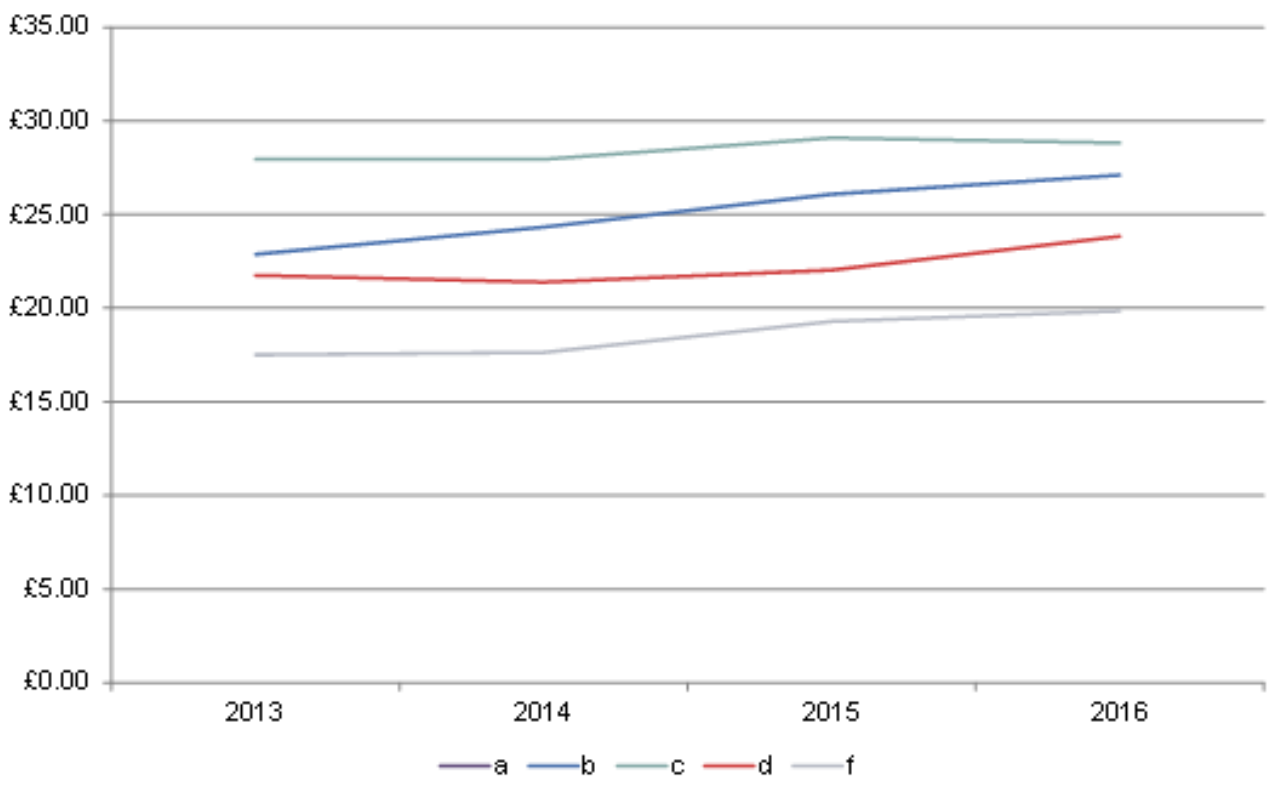


Ticket Price Asked has followed the trend that has been seen since 2013 and continued to climb steadily. There is a large difference between the asked for ticket prices of different venue types, with concert Halls (c) asking almost £30 and Smaller space, programmed frequently (g) asking for less than half of this.

Average Ticket Price Achieved 2016

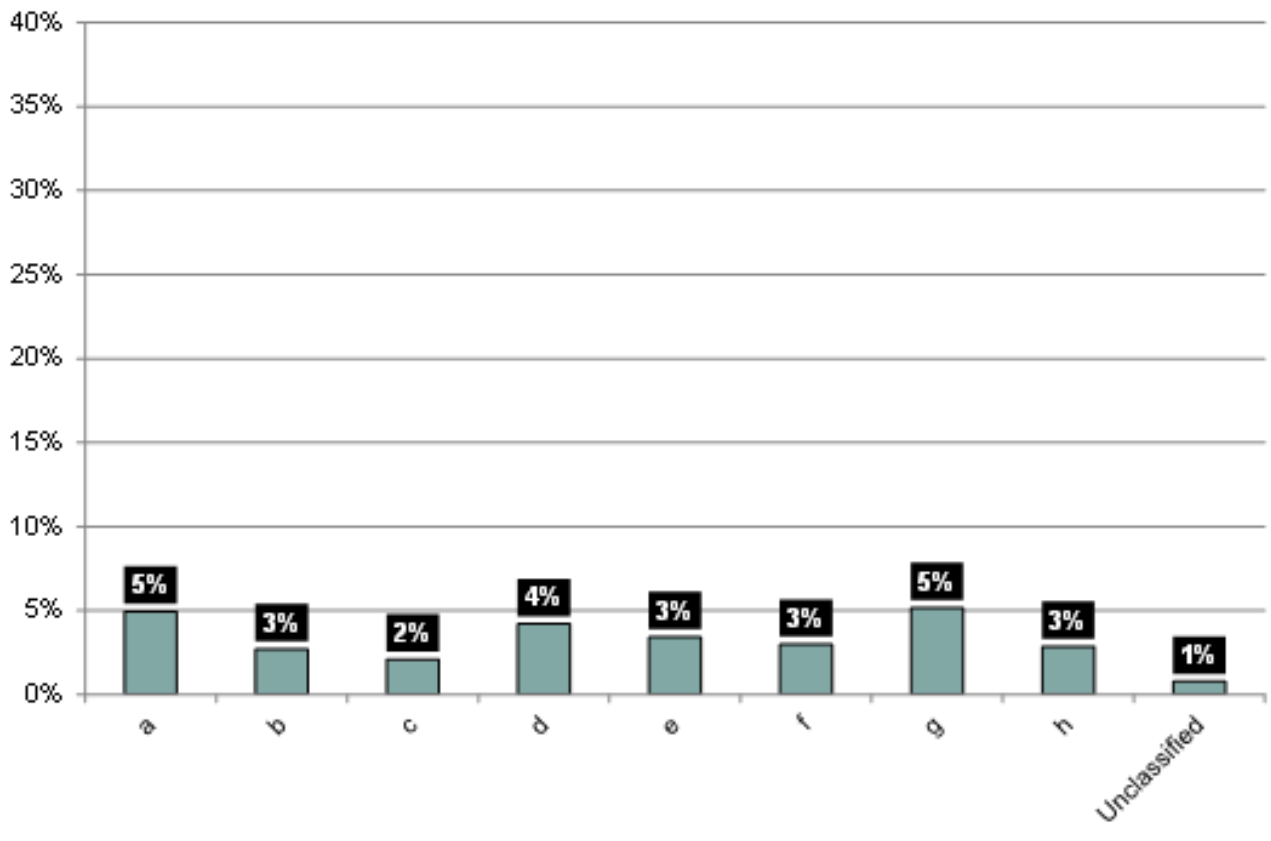


Average Ticket Price Achieved 2013-2016

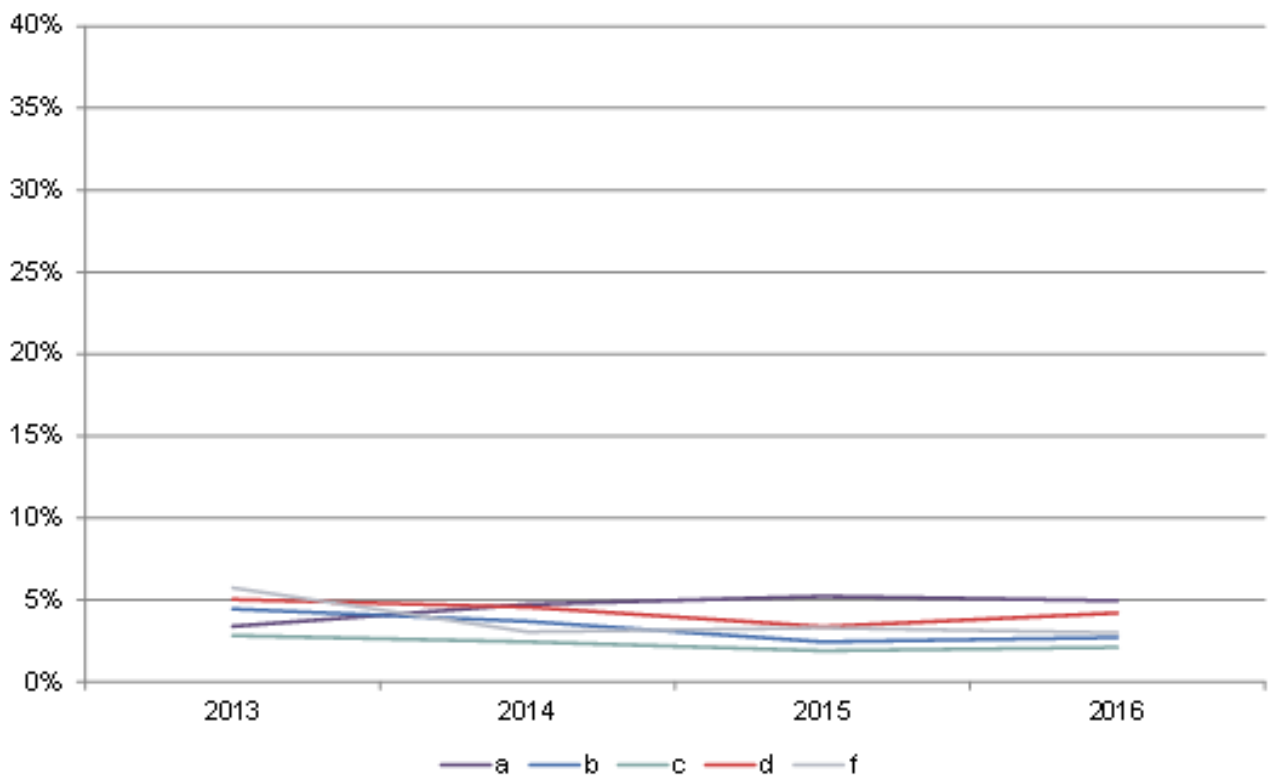


Ticket Price Achieved follows the trend of the Asked Price and continues to grow. Concert Halls (c) achieved a higher ticket price than they asked for Rock Pop Concerts.

%age Comp Distribution 2016



%age Comp Distribution 2013-2016



Distribution of complimentary tickets has remained stable through the period, with all venue types reported 5% or below.