

AUSTRALIA



THE LIVE PERFORMANCE INDUSTRY GENERATED **\$1.4 BILLION** IN REVENUE AND **18.8 MILLION** IN ATTENDANCE

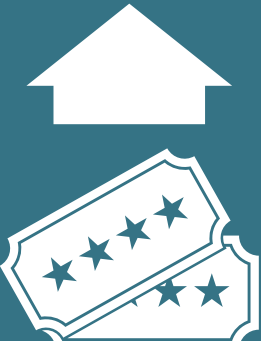


THAT'S MORE THAN THE COMBINED ATTENDANCES AT AFL, NRL, SOCCER, SUPER RUGBY, CRICKET AND NBL

SOURCE: AUSTRALIAN STADIUMS AND SPORT (2017), AUSTRALIAN SPORTING ATTENDANCES 2016



REVENUE UP
1%
FROM 2015



ATTENDANCE UP
1%
FROM 2015



AUSTRALIA SPENT **\$59** PER PERSON ON LIVE PERFORMANCE EVENTS



TOTAL REVENUE (TICKET SALES)
\$1.43 BILLION



FROM 2008-2016 REVENUE INCREASED

35%



FROM 2008-2016 ATTENDANCE INCREASED

19%



TOTAL ATTENDANCE (TICKETS ISSUED)
18.78 MILLION

LIVE PERFORMANCE INDUSTRY IN 2016

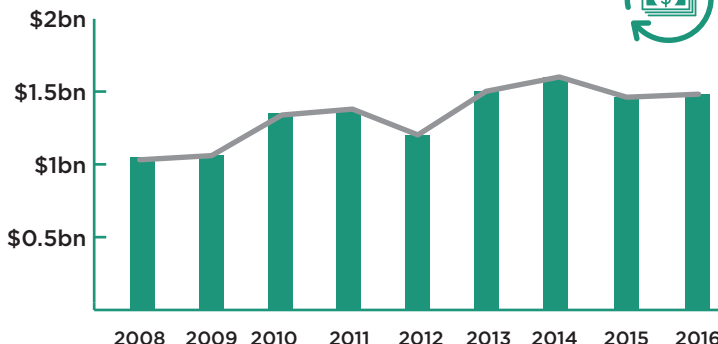
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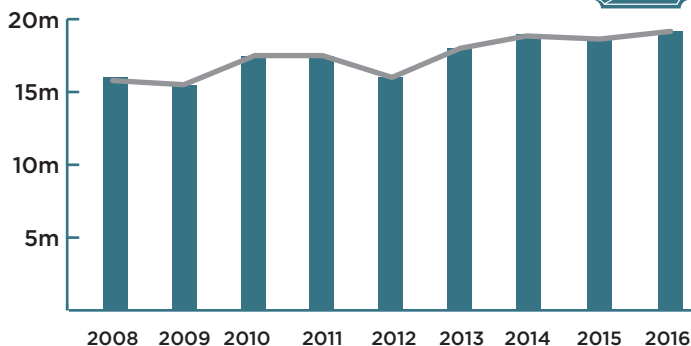
TOP 3 REVENUE

1. CONTEMPORARY MUSIC
\$440,083,629
2. MUSICAL THEATRE
\$347,684,296
3. COMEDY
\$86,382,773

TOTAL REVENUE (2008-2016)



TOTAL ATTENDANCE (2008-2016)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC
5,658,753
2. MUSICAL THEATRE
3,298,051
3. FESTIVALS (MULTI CATEGORY)
1,549,007



COMEDY RECORDED THE HIGHEST REVENUE AND ATTENDANCE SINCE THE CATEGORY WAS INTRODUCED TO THE LPA SURVEY REPORT IN 2009



CHILDREN'S/FAMILY EVENTS RECORDED THE HIGHEST REVENUE AND ATTENDANCE SINCE 2011



CONTEMPORARY MUSIC IS THE LARGEST INDUSTRY CATEGORY, GENERATING **31%** OF NATIONWIDE REVENUE AND ATTENDANCE FOR LIVE PERFORMANCE EVENTS