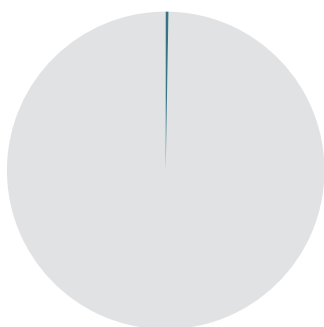


NORTHERN TERRITORY



NT GENERATED
0.3%
OF NATIONWIDE
REVENUE AND ATTENDANCE



REVENUE DOWN

2%
FROM 2015



ATTENDANCE DOWN

7%
FROM 2015



SHARE OF NATIONAL
POPULATION

1%



TOTAL REVENUE (TICKET SALES)

\$3,146,303



NT SPENT \$8 PER PERSON ON
LIVE PERFORMANCE EVENTS
NATIONAL SPEND PER PERSON \$59



TOTAL ATTENDANCE (TICKETS ISSUED)

65,287

NORTHERN TERRITORY



TOP 3 REVENUE

1. CONTEMPORARY MUSIC

\$1,016,419

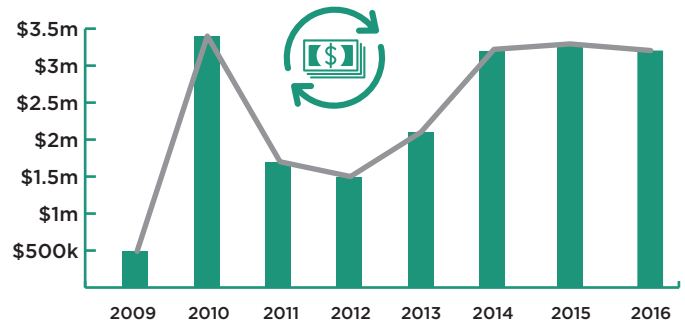
2. COMEDY

\$802,464

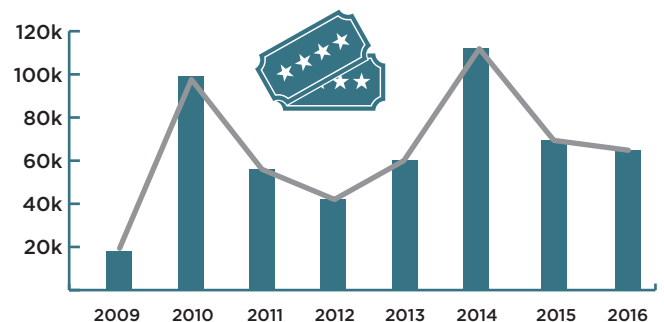
3. FESTIVALS (CONTEMPORARY MUSIC)

\$554,555

TOTAL REVENUE (2009-2015)



TOTAL ATTENDANCE (2009-2015)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC

16,342

2. COMEDY

15,488

3. CHILDREN'S/FAMILY

11,709



NT EXPERIENCED THE HIGHEST GROWTH IN OPERA REVENUE AND ATTENDANCE, LARGELY DUE TO THE FIRST TIME VISIT OF BEIJING'S PEKING OPERA TO DARWIN