Musical Family

- There was substantial variation with particularly strong sales in 2014. There were 87% more performances in 2016 than 2013 due to growth in a variety of different types of venue.

- The average price paid for a ticket fell by 5% across the study period. However, this was still the most paid for any genre.

- While principally presenting theatres with a capacity of over 1,000 (b) still account for 82% of income for family musicals, the study period saw substantial growth in income from this genre in producing houses.

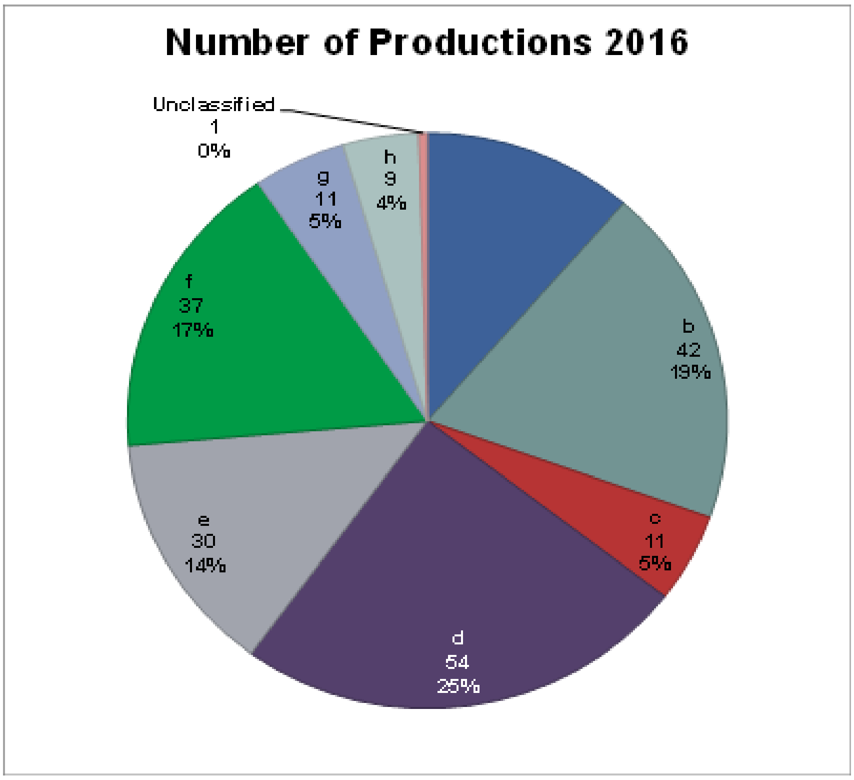
	Number of productions	Number of performances	Total tickets sold	Total Box Office Income	%age capacity achieved	%age cash value achieved	Average ticket price asked	Average ticket price achieved
2013	137	2,020	1,931,147	£68,533,999	70%	77%	£32.11	£35.49
2014	162	3,164	3,036,661	£108,881,151	71%	76%	£33.68	£35.86
2015	165	3,197	2,467,802	£79,881,468	66%	69%	£31.03	£32.37
2016	220	3,775	2,995,043	£101,365,119	69%	70%	£33.44	£33.84
Change 2013-16	+83	+1,755	+1,063,896	+£32,831,120	-1.15%	-7.68%	+£1.32	-£1.64
Change 2015-16	+55	+578	+527,241	+£21,483,651	+2.98%	+0.96%	+£2.41	+£1.47

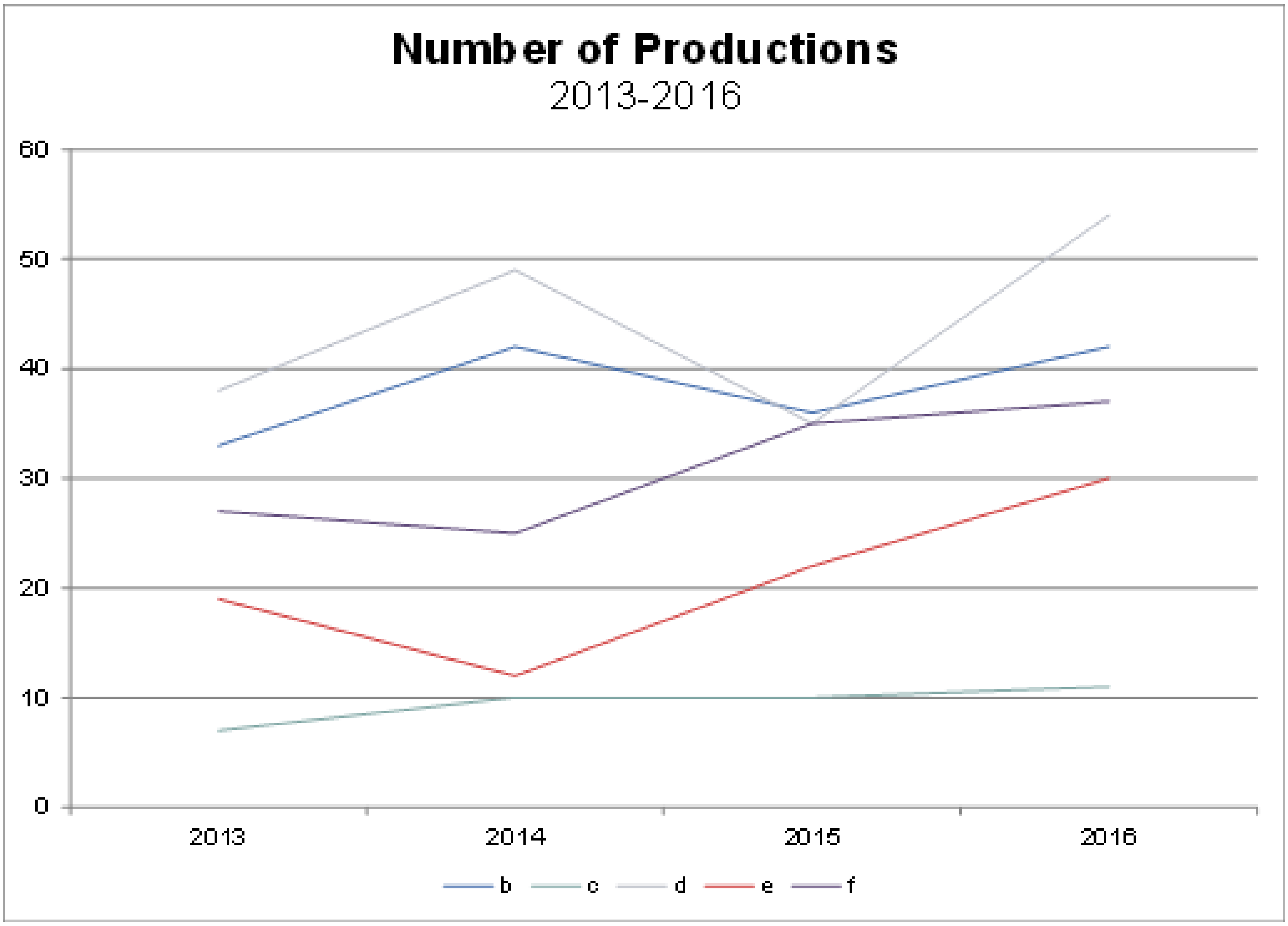
Musical Family saw increases in all segments of the study this year, with almost 3 million tickets sold contributing to an increased Box Office Income of more that £21,000,000 compared to 2015.

The five most financially important venues for Musical Family were

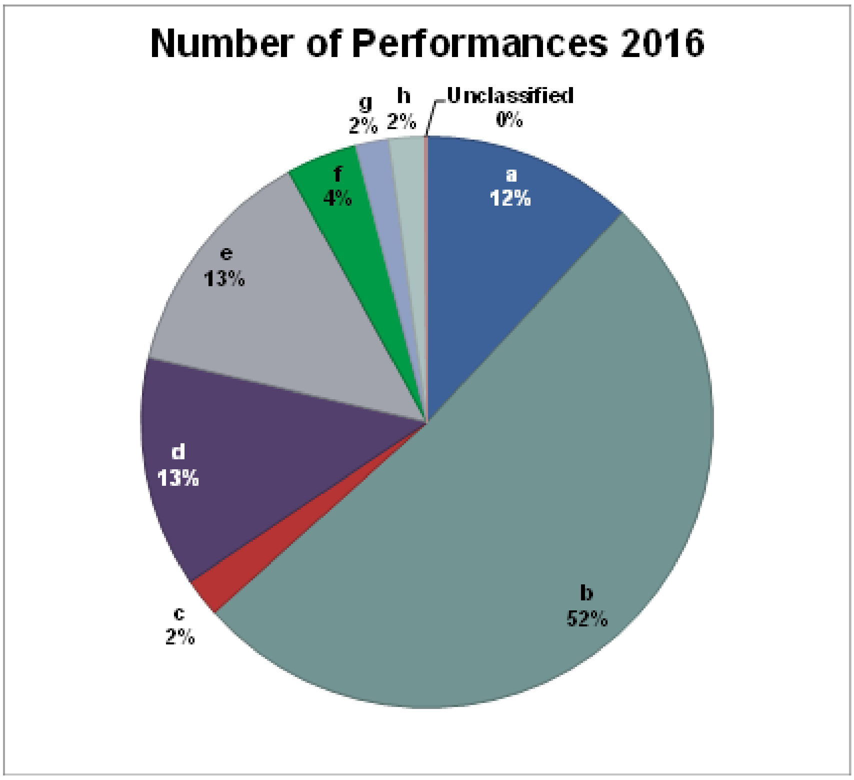
1. Principally presenting theatres with a capacity of over 1,000 (b)
2. Main Auditoria of larger producing theatres (a)
3. Auditoria of principally presenting theatres with a capacity between 500-1,000 (d)
4. Concert Halls (c)
5. Main Auditoria of principally producing theatres with capacity over 160 (e)

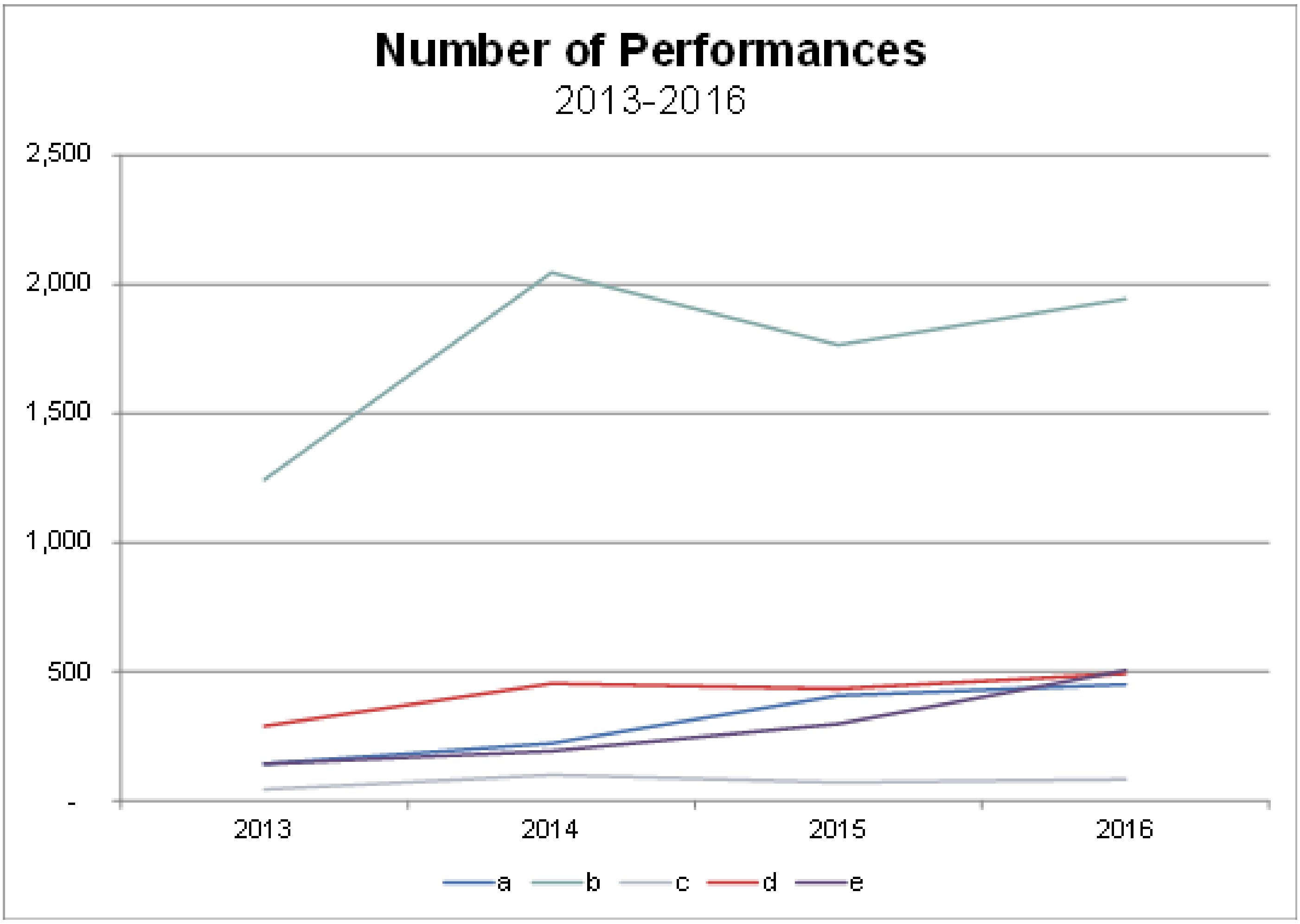
Together they accounted for 98% of total box office income.



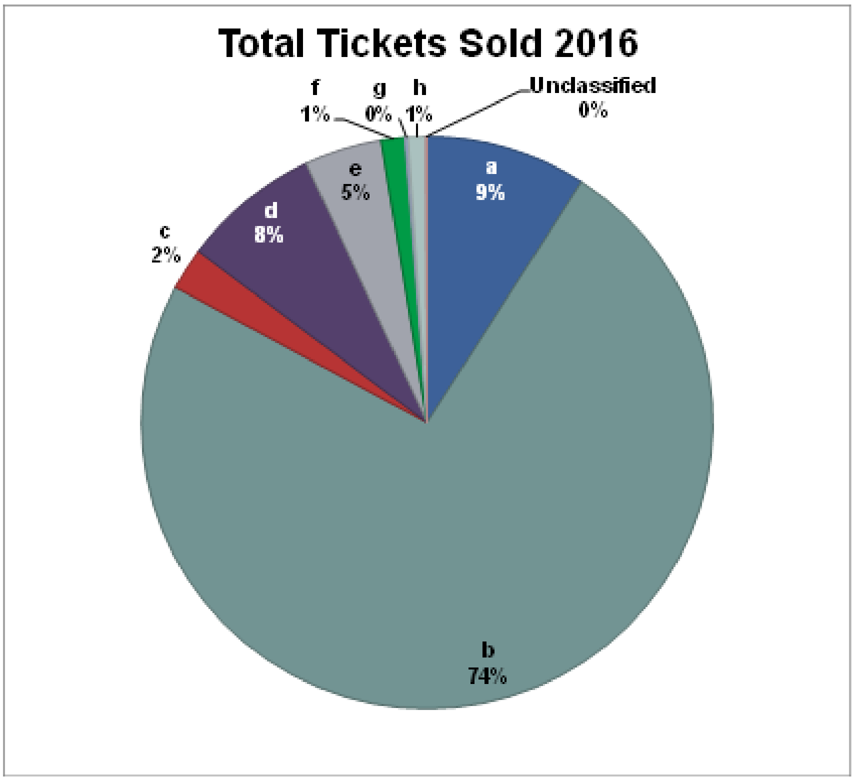


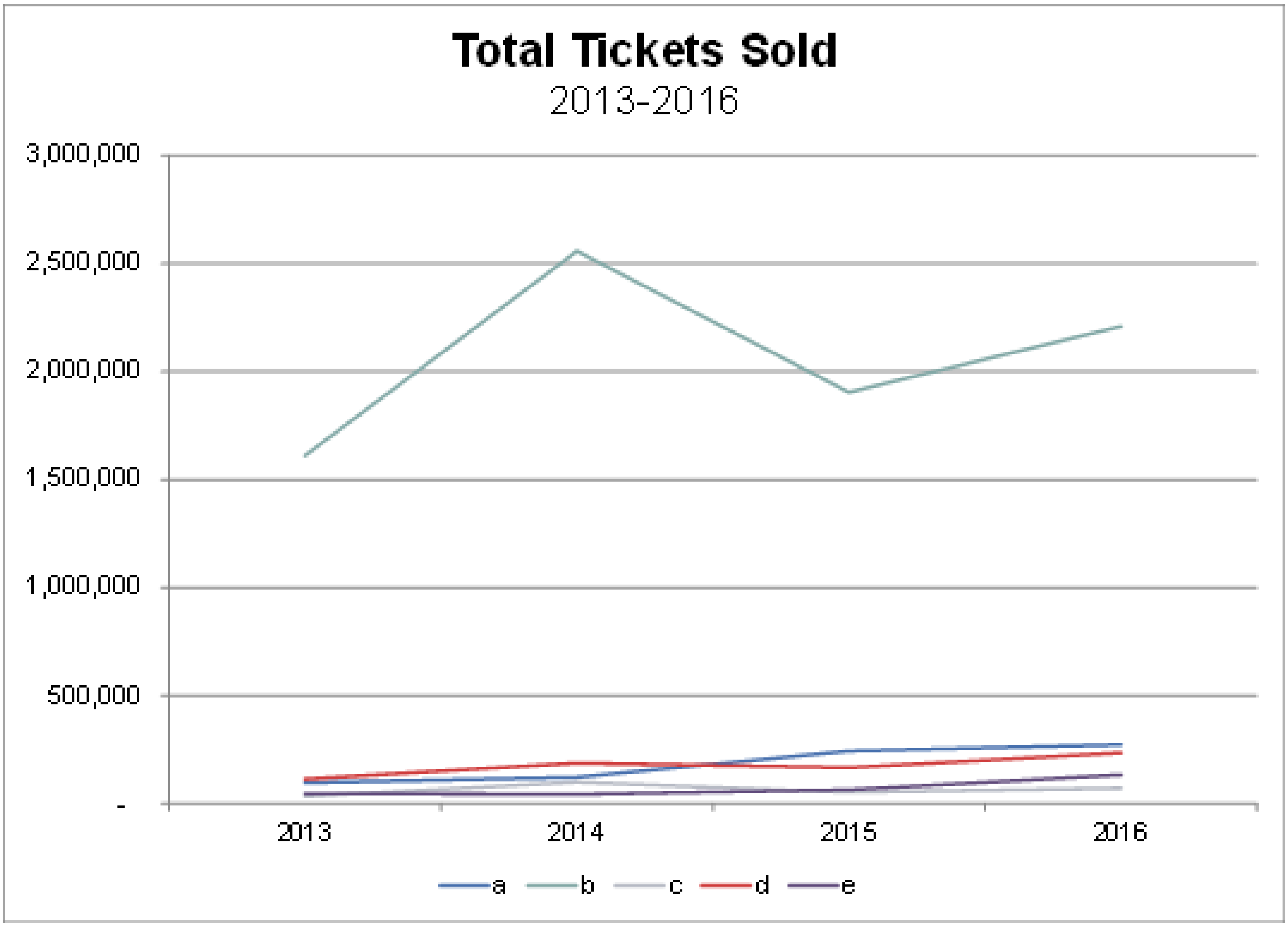
There has been an increase of more than 50% in the number of Musical Family Productions across the period, with Auditoria of principally presenting theatres with a capacity between 500-1,000 (d) alone hosting a quarter of them.



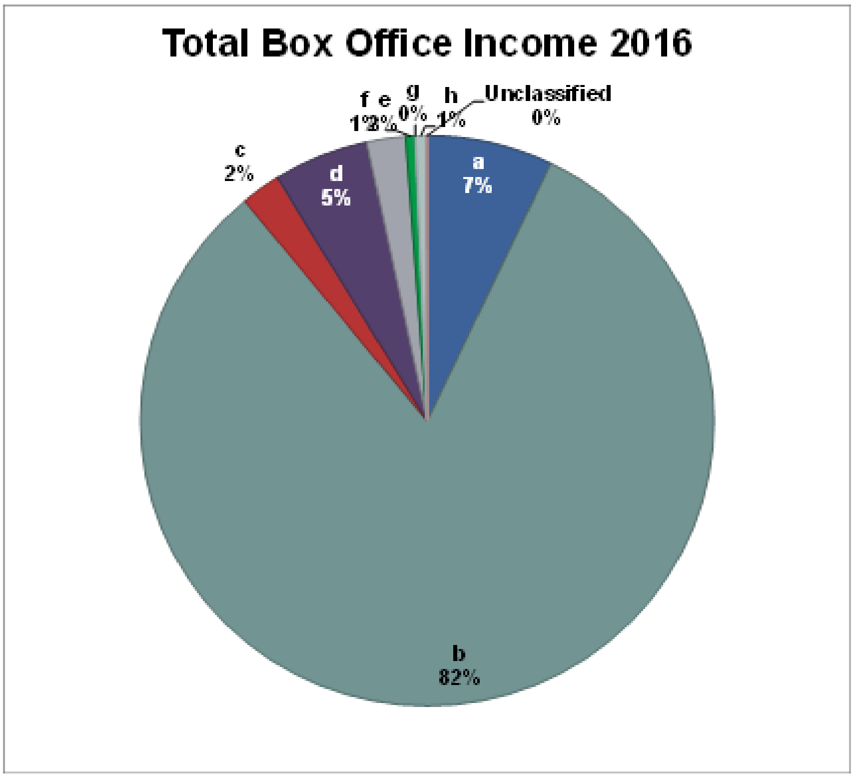


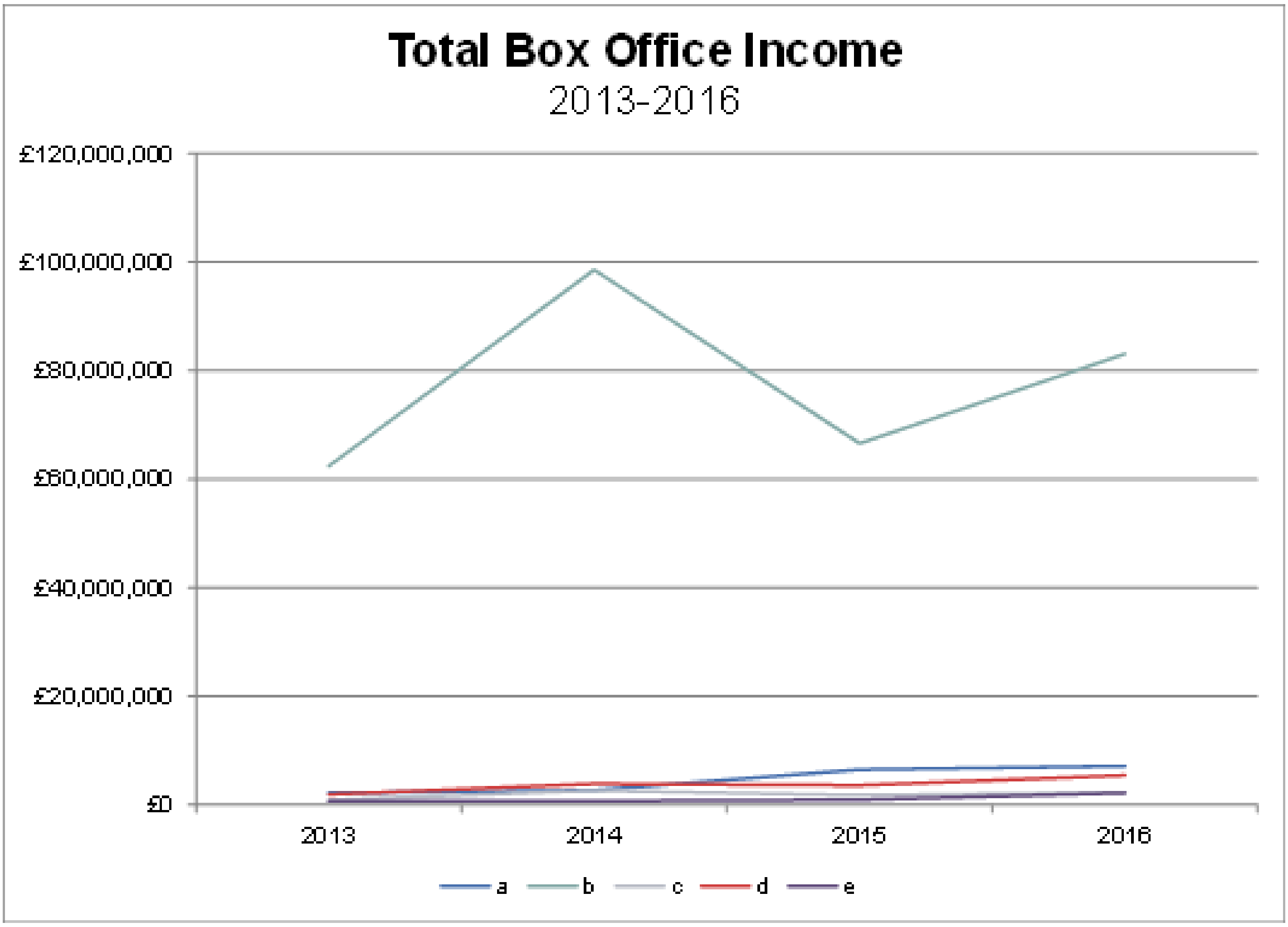
This year the trend for more productions and performances continued, with Principally presenting theatres with a capacity of over 1,000 (b) regaining lost ground from 2015.



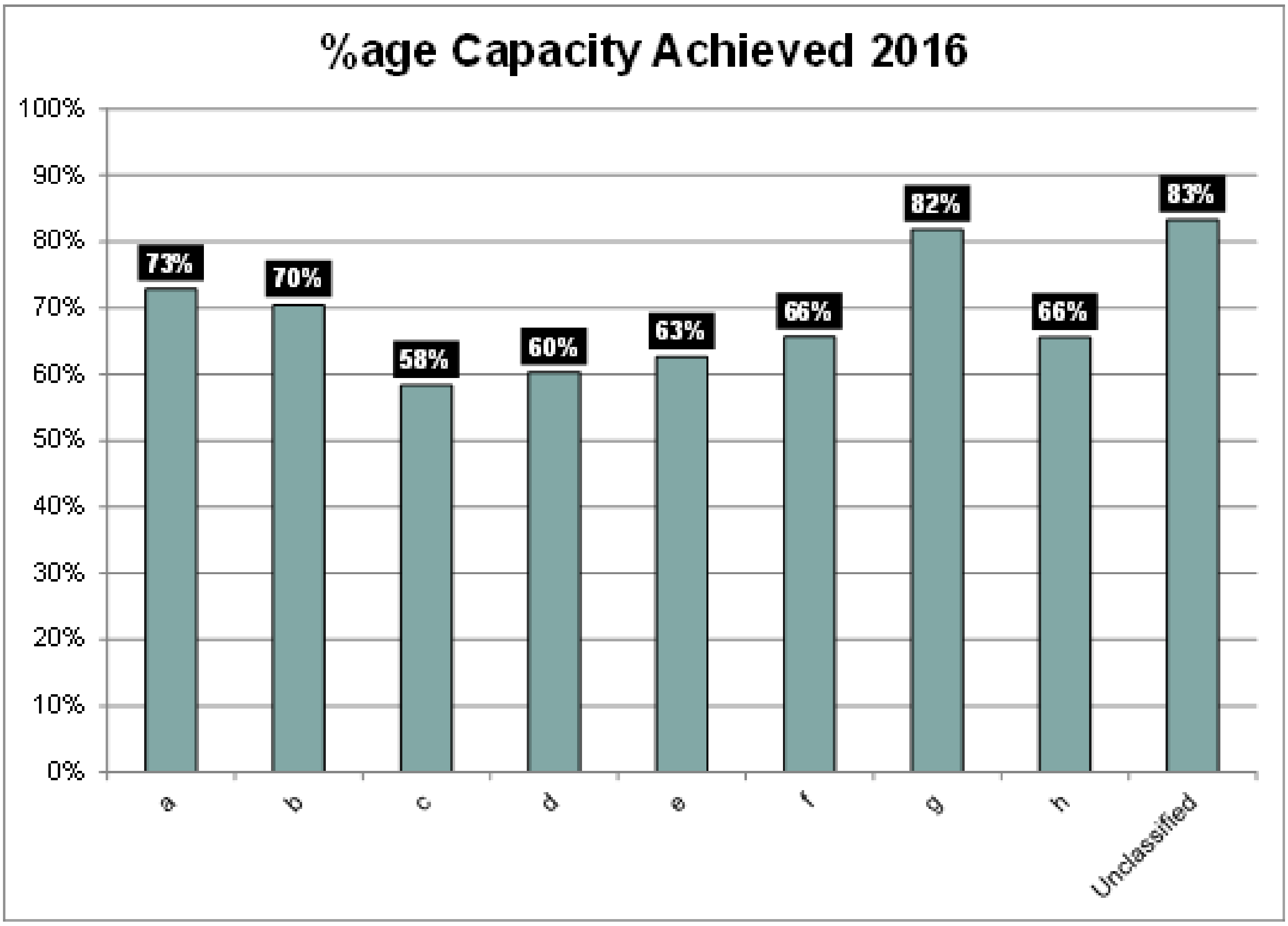


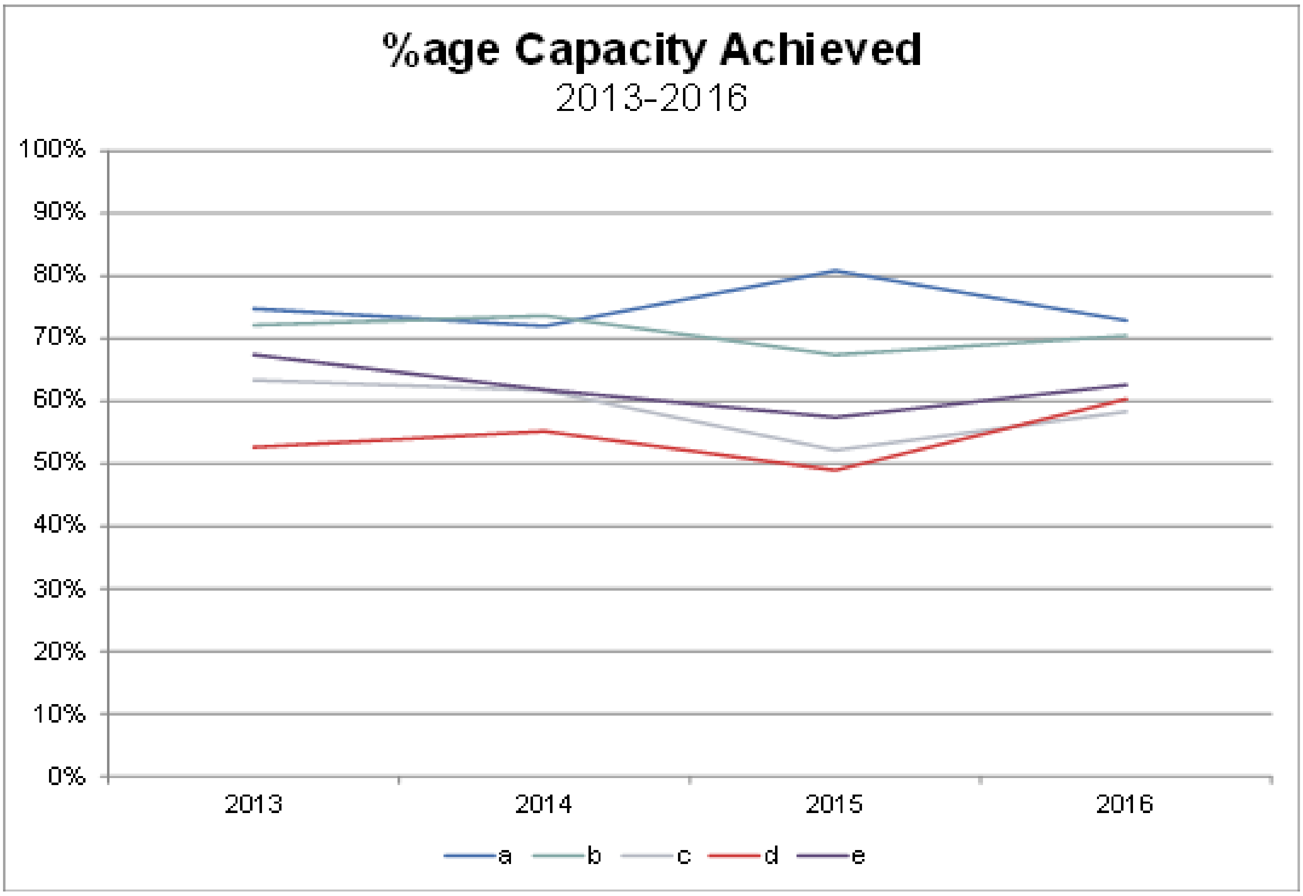
Ticket sales have increased by around a third since the study began. Principally presenting theatres with a capacity of over 1,000 (b) account for the greatest number of tickets sold, and returned to well over 2M tickets in 2016 after a year of reduced sales.



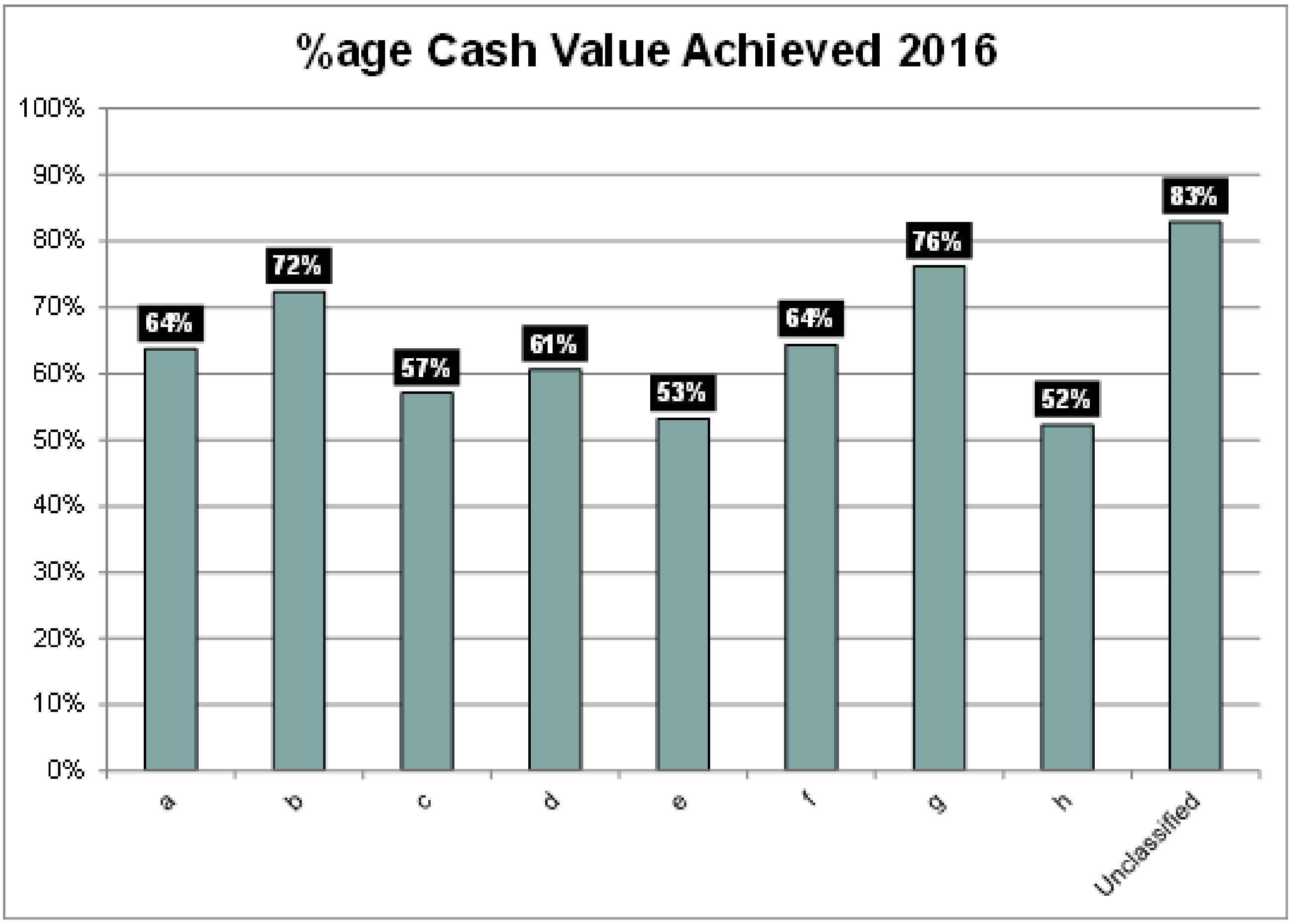


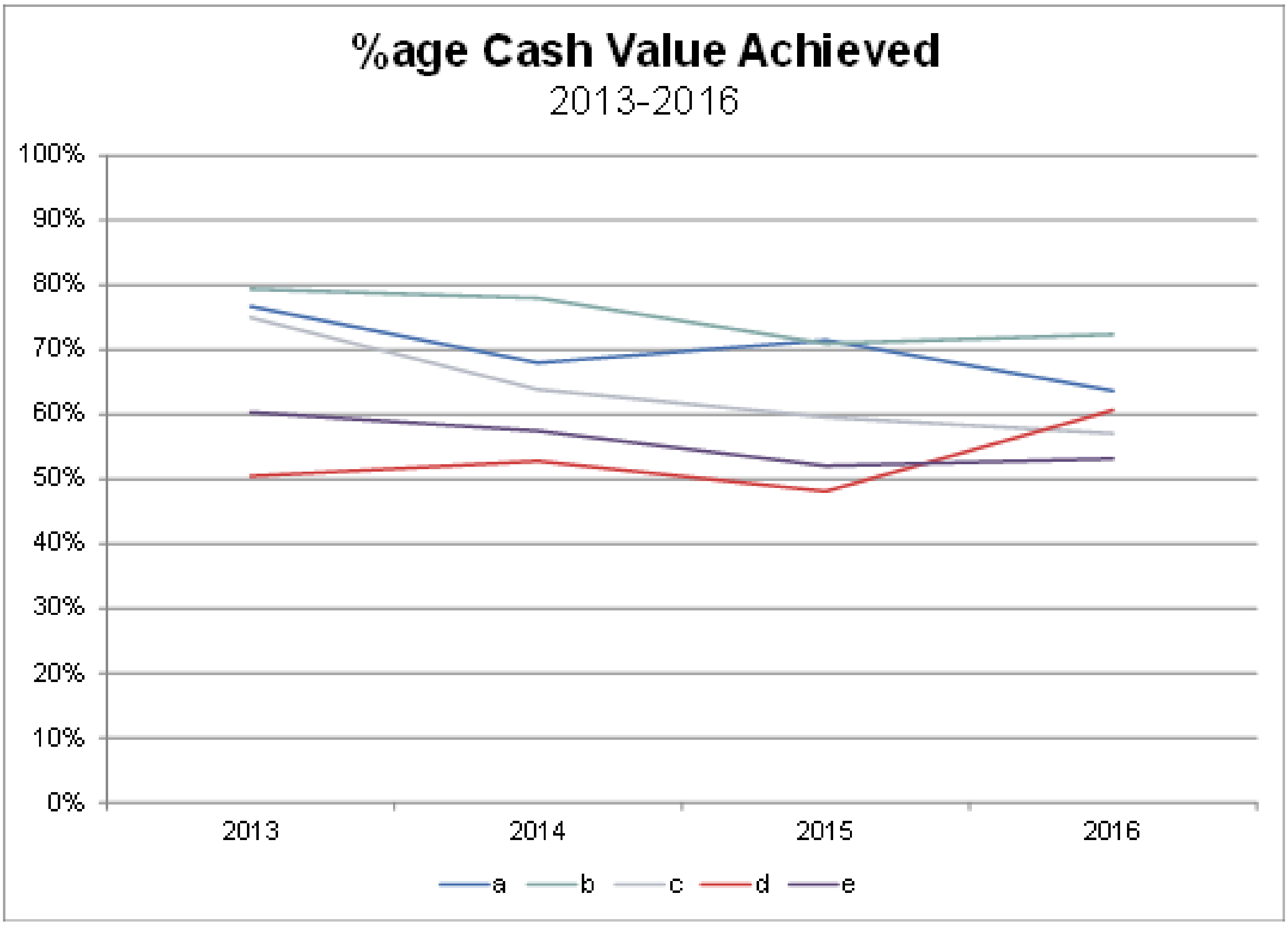
Principally presenting theatres with a capacity of over 1,000 (b) saw growth in Total Box Office Income of around £18M following a sharp decrease in 2015. They account for 82% of Total Box Office Income. Other principal venue types recorded a slight increase this year.



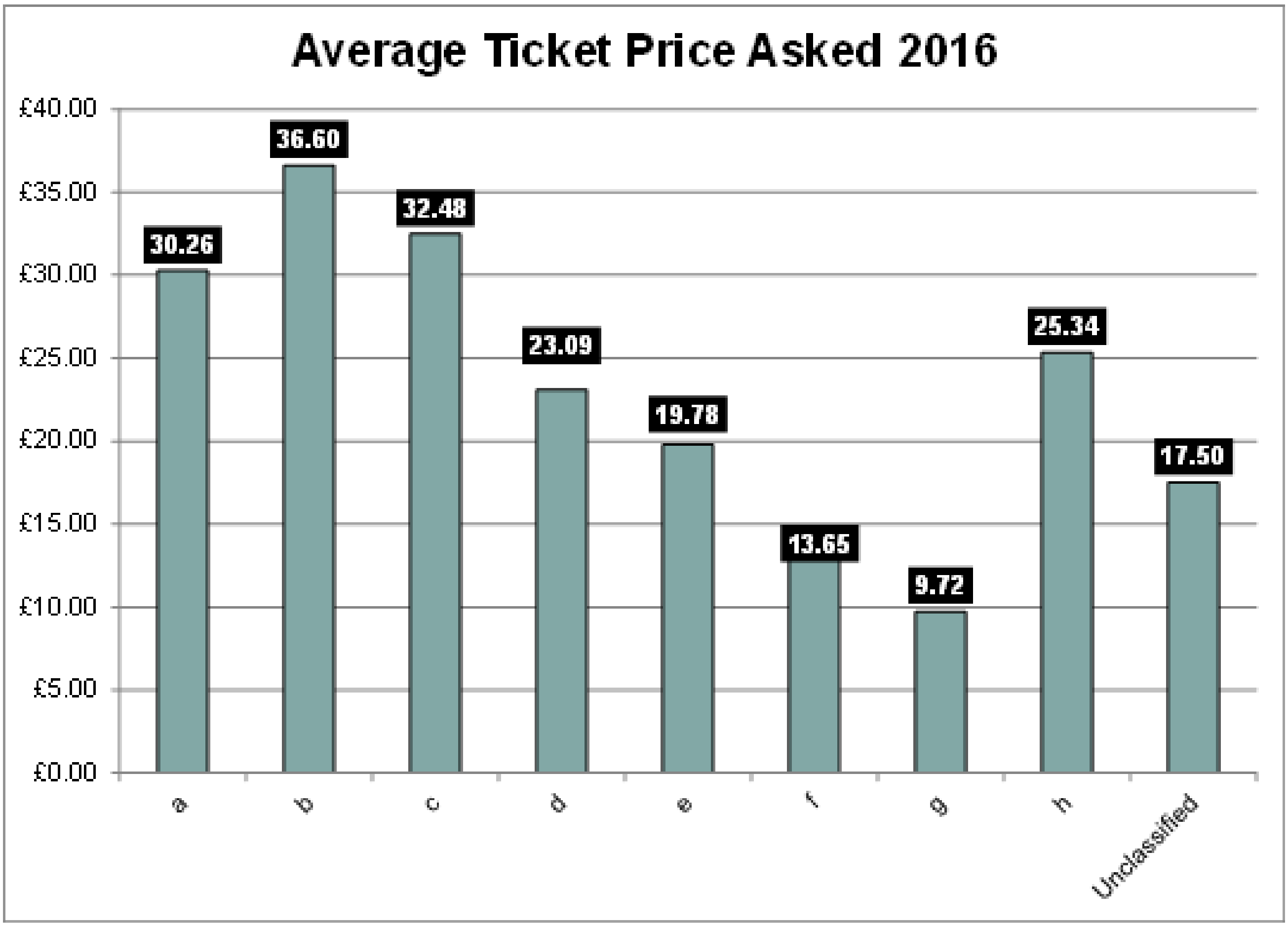


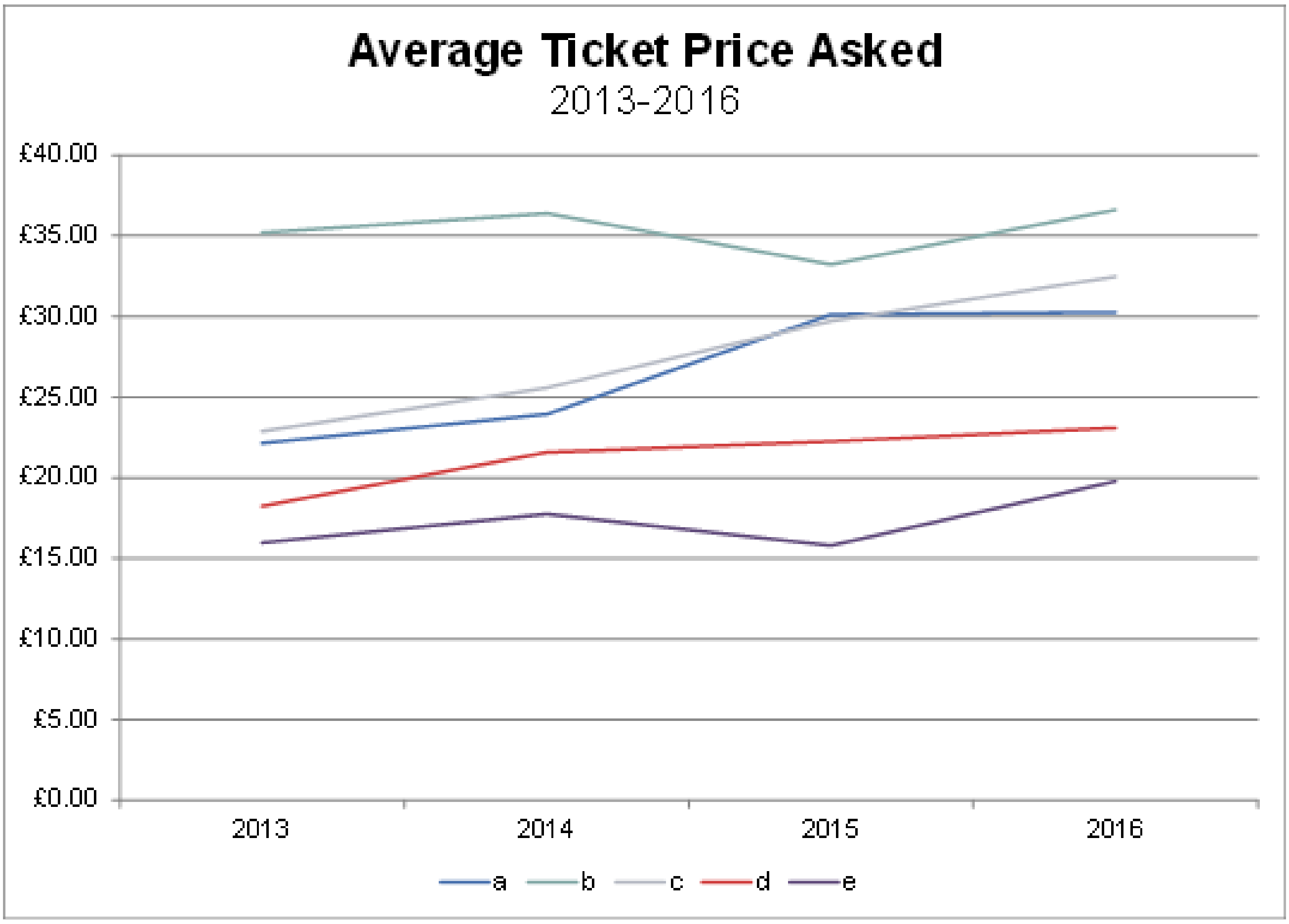
Auditoriums are generally over 60% full for Musical Family performances, with the average for 2016 being 69%. Overall the range between different venue types has decreased.



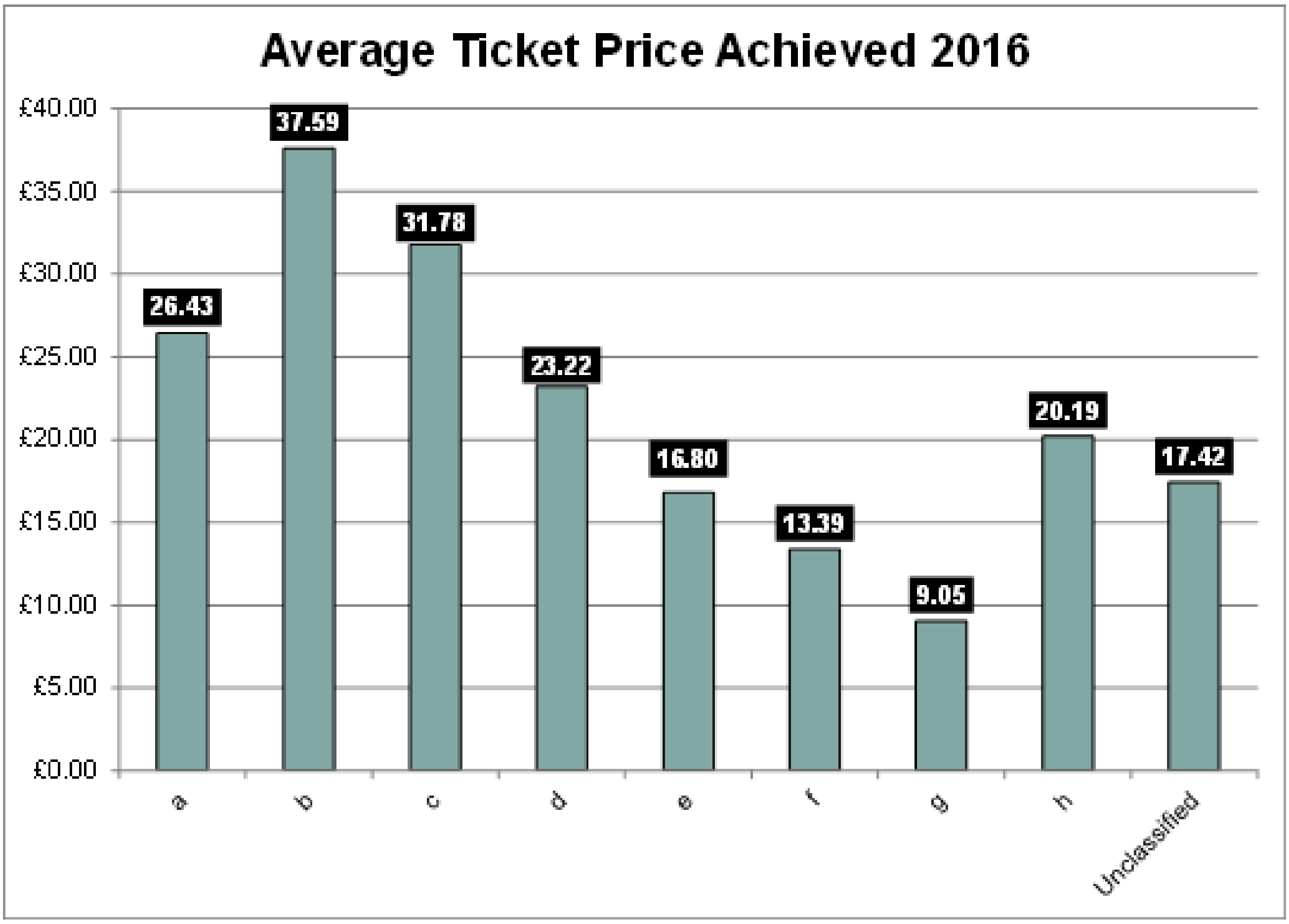


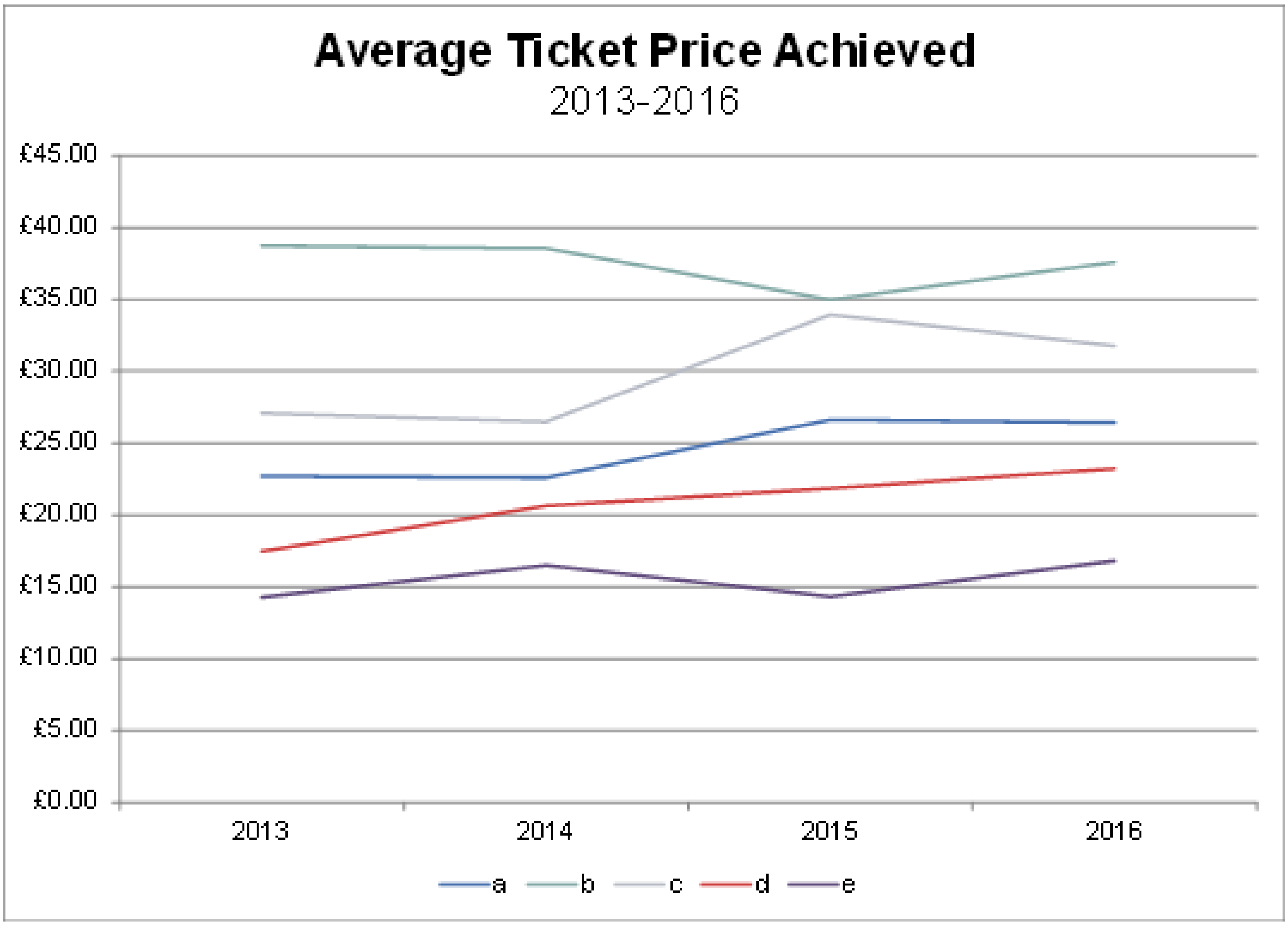
Auditoria of principally presenting theatres with a capacity between 500-1,000 (d) increased cash value achieved in the past year by over 10%, while Main Auditoria of larger producing theatres (a) saw a decrease of around the same amount. This meant there was only a 1% change overall in the last year. However, Cash Value has decreased by over 7% since the study began.



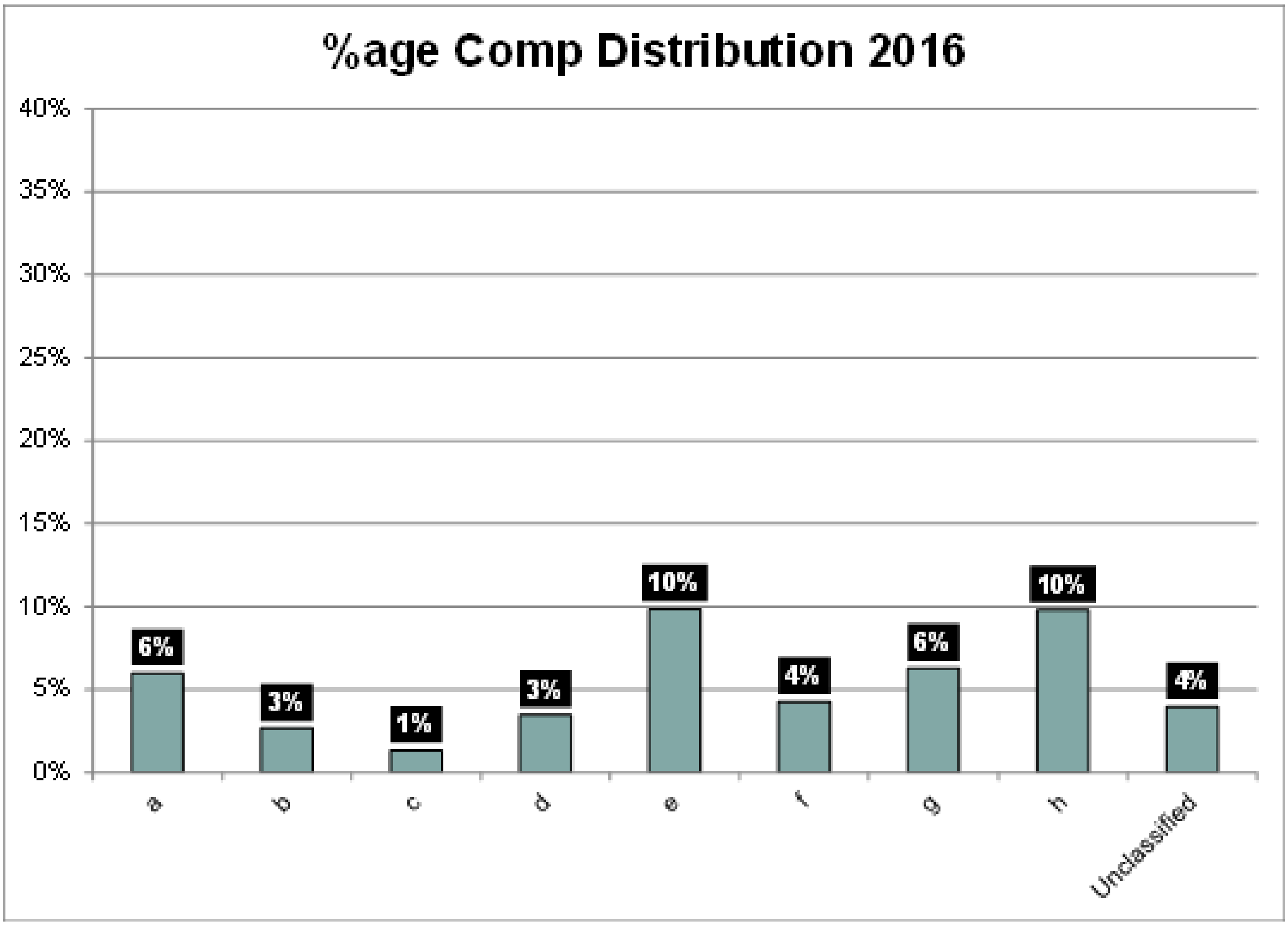


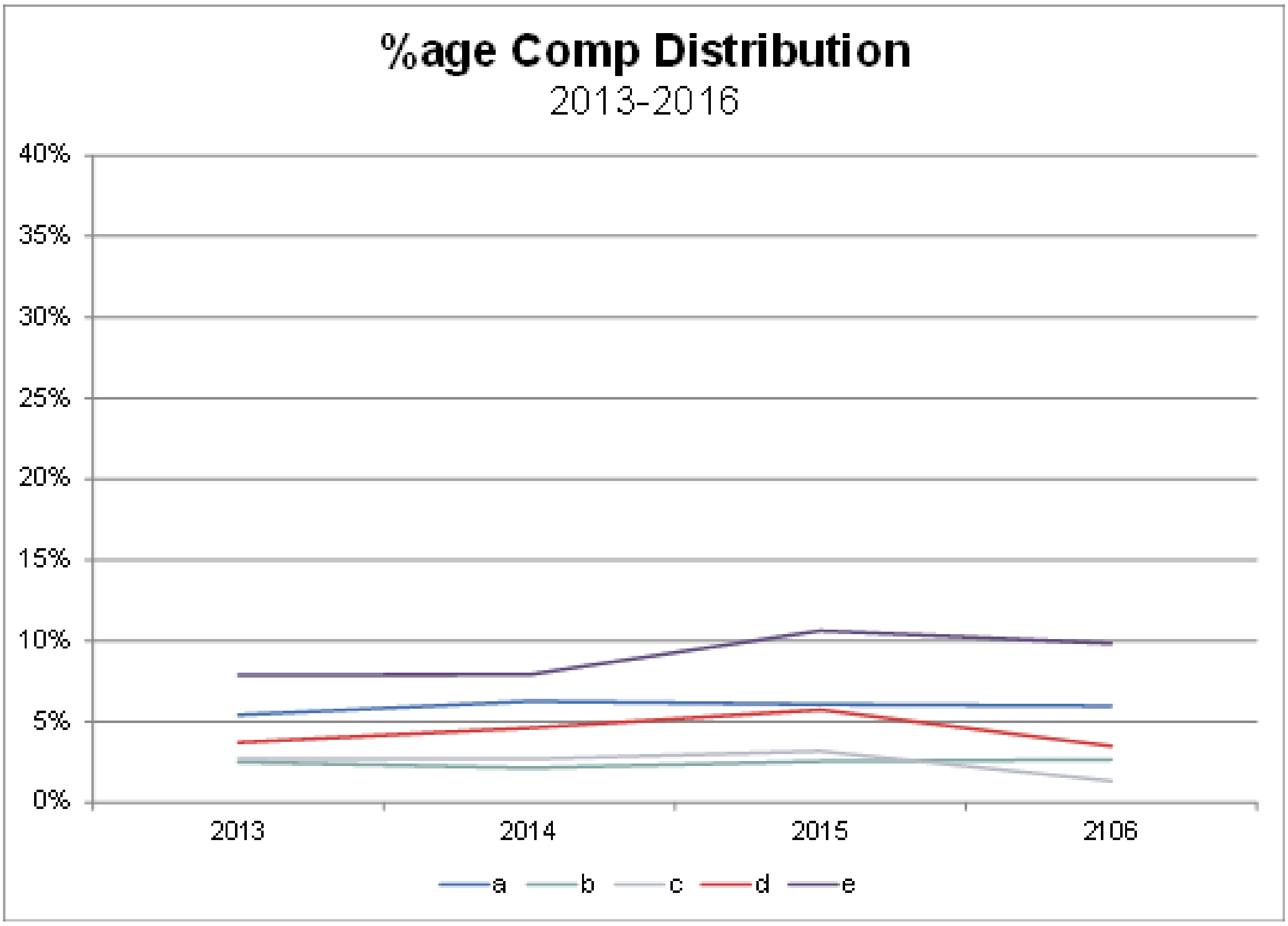
The Average Ticket Price Asked has risen across all venue types. Principally presenting theatres with a capacity of over 1,000 (b) and Main Auditoria of principally producing theatres with capacity over 160 (e) dropped their prices in 2015, but increased them again in 2016.





Average Ticket Price Achieved generally grew this year, with Principally presenting theatres with a capacity of over 1,000 (b) achieving almost £38 per ticket.





Comp distribution remains high for Main Auditoria of principally producing theatres with capacity over 160 (e) who filled 10% of seats with non-paying customers in 2016. Auditoria of principally presenting theatres with a capacity between 500-1,000 (d) and Concert Halls (c) both reduced their distribution of comps in 2016.