

# Ticket Prices

As evidenced by the continuing strong performance of good movies, Americans continue to view the price of admission as a bargain for the big screen experience.

And it is a bargain. Movies continue to be the **least expensive** form of out-of-home entertainment.

Event	Ticket Price
NFL (07)	\$67.11
Concerts (07)	\$62.07
Laser Tag (07) (price per length of average movie)	\$53.61
NBA (07)	\$48.83
NHL (07)	\$48.72
Theater, Live (06)	\$29.60
MLB (07)	\$22.77
Bowling (07) (price per length of average movie)	\$7.31
<b>Movies (07)</b>	<b>\$6.88</b>

Movie ticket prices, on average, have **increased more slowly** than the rate of inflation. It is **less expensive** to buy the average movie ticket now, adjusted for inflation than it was in 1977. The average ticket price increased by 208.5%, while the Consumer Price Index, measuring inflation, increased by 242%.

Though movie tickets now are less expensive than 1977, movie theatres actually offer *greater* value: greater choice through multiple screens, stadium seating, more concession choices, digital sound and digital projection all offer **greater value** and a **better movie-going experience**.

Large weekend box office figures only tell part of the story. Theatre owners must split that gross with the distributor of the film. Movie budgets do not affect ticket prices. A low budget movie costs the same for theatre owners to exhibit as a \$200 million blockbuster.

We get expressions of disturbance about ticket prices. Of course. Movie-going is the most **democratic and accessible cultural experience for Americans**. Americans may go to a concert or a stadium game once in a while, but they like going to movies every week. We understand and work hard to contain costs for that reason, so that movie-going continues to be the centerpiece of our shared cultural life.