

# 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
Broadway Theater (08)	\$76.37
NFL (08)	\$72.20
Concerts (08)	\$67.33
Touring Broadway Theater (07/08)	\$62.48
NHL (08/09)	\$49.66
NBA (07/08)	\$48.83
MLB (08)	\$25.43
Movies (08)	\$7.18

- 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 1978. The average ticket price in 1978 was \$2.34 . That same ticket would cost **\$7.73 in 2008 dollars**. The 2008 average ticket price was **\$7.18**.
- Though movie tickets now are less expensive than 1978, 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.