

Q4: \$9.18
 2017 Yearly Average: \$8.97 (+3.69%)

As always, the average ticket price is derived by dividing reported revenues by reported tickets sold. The average price fluctuates, reflecting the audience and its preferences. Q4 saw a preponderance of sales in films offered in 3D and large format screens (all of the five highest-grossing films and seven of the top 12), as well as a large number of adult-skewing awards-contending films.

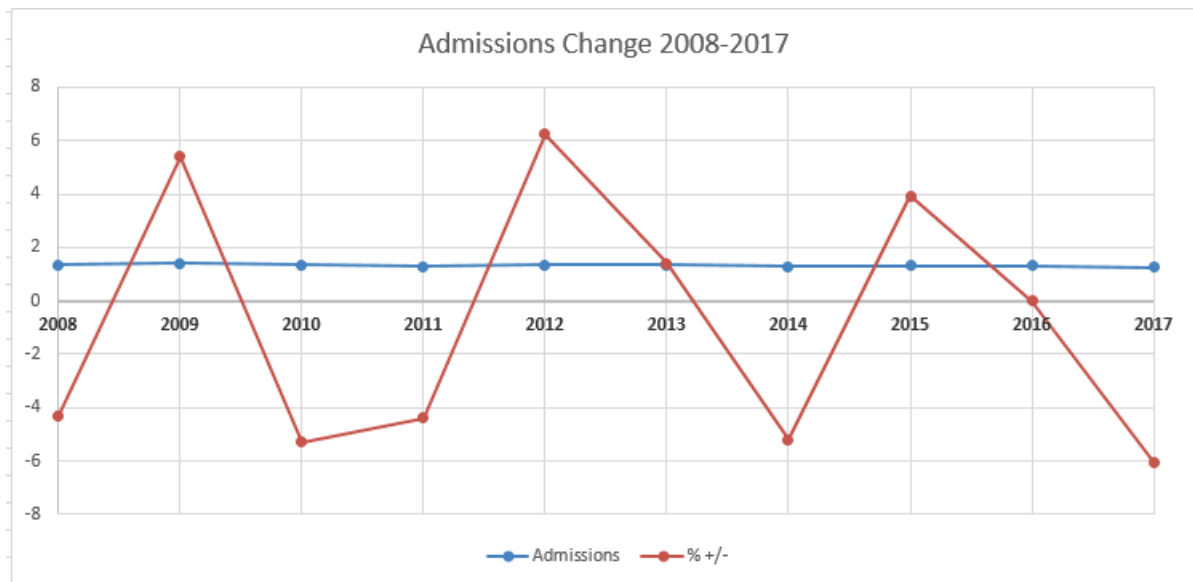
Average Ticket Price in 1977 (adjusted for inflation): \$2.23 (\$9.40)

Q4 2016: \$8.79
 2016 Yearly Average: \$8.65

2017 Box office: \$11.091 billion (-2.55%)
 2017 Admissions: 1.236 billion (-6.03%)

2017 highlighted once again the importance of a balanced, 52 week movie calendar. A record Q1 (in box office and admissions) was offset by a disappointing summer, with a range of sequels that were not embraced by audiences in the numbers we are accustomed to. Summer 2017 was 92 million admissions short of summer 2016. An unusually empty August accounted for half of summer 2017's shortfall. Q4 2017 was nearly equal to Q4 2016, with 315 million tickets sold compared to 319 million.

Over the last 10 years, annual admissions increased 4 times, decreased 5 times and was even with the previous year once.



Year	Admissions	% +/-
2017	1.24	-6.03
2016	1.32	-

2015	1.32	3.93
2014	1.27	-5.2
2013	1.34	1.4
2012	1.36	6.25
2011	1.28	-4.4
2010	1.339	-5.3
2009	1.414	5.4
2008	1.341	-4.3