

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	% Change
Broadway Theater (10)	\$85.63	10.33
NFL (10)	\$76.47	4.5
Concerts (10)	\$59.55	-16.66
Touring Broadway Theater (10)	\$62.18	8.27
NHL (10)	\$54.25	4.4
NBA (10)	\$47.66	-2.3
MLB (10)	\$26.74	1.5
Movies (10)	\$7.89	5.19

- The movie theater industry has **spent billions 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 1971. The average ticket price in 1971 was \$1.65. That same ticket would cost **\$8.97 in 2011 dollars**. The 2010 average ticket price, including premium pricing on 3D films was **\$7.89**.
- Though movie tickets now are less expensive than 1971, movie theaters 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. Theater 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 theater 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 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.