

# Ticket Prices

- As evidenced by the ongoing 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 (09)	\$74.99
Concerts (08)	\$67.33
Touring Broadway Theater (07/08)	\$62.48
NHL (09/10)	\$51.27
NBA (09/10)	\$48.90
MLB (10)	\$26.74
Movies (09)	\$7.50

- The movie theater industry has **spent hundreds of millions of dollars** over the last decade upgrading and constructing new auditoriums with stadium seating and digital and 3D projection systems and continues to do so, yet, 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 1969. The average ticket price in 1969 was \$1.42. That same ticket would cost **\$8.30 in 2009 dollars**. The 2009 average ticket price was **\$7.50**.
- Though movie tickets now are less expensive than 1969, movie theatres actually offer *greater* value: greater choice through multiple screens, stadium seating, more concession choices, digital sound and digital and 3D 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 understand expressions of concern about rising ticket prices. Of course. Movie-going is the most **democratic and accessible cultural experience for Americans**. Americans may go to a concert or a professional sports 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.