

AUSTRALIA



42%

FROM 2008-2014
REVENUE INCREASED




17%

FROM 2008-2014
ATTENDANCE INCREASED



REVENUE UP
2%
FROM 2013



ATTENDANCE UP
3.4%
FROM 2013



SPEND PER CAPITA

\$64.67



TOTAL REVENUE

\$1.51 billion

**BIGGEST INCREASE IN REVENUE
FESTIVALS (MULTI CATEGORY)**

86.6%

**BIGGEST INCREASE IN ATTENDANCE
SPECIAL EVENTS**

85.7%



TOTAL ATTENDANCE (TICKETS ISSUED)

18.54 million

AUSTRALIA



TOP 3 REVENUE

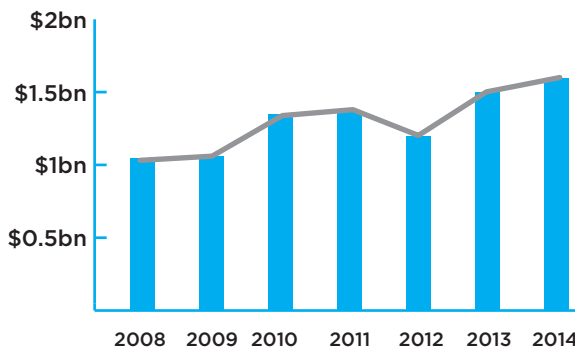
1. CONTEMPORARY MUSIC
\$604,963,041
2. MUSICAL THEATRE
\$320,342,329
3. FESTIVALS (SINGLE CATEGORY)
\$129,210,058



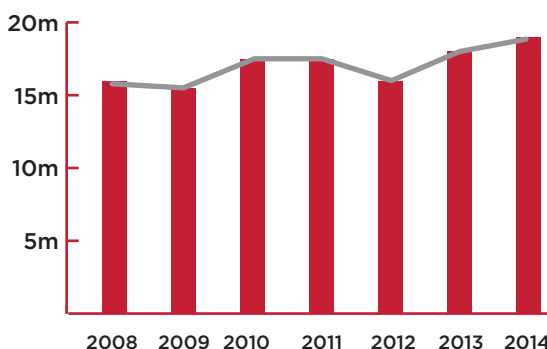
TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC
6,386,058
2. MUSICAL THEATRE
3,182,478
3. THEATRE
1,504,367

TOTAL REVENUE (2008-2014)



TOTAL ATTENDANCE (2008-2014)



COMPOUND ANNUAL GROWTH RATE REVENUE (2008-2014)

6%

COMPOUND ANNUAL GROWTH RATE AVERAGE TICKET PRICE (2008-2014)

3%

COMPOUND ANNUAL GROWTH RATE ATTENDANCE (2008-2014)

2.7%

AVERAGE ANNUAL INFLATION RATE (CPI) 2008-2014

2.4%

2008-2014 TREND FIGURES DO NOT ACCOUNT FOR THE INCLUSION OF NEW DATA PROVIDERS OVER TIME. ON A LIKE FOR LIKE BASIS, INDUSTRY REVENUE INCREASED BY 21% BETWEEN 2008 AND 2014, WITH A CAGR OF 3.2% AND TOTAL ATTENDANCE EXPERIENCED A SLIGHT DECLINE OF APPROXIMATELY 6%.