

AUSTRALIA



THE LIVE PERFORMANCE INDUSTRY GENERATED ALMOST **\$2.2 BILLION** IN REVENUE AND OVER 26 MILLION IN ATTENDANCE

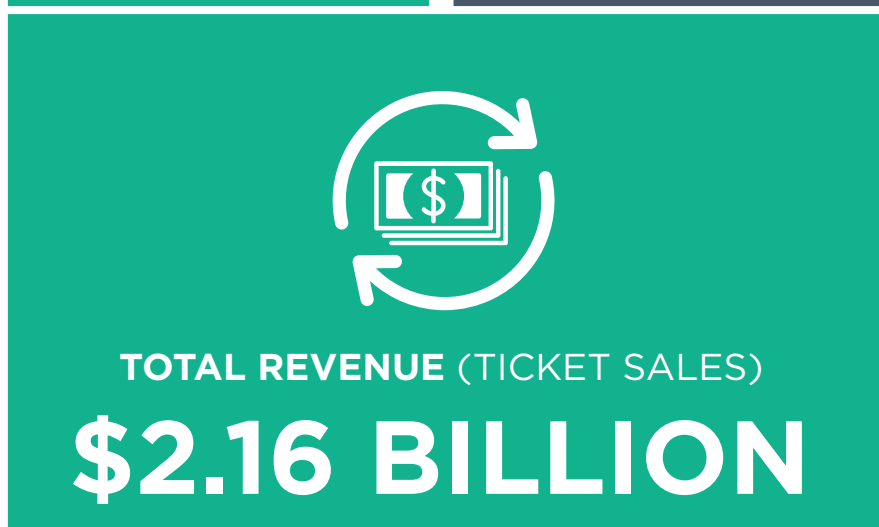


THAT'S MORE THAN THE COMBINED ATTENDANCES AT AUSTRALIAN FOOTBALL, RUGBY LEAGUE, CRICKET, SOCCER, BASKETBALL, RUGBY UNION, TENNIS, NETBALL AND BASEBALL

SOURCE: AUSTRALIAN STADIUMS AND SPORT (2019), AUSTRALIAN SPORTING ATTENDANCES 2018



AUSTRALIA SPENT **\$86** PER PERSON ON LIVE PERFORMANCE EVENTS



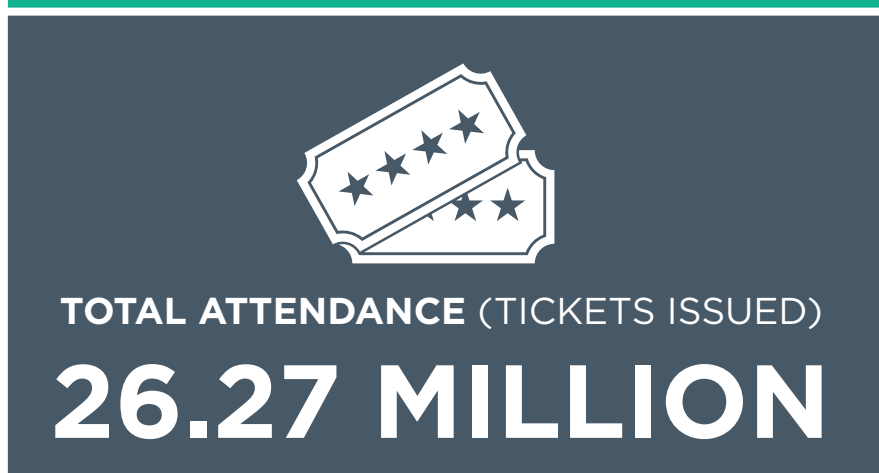
FROM 2008-2018 REVENUE INCREASED

104%



FROM 2008-2018 ATTENDANCE INCREASED

66%





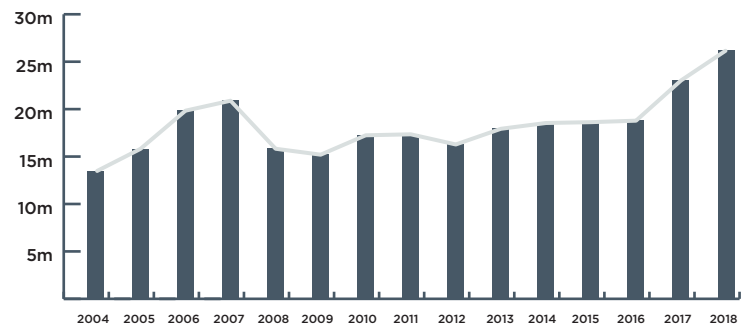
TOP 3 REVENUE

1. CONTEMPORARY MUSIC
\$1,092,275,549
2. MUSICAL THEATRE
\$400,199,798
3. COMEDY
\$124,742,437

TOTAL REVENUE (2004-2018)



TOTAL ATTENDANCE (2004-2018)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC
10,088,329
2. MUSICAL THEATRE
3,917,532
3. FESTIVALS (MULTI CATEGORY)
2,577,932



THE NUMBER OF TICKETS ISSUED, REVENUE GENERATED AND THE AVERAGE TICKET PRICES FOR LIVE PERFORMANCE EVENTS WERE THE HIGHEST RECORDED SINCE LPA BEGAN PUBLISHING DATA IN 2004



CONTEMPORARY MUSIC IS THE LARGEST CATEGORY IN THE INDUSTRY, GENERATING **51%** OF NATIONWIDE REVENUE AND **38%** OF NATIONWIDE ATTENDANCE FOR LIVE PERFORMANCE EVENTS



SPECIAL EVENTS RECORDED THE HIGHEST CATEGORY INCREASE IN REVENUE BY **338%**, WHILE COMEDY RECORDED THE HIGHEST CATEGORY INCREASE IN ATTENDANCE BY **99%**

