

## Plays

- Following two years of growth, in 2016 Plays saw a decrease in total box office income of over £10M. There were also fewer tickets sold by over 500,000 and almost 800 fewer performances compared to 2015.
- The average price paid for a Plays ticket has risen by 9%.
- Despite selling the largest proportion of tickets in every other year of this study, 2016 saw a drop of over 500k in the total tickets sold by principally presenting theatres with a capacity of over 1,000 (b) which decreased their overall share of ticket sales to 20%. Main auditoria of larger producing theatres (a) saw ticket sales rise by £200k, including growth in 2016.

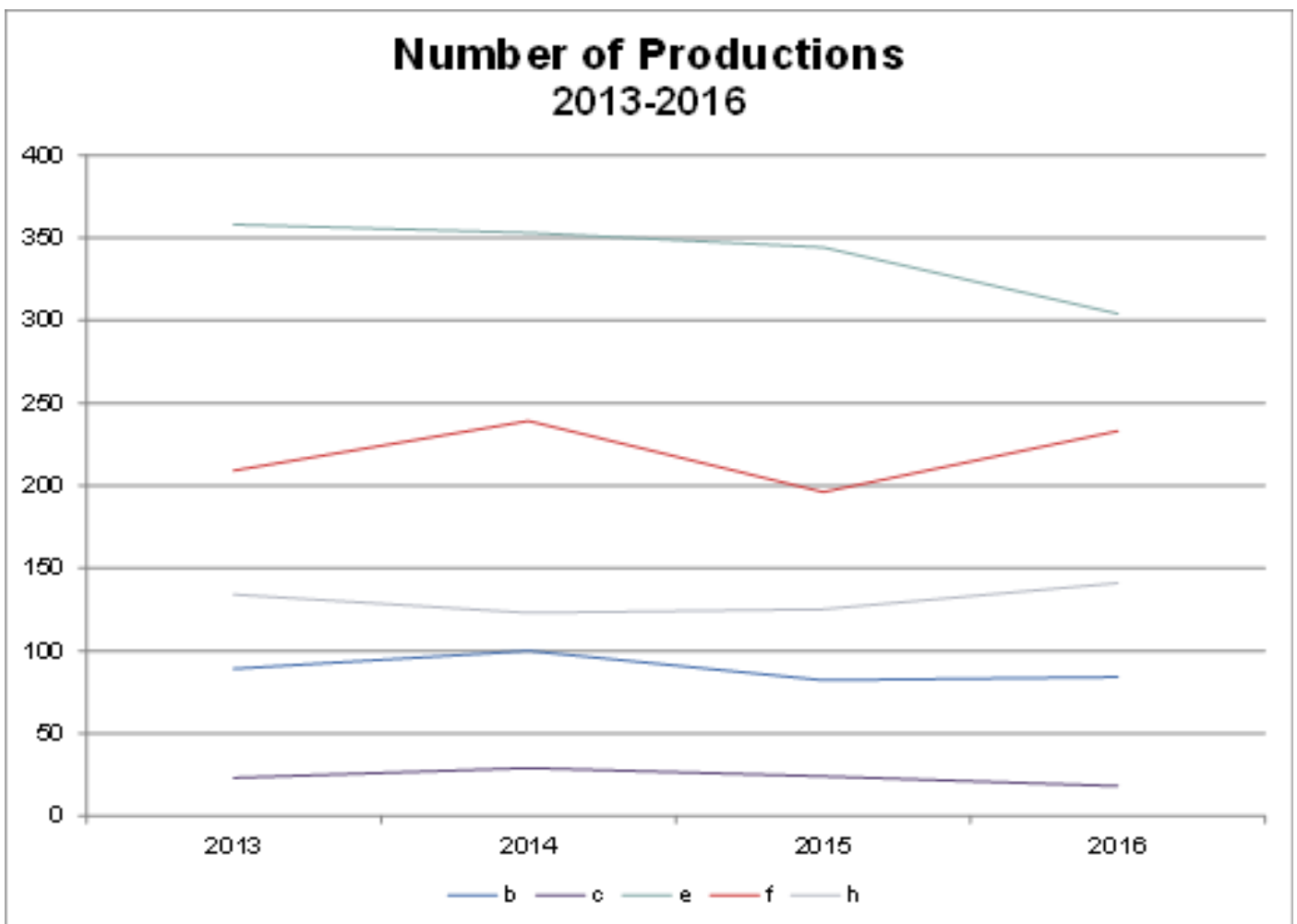
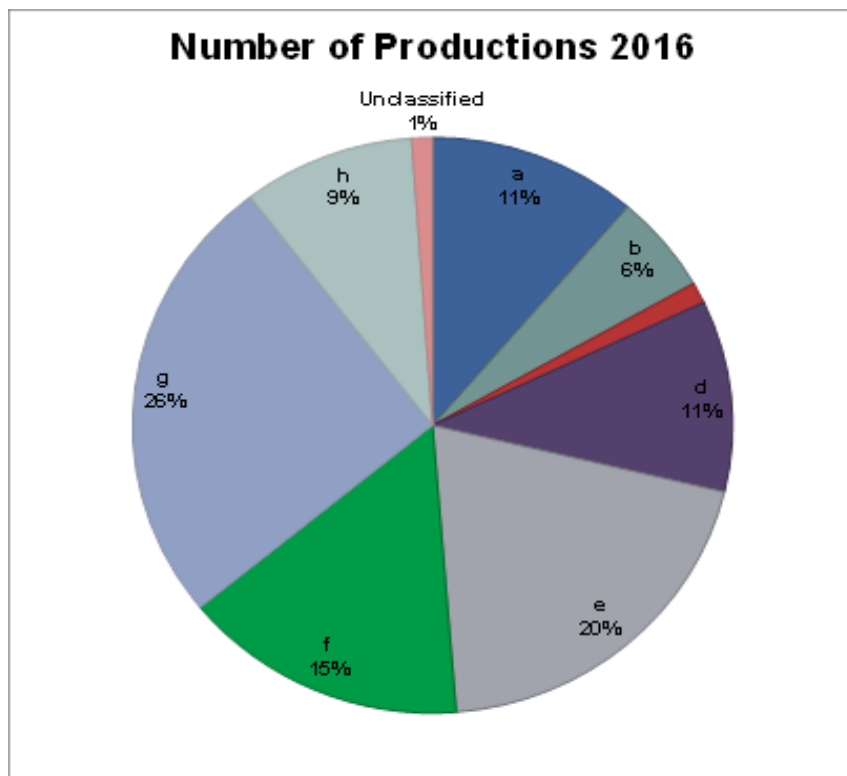
	Number of productions	Number of performances	Total tickets sold	Total Box Office Income	%age capacity achieved	%age cash value achieved	Average ticket price asked	Average ticket price achieved
2013	1,524	14,767	3,876,188	£74,353,782	51%	48%	£20.16	£19.18
2014	1,660	15,402	4,125,158	£84,591,067	52%	50%	£21.29	£20.51
2015	1,475	14,362	4,259,520	£88,373,191	55%	52%	£21.87	£20.75
2016	1,518	13,575	3,729,400	£78,078,446	55%	52%	£22.33	£20.94
Change 2013-16	-6	-1,192	-146,788	+£3,724,664	+4.29%	+3.32%	+£2.17	+£1.75
Change 2015-16	+43	-787	-530,120	-£10,294,745	+0.40%	-0.22%	+£0.46	+£0.19

Following two years of growth, Plays experienced a decrease in Total Box Office Income of over £10M in 2016. There were also over 500,000 fewer tickets sold and almost 800 fewer performances compared to 2015.

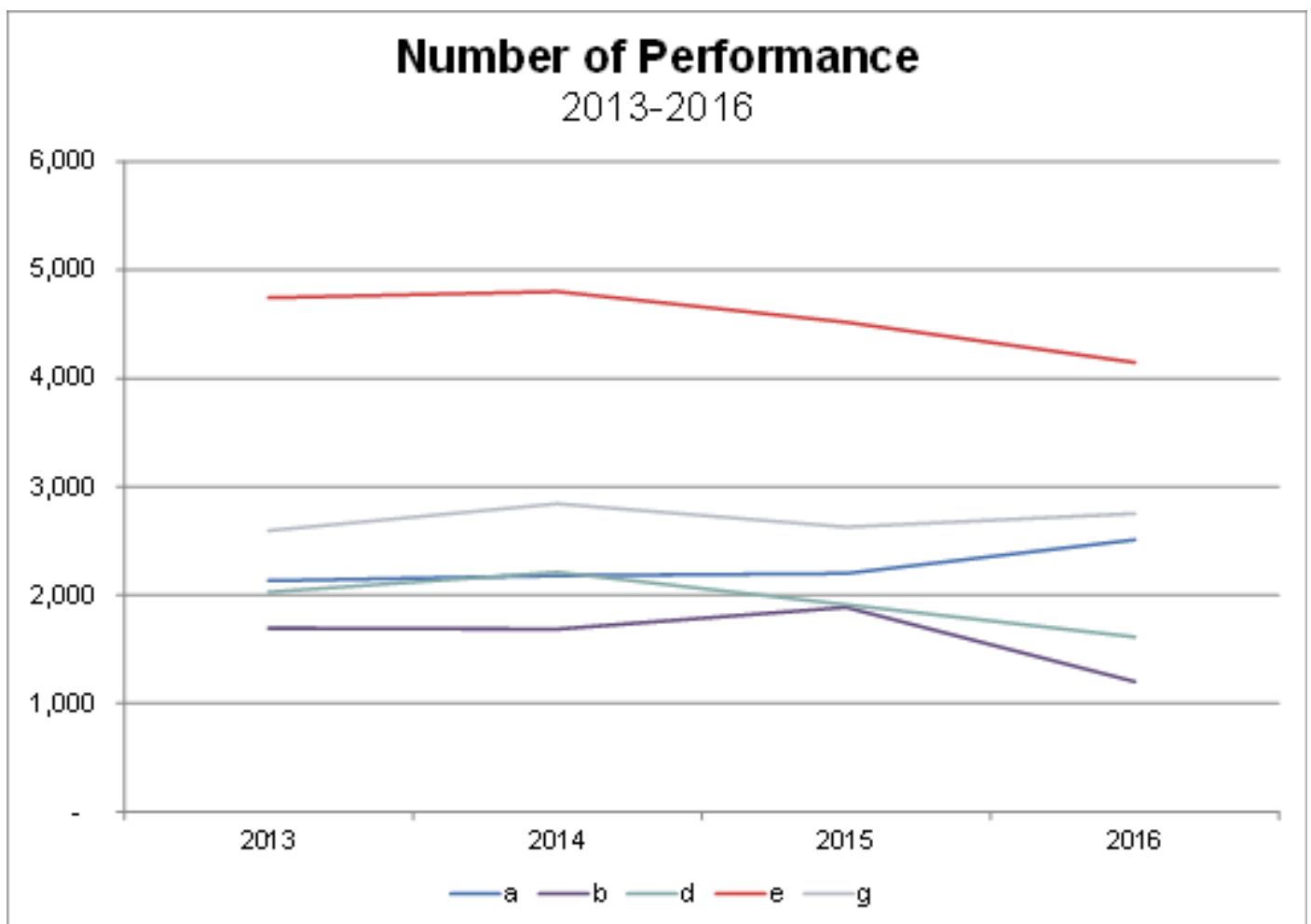
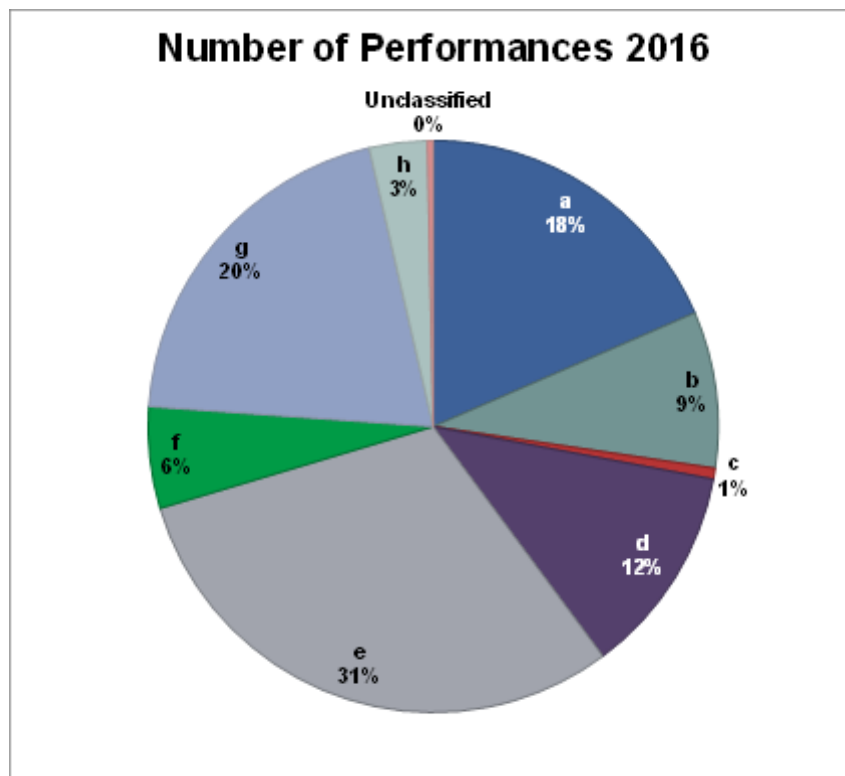
The five most financially important venues for Plays were

1. Main Auditoria of larger producing theatres (a)
2. Principally presenting theatres with a capacity of over 1,000 (b)
3. Main Auditoria of principally producing theatres with capacity over 160 (e)
4. Auditoria of principally presenting theatres with a capacity between 500-1,000 (d)
5. Smaller space, programmed frequently (g)

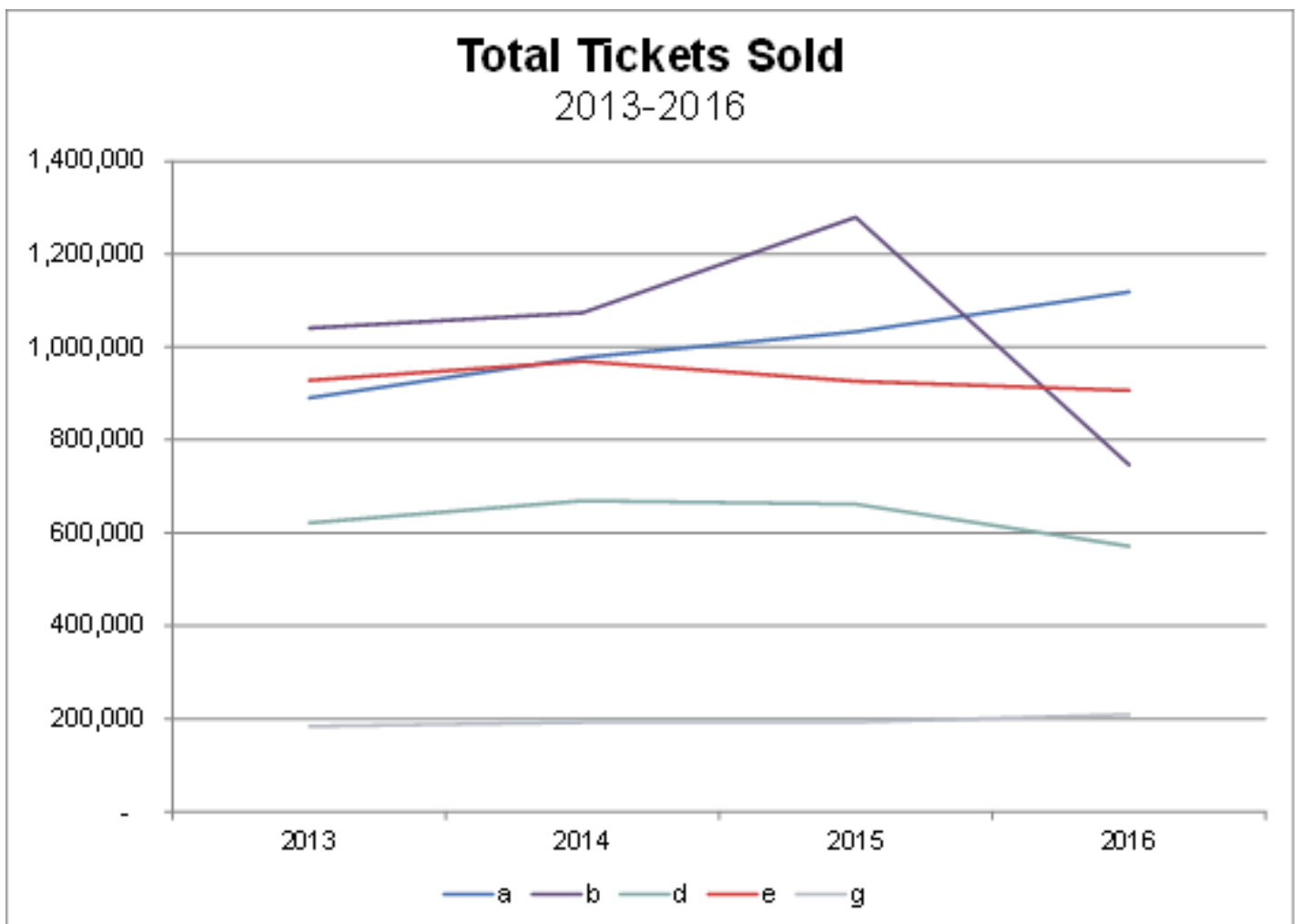
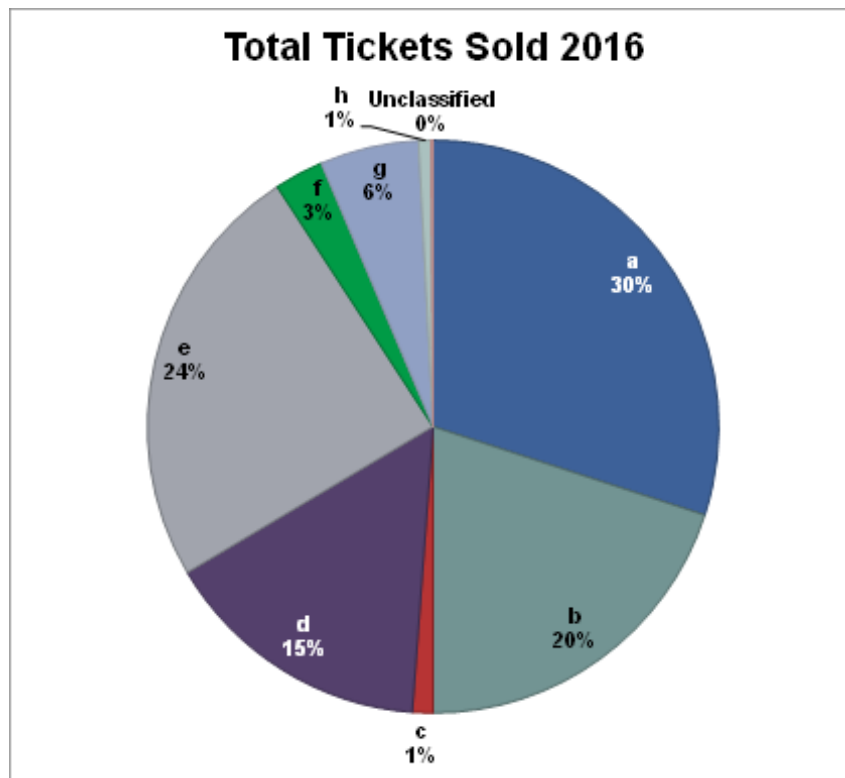
Together they accounted for 97% of total box office income.



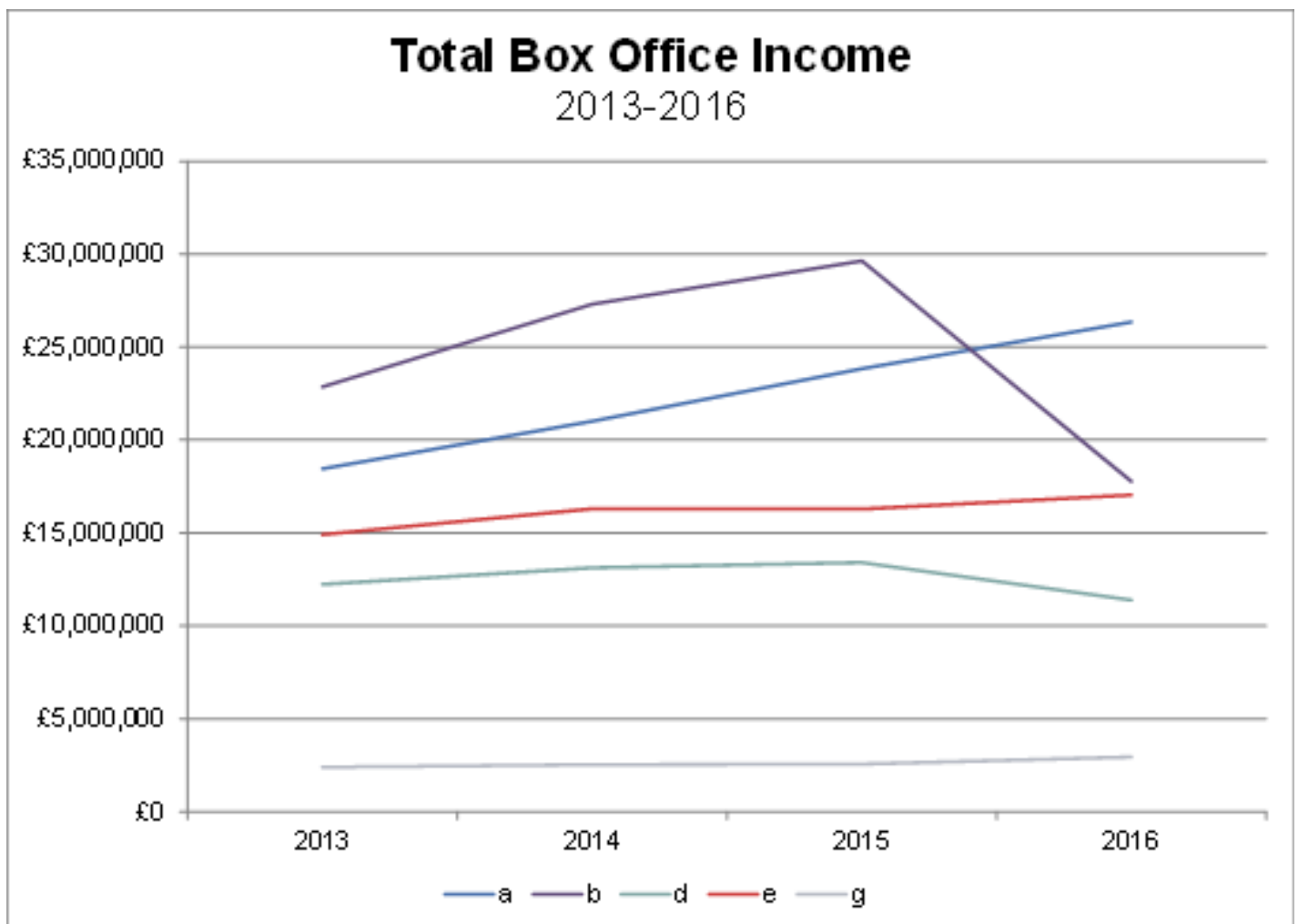
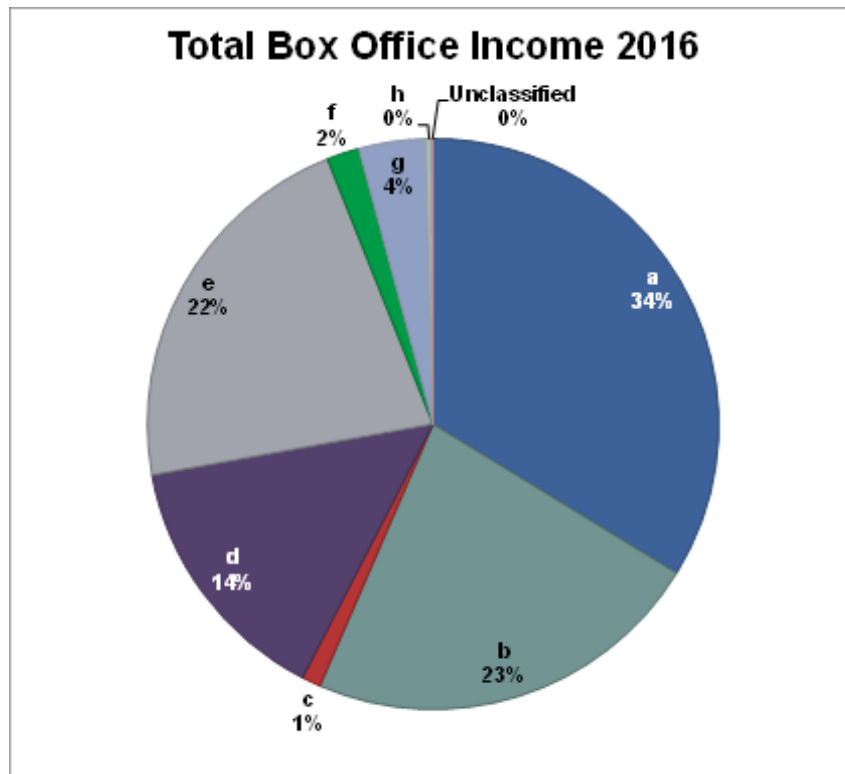
In 2016 Main Auditoria of principally producing theatres with capacity over 160 (e) showed around 50 fewer productions of Plays, whilst Main Auditoria of larger producing theatres (a) increased their productions by almost the same amount.



Despite a small amount of growth in the number of productions of Plays across the period, there has been a much greater drop in the number of performances. Sharp decreases from Main Auditoria of principally producing theatres with capacity over 160 (e) and Principally presenting theatres with a capacity of over 1,000 (b) in 2016 meant there were almost 800 fewer Play performances than in the previous year.

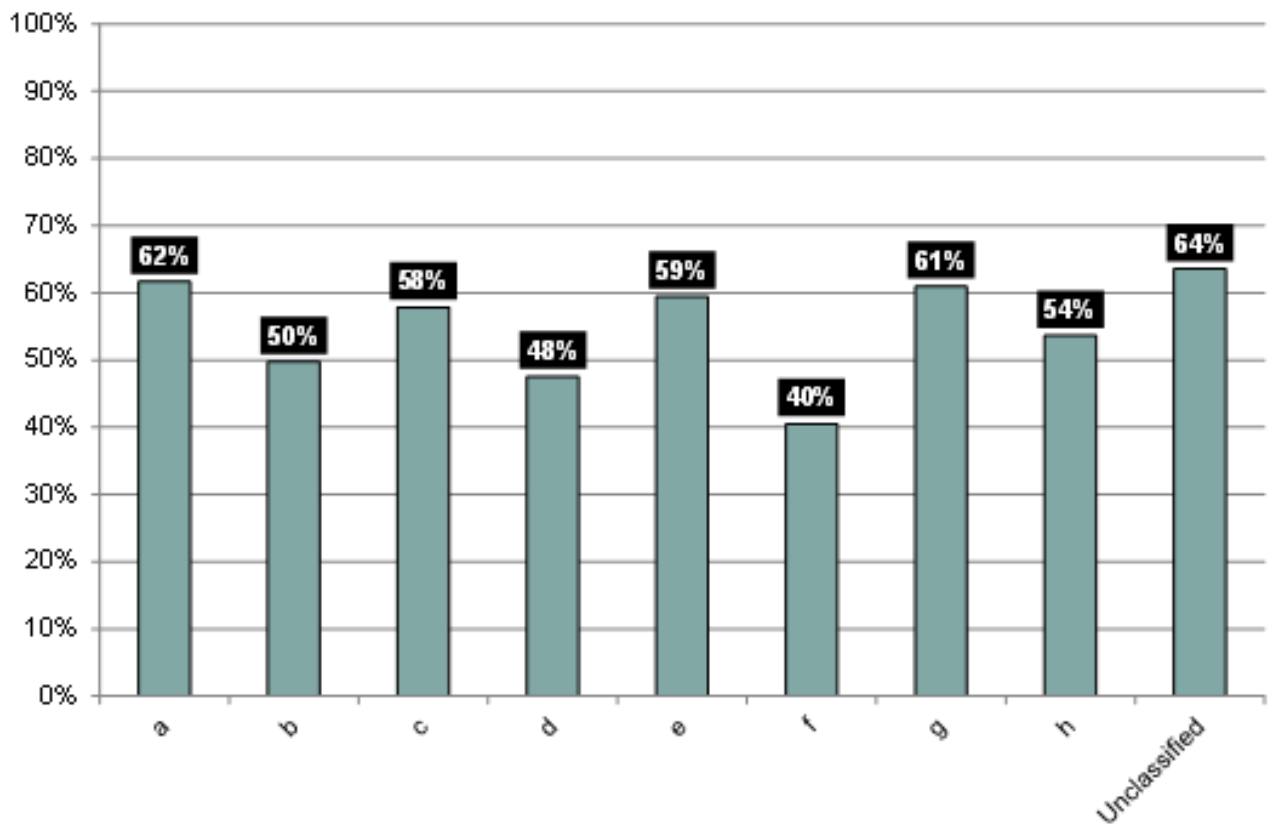


Despite selling the largest proportion of tickets in every other year of this study, 2016 saw a drop of over 500,000 Total Tickets Sold by Principally presenting theatres with a capacity of over 1,000 (b) which decreased their overall share of ticket sales to 20%. Main Auditoria of larger producing theatres (a) have grown their ticket sales across the period to over 1.1M tickets.

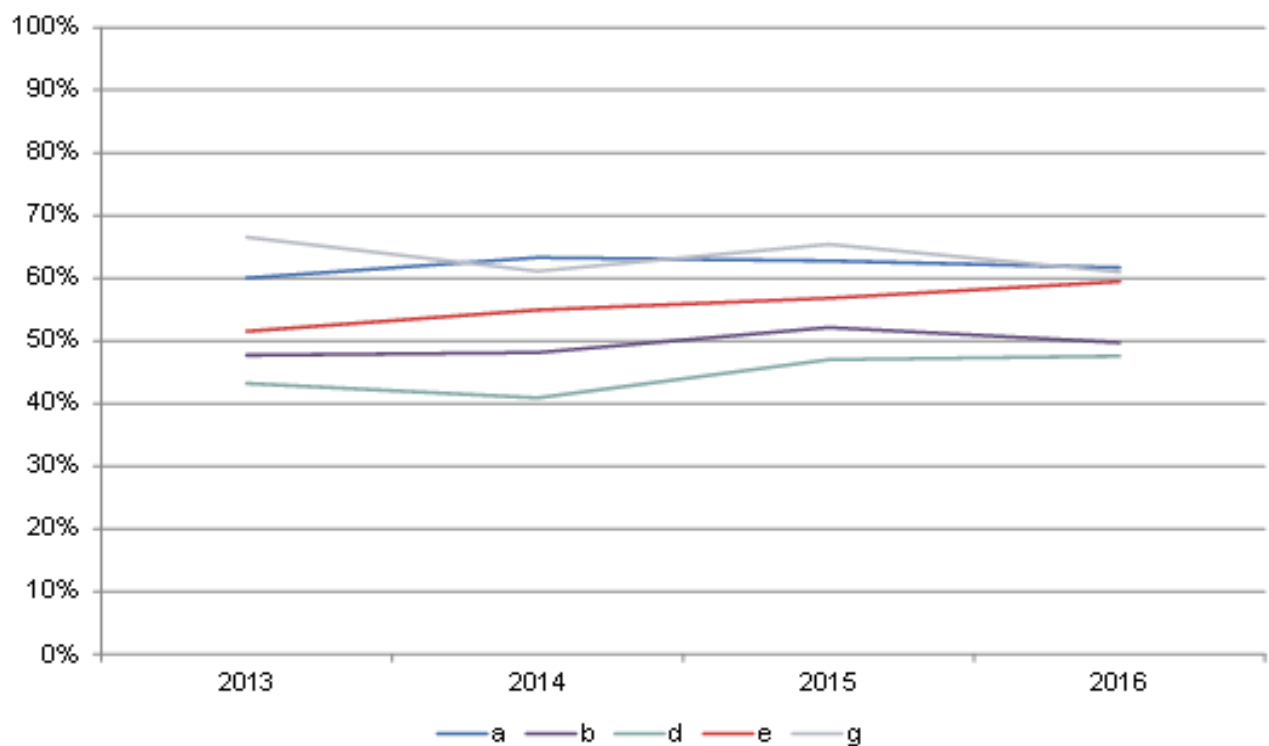


The reduced number of tickets sold by Principally presenting theatres with a capacity of over 1,000 (b) correlated to a dramatic drop in Total Box Office Income for this venue type. In contrast, Main Auditoria of larger producing theatres (a) saw strong growth this year, following the trend of previous years.

## %age Capacity Achieved 2016

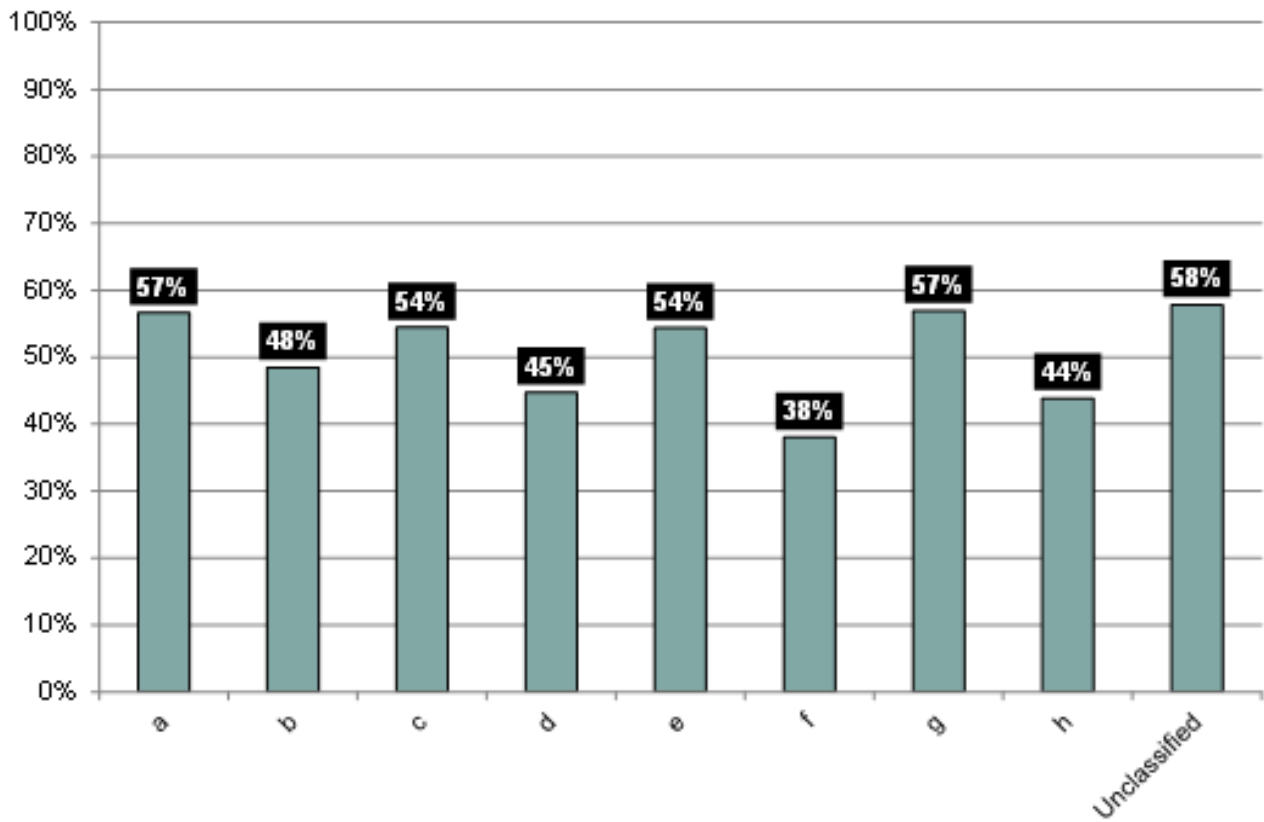


## %age Capacity Achieved 2013-2016

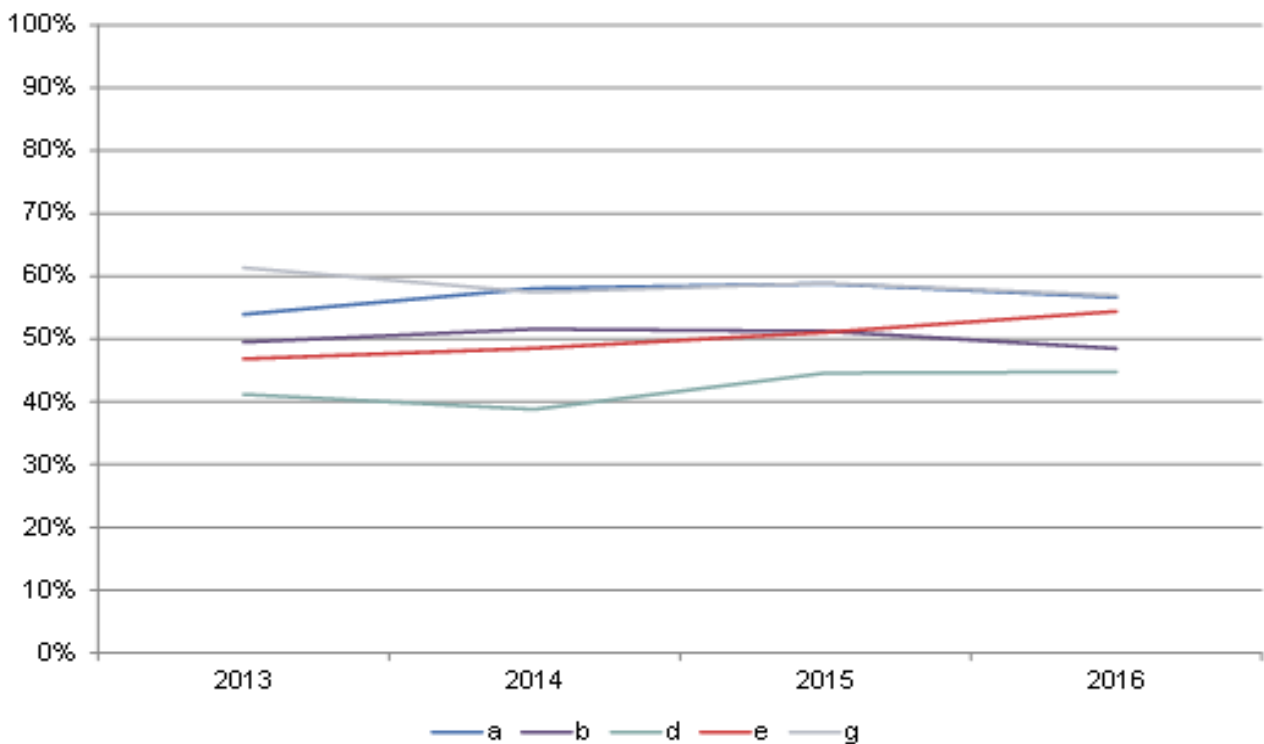


Average Capacity Achieved across the study has increased to 55% on average. However Main Auditoria of larger producing theatres (a), Smaller space, programmed frequently (g) and Main Auditoria of principally producing theatres with capacity over 160 (e) all reported a higher capacity than this, of around 60%.

## %age Cash Value Achieved 2016

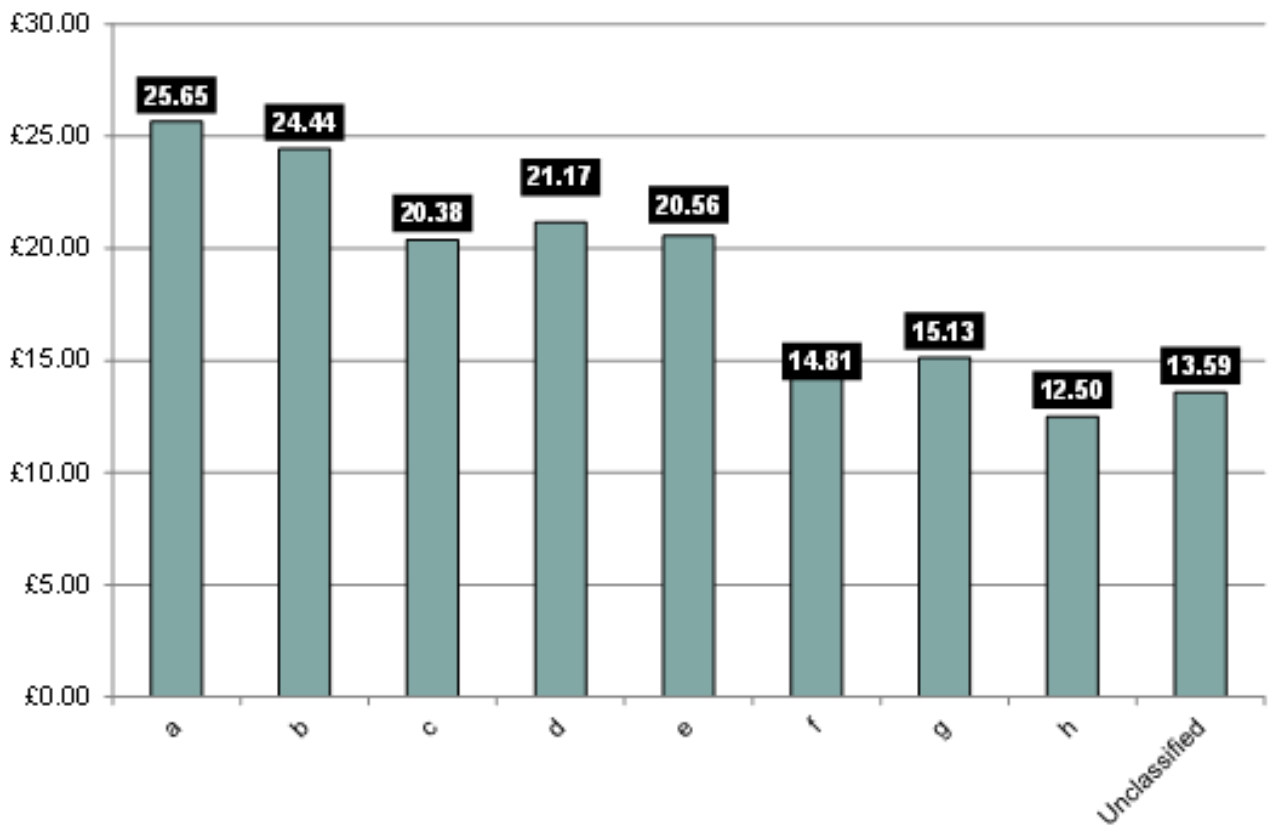


## %age Cash Value Achieved 2013-2016

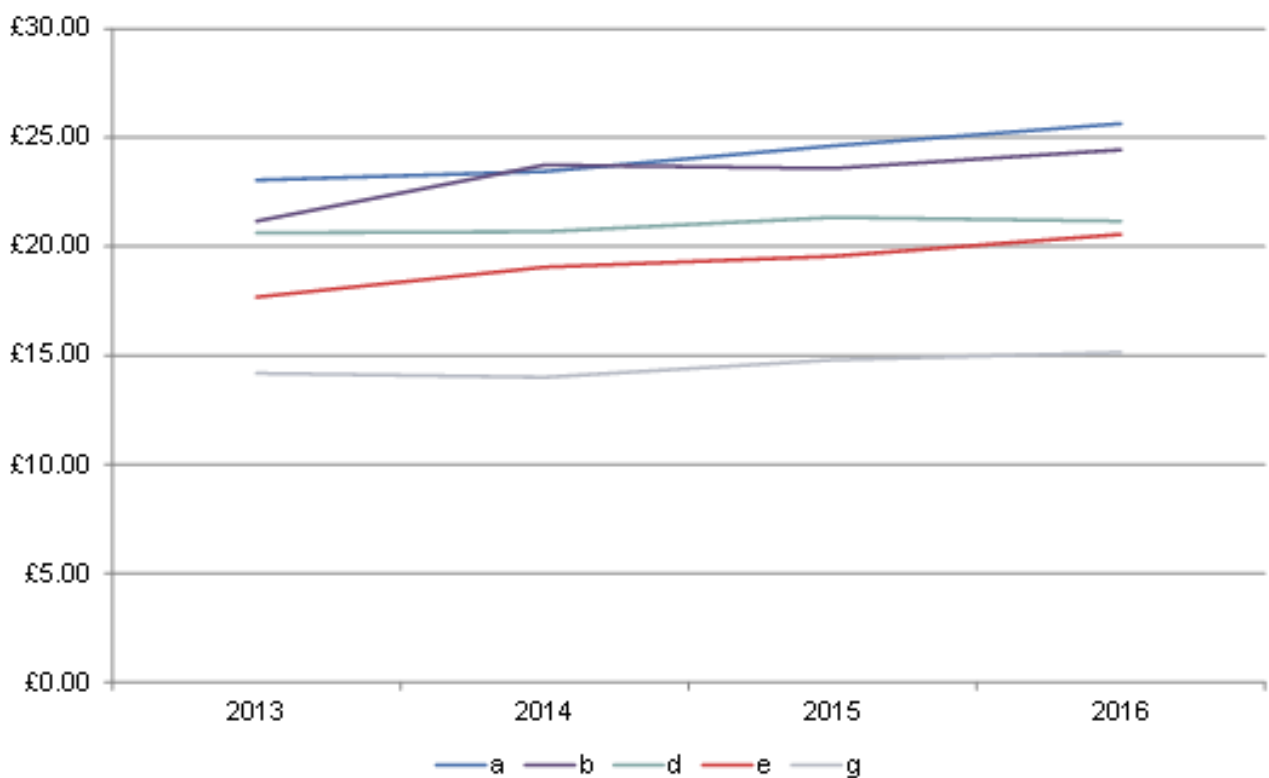


Main Auditoria of principally producing theatres with capacity over 160 (e) saw the greatest increase in yield in 2016, with an increase of around 8% since 2013. There has been an improvement of over 3% in yield over the period.

## Average Ticket Price Asked 2016

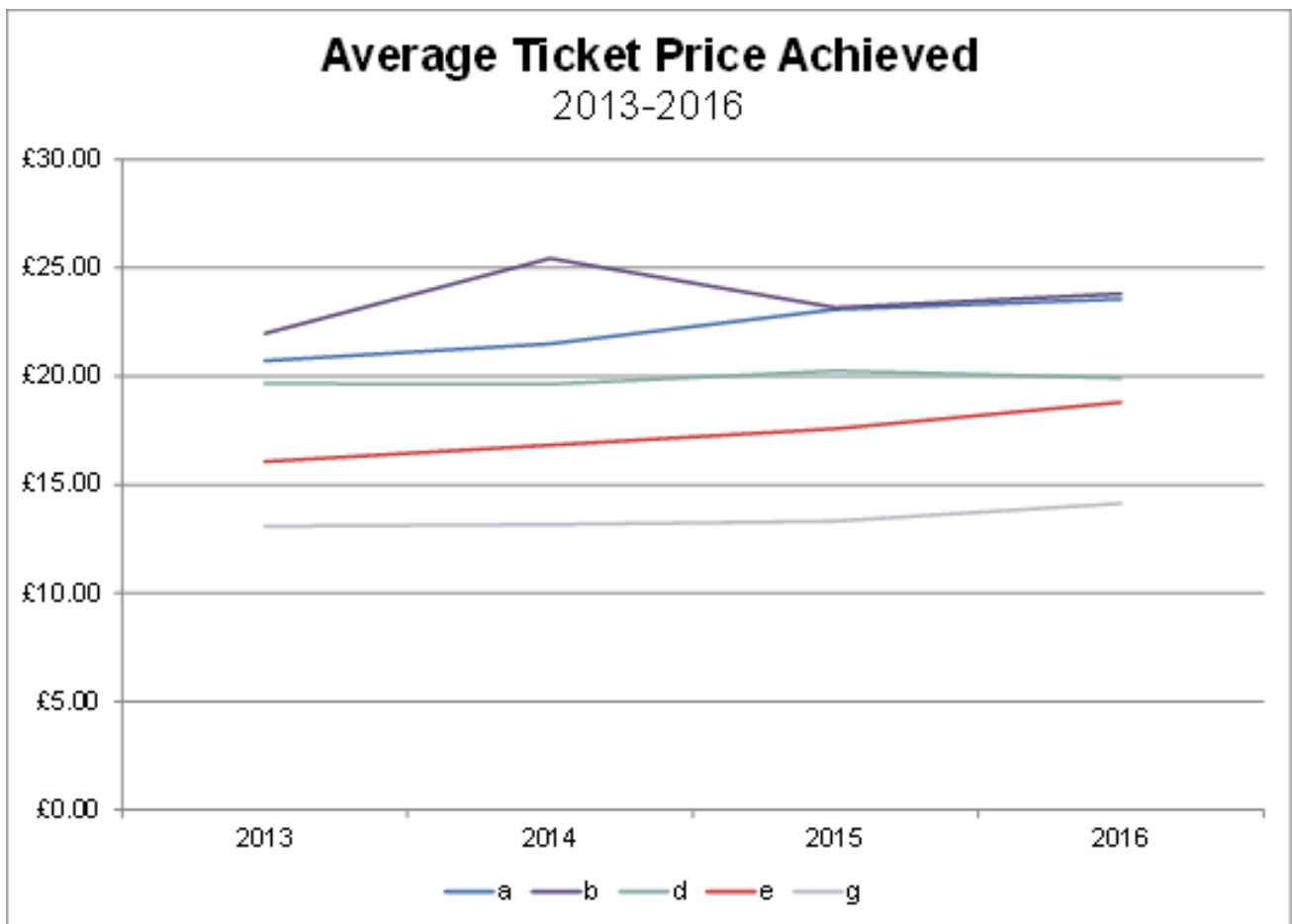
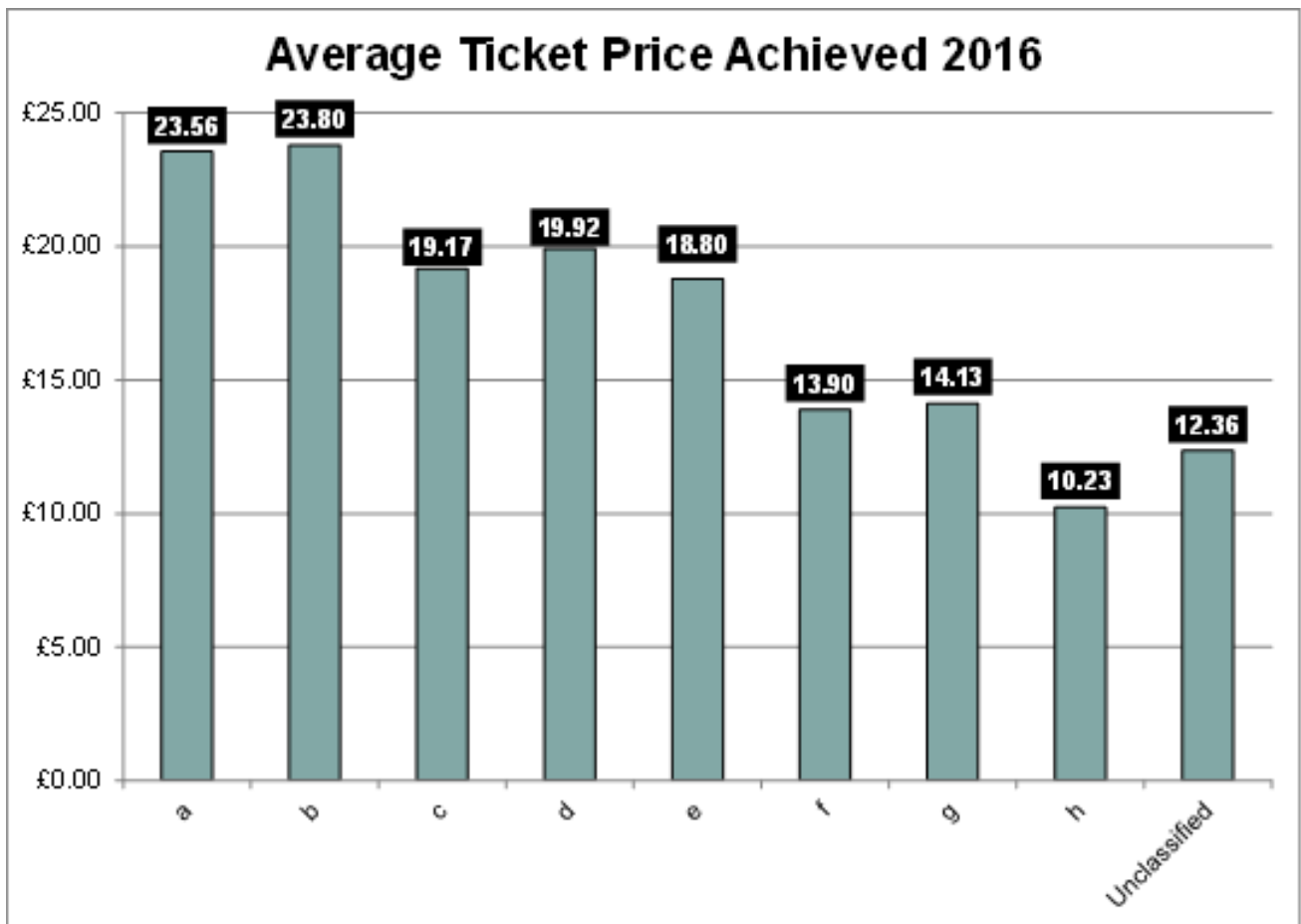


## Average Ticket Price Asked 2013-2016



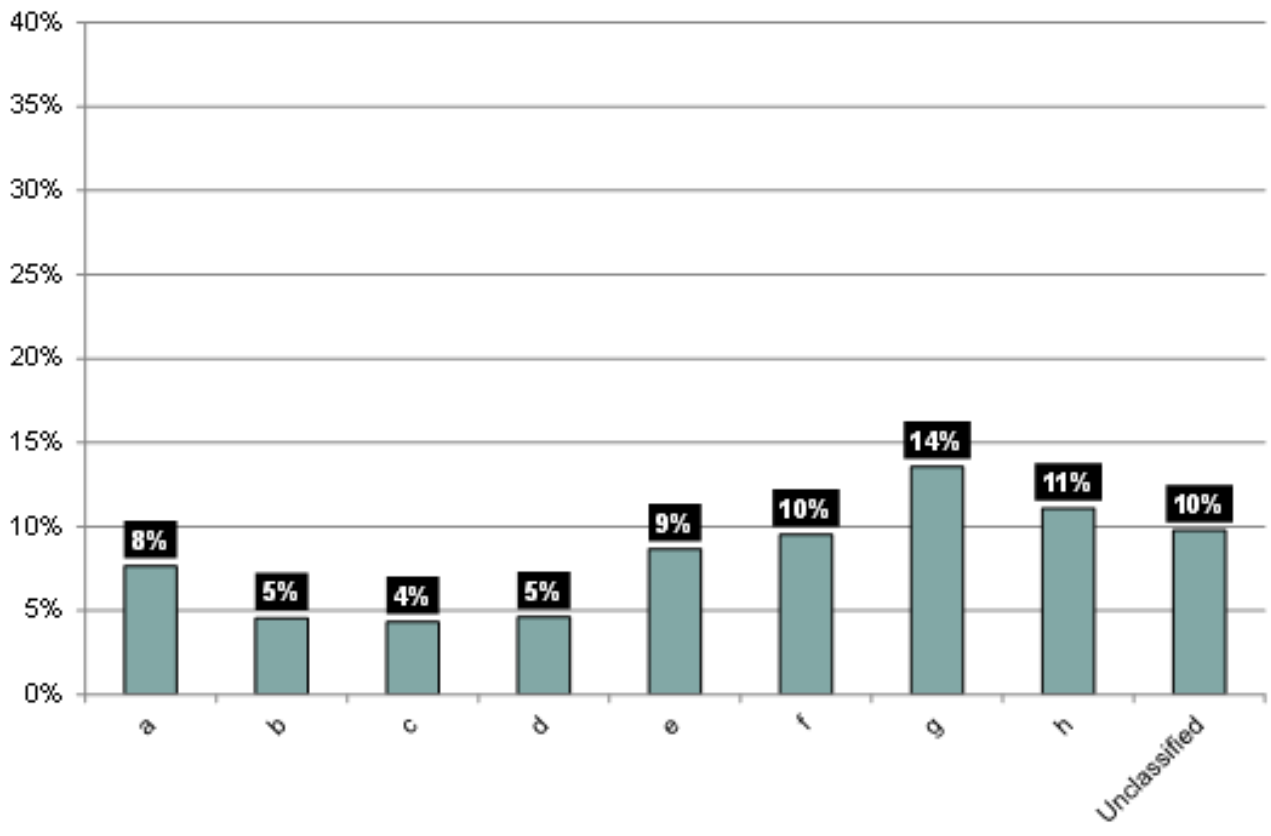
The Average Ticket Price Asked has risen steadily for all venue types. More than £25 was asked for the first time in 2016, by Main Auditoria of larger producing theatres (a)



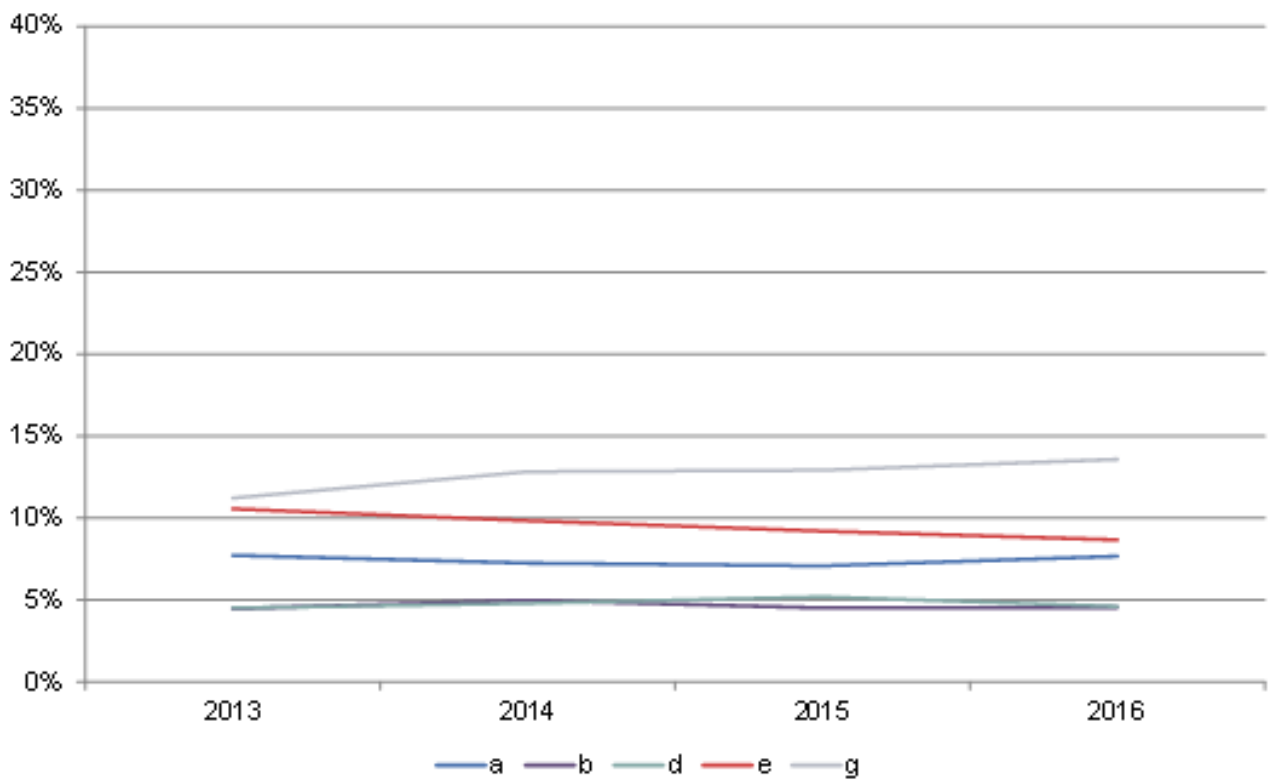


There has been a general trend of growth in Average Ticket Price Achieved, with Main Auditoria of larger producing theatres (a), Principally presenting theatres with a capacity of over 1,000 (b), Concert Halls (c), Auditoria of principally presenting theatres with a capacity between 500-1,000 (d) and Main Auditoria of principally producing theatres with capacity over 160 (e) averaging between £19 and £24.

## %age Comp Distribution 2016



## %age Comp Distribution 2013-2016



% Comp Distribution remained below 10% for all principal venues, with the exception of Smaller space, programmed frequently (g) who continue to fill almost 15% of their seats with non-paying customers.