2017 YEARBOOK OF THE ENTERTAINMENT ACTIVITY
2017 Yearbook of the Entertainment Activity
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2017 has been a challenging year for entertainment. The turnover achieved, in fact, has increased more than in 2016 (+4.45% in 2017 as compared with 2016, versus +3.18% in 2016 as compared to 2015). Indeed, it has been a very important result which, outperforming the other economic sectors, confirms that this sector remains one of the most attractive for private investments.

However, 2017 seems to be the year of the excesses: on the one hand, the collapse of the Cinema sector which, having lost over 14 million viewers compared to the previous year, has significantly decreased the economic indicators. On the other hand, the global record achieved for ticket sales by Vasco Rossi in his Modena Concert and the good performances obtained by Opera, Ballet and obviously Sports.

Moreover, there has been a reduction in the number of available events: the 2.56% decrease as compared to the previous year indicates that our organisers have fine-tuned their choices, while at the same time increasing the average price of tickets as compared to 2016.

By examining the spending trends, Italians generally do not give up on football matches, pop music concerts or some Opera or Theatre shows: in such cases, despite the significant increase of admission tickets, consumer’s demand remains high. This is also confirmed by the Secondary Ticketing phenomenon: against a maximum number of tickets available in relation to seat capacity, tickets are purchased for prices higher from 3 to 10 times the value initially set. This phenomenon represents an inelastic
demand on which an illegal business is based, which causes damage to the entire chain of cultural production\(^1\) and, above all, to potential consumers with limited spending power.

Over the 83 years of life of the SIAE Entertainment Observatory (and 136 of SIAE life) we have found that the percentage changes in Box offices expenditure (i.e. for the purchase of tickets and season tickets) are more marked than the trend of GDP and Household expenditure. Although these indicators have the same trend (growth of general indicators corresponds to growth in Box office expenditure and vice versa), the comparison of historical series shows an amplification of consumers/viewers behaviour as compared to the trend of general indicators. This amplification does not depend only on the expectations in terms of economic well-being and quality of life: what is relevant, in addition to the inelastic demand for some shows, is also the taste for the most successful shows.

This important factor justifies, for example, the débâcle of the Cinema sector: although being the most economic, popular and widespread genre in the territory, in 2017 there have been no works comparable with the previous year. Let’s remember that the movie “Quo vado” has been seen in 2016 by almost 10 million spectators; instead, the most popular movie in 2017 has been “The Beauty and the Beast” with 3.4 million tickets sold. The same factor also justifies the negative performance of Revue and musical, in which genre “Notre Dame de Paris” has still excelled. This show, which was performed at the end of the tour, in 2017 scored a number of spectators more than halved as compared to 2016.

Italian authors have excelled in all sectors with the exception of Cinema. Out of the 10 most watched movies in 2017, 8 have been American productions and only 2 Italian. In this special chart, “L’ora legale” (almost 2 million viewers) and “Mister felicità” (1.8 million viewers) were placed respectively in 6th and 10th place. These results have been far from those obtained in 2016: “Quo vado”, “Perfetti sconosciuti” and “Inferno” (this last is an Italian-American coproduction) were placed in the 1st, 2nd and 7th place.

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\(^1\) For further details, please refer to the “White Paper on secondary ticketing” published by SIAE (www.siae.it).
2017 represents a framework which shows how the potential of the sector is confirmed throughout the increase of professional organizers, private investors who believe in the entertainment as a good means to spread their brand, careful and demanding consumers. This is a mix which should be fuelled by giving a voice to new authors, supporting our productions, allowing a greater possibility of fruition of the shows to a wider segment of the population also through a decisive contrast of the phenomenon of secondary ticketing.

In this respect, SIAE is and will be on the front line.

Filippo Sugar  
(SIAE President)  

Gaetano Blandini  
(SIAE Managing Director)
The following pages show the results of the entertainment activity carried out in Italy in 2017 collected by the Territorial network offices of SIAE.

This year too, the printed version will be supplemented by the electronic version available and downloadable at the Internet site that SIAE dedicates to the **Entertainment Observatory**:

https://www.siae.it/it/chi-siamo/lo-spettacolo-cifre/losservatorio-dello-spettacolo

The electronic version is also available in English.

In the next months, further modules regarding the entertainment in Italy in 2016 will be elaborated.

Before going into further details, we want to inform readers about how the data items for the 2017 edition were gathered and processed:

- the items have a census rather than a sampling character: that means that the values here expressed summarize all the pieces of information collected on the territory by the Territorial network offices of SIAE;

- the survey was carried out in the period between January 2016 – February 2017 (that is 14 months) in order to gather and process the residual information concerning the entertainment activities carried out in 2016 but registered in early 2017.

The results of the entertainment activities in 2017 were analyzed from two different viewpoints: **entertainment events** and **the usage of works**.

**ENTERTAINMENT EVENTS**

The entertainment event is the smallest statistical unit encompassing all the data gathered for each event: the kind of event (cinema, ballet, theatre, sports, etc.), the venue, the number of admission tickets issued, the audience expenditure, the turnover, etc.

All the values gathered during the entertainment event put together express the profit and loss picture of the entertainment activity as a whole.
The following **INDICATORS** are accounted for in every entertainment event:

- **NUMBER OF SHOWS**
  - In almost all the cases, the survey makes reference to one show (1 survey: 1 show). In some instances – mainly concertinos – the survey makes reference to a time lag; in this case, the value expresses the number of shows that have occurred during that time lag (1 survey: n shows). Only in the case of the Film Activity, the survey shows the calendar days of activities (see Chapter 2 on the matter).

- **ADMISSIONS**
  - This value is the result of the admissions with ticket + admissions with season ticket taken together. The indicator shows the total number of spectators of the shows for which a ticket is issued (paid admission or free one).

- **ATTENDANCE**
  - This indicator summarizes the attendance of spectators at shows for which the admission ticket is not issued and concerns both the events where the organiser earns income (such as concertinos in the piano bars) and those offered free of charge (such as the dancing offered by the groom accompanying the wedding banquet). Given the absence of an objective and timely certification of spectators, the Attendance value is a piece of information to detect the size of participants as a whole and can not ensure the same accuracy as the one delivered by Admissions.

- **EXPENDITURE AT THE BOX OFFICE**
  - Expresses the amounts paid by spectators to access the entertainment venues (money paid for the purchase of tickets and season tickets).

- **AVERAGE ADMISSION TICKET**
  - This value, given by the ratio \( \text{Expenditure at the Box office / Admissions} \), should be taken only as an indication for those events that the public attends after purchasing a ticket.

- **AUDIENCE EXPENDITURE**
  - On many occasions the admission ticket and season ticket prices are only a share of the amounts paid by the public to attend the show. Other expense items may contribute to the definition of the amount of the overall audience expenditure: advance sales, the reservation of tables, the cloakroom service, drinks, etc.

- **TURNOVER**
  - In addition to the amounts paid by participants, the organizer may have other proceeds from subjects participating in the implementation of the show from the economic point of view: these are the proceeds from advertising activities, sponsorships, public and private grants, TV shooting, etc. The Audience Expenditure, added to the other amounts received by the organizer, gives the Turnover.
USAGE OF WORKS

The second viewpoint concerns the usage of works in the film, concert and theatre sectors (Chapter 10).

Tables below show the ten greatest successes of 2017, in terms of income at the box office, recorded among films, theatre plays, pop music concerts and opera performances offered during the year.

As far as film activities are concerned, the analysis of the income trend at the box office was carried out on the first ten movies, during the first three months of run. The right interpretation of this information gives some important elements to analyze the economic situation of Film Works.

This edition too will feature a chart of the first ten titles of books printed in Italy, according to the number of Siae stickers delivered. On the matter, we remind readers that these stickers are not mandatory and therefore the data items on the sales of book are approximate.

GEOGRAPHICAL AREAS

A national survey is summarized below according to different geographical areas.

In order to better understand the values connected with the entertainment activities, the following areas were taken into account:

- **National territory**
- **Geographical macro-areas:**
  - **Nord-ovest**: Valle d’Aosta, Piemonte, Liguria, Lombardia;
  - **Nord-est**: Veneto, Trentino-Alto Adige, Friuli-Venezia Giulia, Emilia-Romagna;
  - **Centro**: Toscana, Marche, Lazio, Umbria;
  - **Sud**: Abruzzo, Molise, Campania, Puglia, Basilicata, Calabria;
  - **Isole**: Sicilia, Sardegna.
- **Regions**
- **Provinces**

As to the in-depth analysis of territorial data, please refer to the Second Section of Tables (from Table 34 on). The Tables of the Second Section are divided according to different levels of analysis: from geographical macro-areas to provinces.

PERIODS OF TIME

The periods of time taken as references were the calendar year, months, weekdays and the comparison between 2016 and 2017. Lastly, TABLE 145, summarizes data items achieved during the last five years.

Dividing the year in segments allows the study of the seasonal trend to which almost all the different kinds of shows are subjected. Indeed, we inform readers that the smaller is the year fraction the more
cautious they should be while reading the data: occasional and periodical events\textsuperscript{2}, in fact, may create distortions that should be taken into account while interpreting data.

In-depth analyses on the periods of time and the \textit{monthly trends} of each kind of show aggregates are shown in \textsc{Tables} from \textbf{9} to \textbf{31}. The \textit{comparison between 2016 and 2017} is shown in \textsc{Tables} from \textbf{92} to \textbf{127}.

\section*{TYPES OF ENTERTAINMENT}

We conclude this description of how data items are expressed by explaining the \textit{criteria} that we have used.

This edition includes \textit{45 Kinds of Events}, divided into \textit{22 Aggregates}, then divided into \textit{8 Macro-Aggregates}.

The following Table shows the kinds of show analyzed and the criteria used to create aggregations. \textit{The next chapters will feature the analysis of shows carried out by using the exhibition criteria by \textbf{Macroaggregate} and \textbf{Aggregate} of Show.}\footnote{An occasional event is an event that does not show repetitiveness (it may be the case of a concert of the much acclaimed singer or the show of an important international circus); periodical events are those that always occur in the same period of time (i.e. an important tennis competition or horse show).}
<table>
<thead>
<tr>
<th>Macroaggregate</th>
<th>Aggregate</th>
<th>Kind of Show</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A Film Activities</strong></td>
<td>A - Movies</td>
<td>Movies</td>
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<td>B Theatre Activities</td>
<td>B1 - Theatre</td>
<td>Prose Theatre</td>
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<td></td>
<td></td>
<td>Prose Theatre in Dialect</td>
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<td></td>
<td></td>
<td>Neapolitan Repertory Prose Theatre</td>
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<td></td>
<td></td>
<td>Literary Recital</td>
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<td></td>
<td>B2 - Opera</td>
<td>Opera</td>
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<td></td>
<td></td>
<td>Operetta</td>
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<tr>
<td></td>
<td>B3 - Revue and Musical</td>
<td>Revue and Musical</td>
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<tr>
<td></td>
<td>B4 - Ballet</td>
<td>Classic and Modern Ballet</td>
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<tr>
<td></td>
<td></td>
<td>Dance Concert</td>
</tr>
<tr>
<td></td>
<td>B5 - Puppets and Marionettes</td>
<td>Puppets and Marionettes</td>
</tr>
<tr>
<td></td>
<td>B6 - Performing Arts</td>
<td>Variety and Performing Art</td>
</tr>
<tr>
<td></td>
<td>B7 - Circus</td>
<td>Circus</td>
</tr>
<tr>
<td><strong>C Concert Activities</strong></td>
<td>C1 - Classical Concerts</td>
<td>Classical Concert</td>
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<td></td>
<td></td>
<td>Band Concert</td>
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<td></td>
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<td>Choral Concert</td>
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<td></td>
<td>C2 - Pop Music Concerts</td>
<td>Pop Music Show</td>
</tr>
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<td></td>
<td>C3 - Jazz Music Concerts</td>
<td>Jazz Music Show</td>
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<td><strong>D Sports Activities</strong></td>
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<td>A-B League and International Soccer</td>
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<td>A-B League and Bellow Soccer</td>
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<td></td>
<td>D2 - Team Sports other than Soccer</td>
<td>Basketball</td>
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<td></td>
<td>Volleyball</td>
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<td>Rugby</td>
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<td></td>
<td></td>
<td>Baseball</td>
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<tr>
<td></td>
<td>D3 - Individual Sports</td>
<td>Boxing</td>
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<td></td>
<td></td>
<td>Cycle Racing</td>
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<td></td>
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<td>Athletics</td>
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<td>Showjumping</td>
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<td></td>
<td></td>
<td>Motor Racing</td>
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<td></td>
<td></td>
<td>Motocycle Racing</td>
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<td></td>
<td></td>
<td>Speed Boat Racing</td>
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<td></td>
<td></td>
<td>Horse Racing (Admissions)</td>
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<td></td>
<td>D4 - Other Sports</td>
<td>Swimming and Water Polo</td>
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<tr>
<td></td>
<td></td>
<td>Winter Sports</td>
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<tr>
<td></td>
<td></td>
<td>Various Sports</td>
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<td><strong>E Dance Activities and Concertinos</strong></td>
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<td>E2 - Concertinos</td>
<td>Concertinos with Recorded Music</td>
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<td></td>
<td></td>
<td>Concertinos with Orchestra</td>
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<td><strong>F Touring Amusement Activities</strong></td>
<td>F1 - Touring Amusement</td>
<td>Touring Amusement</td>
</tr>
<tr>
<td></td>
<td>F2 - Amusement Parks</td>
<td>Leisure and Aqua Parks</td>
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<tr>
<td><strong>G Fairs and Exhibitions</strong></td>
<td>G1 - Fairs</td>
<td>Fairs</td>
</tr>
<tr>
<td></td>
<td>G2 - Exhibitions</td>
<td>Exhibitions</td>
</tr>
<tr>
<td><strong>H Multi-genre Activities</strong></td>
<td>H1 - Outdoor Events</td>
<td>Outdoor Events</td>
</tr>
</tbody>
</table>
We clarify the nature of some kinds of show.

Aggregate **B6 – Performing Arts** includes different art expressions, which, because of the partiality and the limited period of time with which they are performed within the same event, cannot be included in one specific kind, even if they are presented as a unique example to spectators.

Aggregate **B7 – Circus** was included in the macro-aggregate of Theatre Activities since the shows carried out in the last few years – especially at the international level – have recourse to stage actions and lay-outs that definitely draw inspiration from the theatre.

Aggregate **C1 – Classical Concerts** includes Band and Choral concerts even if the repertoire may not be merely classical.

Aggregate **E2 – Concertinos** identifies those entertainment activities that provide for the enjoyment of the music performance (live or recorded) as an additional element to a main performance: this is the case of music performances at bars with live piano music where music has a merely entertaining function, but is not the unique and main element of appeal for customers.

Macro-aggregate **F – Touring Amusement** includes both single touring exhibitions and exhibitions installed inside amusement parks and aqua parks.

Macro-aggregate **G – Fairs and Exhibitions** in addition to cultural exhibitions, it shows the result of profit-making exhibition activities. This category includes the exhibition of goods to be sold (antiques, carpets, etc.) and trade fairs. It does not include visits to museums, since they do not fall under the competence of SIAE.

Macro-aggregate **H – Multi-Genre Activities** include the events with mixed activity that may not be referred to a unique kind of event, like open-air shows on the occasion of village fairs or religious feasts.

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3 In the case of open-air events of a certain kind (like open-air pop music concerts), the event is detected by making reference to the specific kind of event.

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<td>Trend of entertainment activities during last five years</td>
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1. ENTERTAINMENT INDUSTRY IN ITALY
1. Entertainment industry in Italy

1.1 GENERAL FRAMEWORK

Compared to the previous year, 2017 has seen a decrease in entertainment activities (-113,691 Shows, equal to a drop of -2,56%); as well as a loss in Admissions, with 10,841,792 tickets and season tickets cut (-4,31%).

On the contrary, the values of economic indicators are completely opposite: Box office expenditure (+0,71%) and Turnover (+4,45%) in positive territory, with Audience expenditure decreasing at -1,29%.

A first disaggregation of the data shows that it was the Cinema sector that negatively influenced the indicators of entertainment. In fact, if we exclude data on Cinema, Admissions are positive again with +2,45% and there have been significant increases in Box office expenditure (+5,08%) and Turnover (+6,45%) compared to 2016. On the other hand, an overall decrease in the supply of entertainment has been confirmed.

Values recorded in 2017 by Macroaggregate of kind of show

<table>
<thead>
<tr>
<th>Macroaggregate</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience Expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Film Activities</td>
<td>3.142,790</td>
<td>99,621,416</td>
<td>542,213</td>
<td>619,419,124</td>
<td>732,889,605</td>
<td>734,716,911</td>
</tr>
<tr>
<td>B Theatre Activities</td>
<td>134,971</td>
<td>22,495,794</td>
<td>1,491,672</td>
<td>390,193,924</td>
<td>447,255,191</td>
<td>460,422,912</td>
</tr>
<tr>
<td>C Concert Activities</td>
<td>39,709</td>
<td>13,356,929</td>
<td>1,621,373</td>
<td>364,214,400</td>
<td>427,481,387</td>
<td>445,020,503</td>
</tr>
<tr>
<td>D Sports Activities</td>
<td>140,143</td>
<td>30,590,371</td>
<td>117,255</td>
<td>459,667,858</td>
<td>904,961,366</td>
<td>2,976,766,536</td>
</tr>
<tr>
<td>E Dance Activities and Concertinos</td>
<td>726,082</td>
<td>25,252,980</td>
<td>49,660,620</td>
<td>249,172,701</td>
<td>1,053,450,218</td>
<td>1,064,412,407</td>
</tr>
<tr>
<td>F Touring amusement Activities</td>
<td>25,644</td>
<td>19,081,700</td>
<td>527,155</td>
<td>262,608,192</td>
<td>391,187,277</td>
<td>393,202,857</td>
</tr>
<tr>
<td>G Fairs and Exhibitions</td>
<td>66,106</td>
<td>28,478,499</td>
<td>211,712</td>
<td>199,494,067</td>
<td>564,915,444</td>
<td>590,850,284</td>
</tr>
<tr>
<td>H Multi-genre Activities</td>
<td>53,110</td>
<td>1,746,983</td>
<td>16,266,385</td>
<td>14,674,096</td>
<td>154,247,078</td>
<td>171,561,689</td>
</tr>
<tr>
<td>Grand total 2017</td>
<td>4,328,555</td>
<td>240,624,672</td>
<td>70,438,385</td>
<td>2,559,444,363</td>
<td>4,676,387,567</td>
<td>6,836,954,100</td>
</tr>
</tbody>
</table>

Variations on 2016 total:
-2,56% -4,31% -2,49% 0,71% -1,29% 4,45%
Variations on 2016 except Film Activities:
-2,43% 2,45% -2,70% 5,08% 0,41% 6,45%

1.2 AVERAGE ADMISSION TICKET

The contrasting trend between the number of Admissions issued (-4,31%) and the Box office expenditure (+0,71%) has led to an increase of 5,25% in the average entrance fee, compared to 2016: on average, in 2017, the cost of an Admission ticket for spectators has been 10,64 euro.

The following Table provides details of the Average Admission Ticket recorded in some entertainment sectors in the last three years, from 2015 to 2017; also analysed is the 2017 percentage change compared to
the two previous years. The complete picture of the trend in Average Admission Ticket from 2008 to 2017 is shown in Tables 128 - 143.

The trend in average prices shows that the strong points of entertainment in Italy have been football, light music concerts and exhibitions.

1.3 TREND OF ENTERTAINMENT SECTORS

In 2017 the Cinema sector recorded a sharp contraction in the market, returning to values that are even lower than in 2015. This due both to a programming that has been not well received by the audience and to the previous year’s performance of some films. All sector indicators are preceded by a negative sign. The Number of shows has decreased (-2.61%) while the Number of calendar days has remained unchanged (-0.09%). The spectators (Admissions) were 14.2 million less than in the previous year. All economic indicators are decreasing: Expenditure at the box office (-10.88%), Audience Expenditure (-9.55%) and Turnover (-9.59%).

The Theatre sector has confirmed an overall decrease in all indicators. Admissions have decreased (-1.70%), in line with the decrease in the number of exhibitions (Shows -1.25%). Economic indicators have also decreased: Expenditure at the box office (-3.87%), Audience Expenditure (-6.06%), Turnover (-6.75%). In the Theatre sector, Opera has been the most lively with an increase in the number of Shows (+8.68%). However, as you can see in chapter 3, it has been the Revue and Musical and the Performing Arts that pulled the data down, also because of a not particularly interesting programming for the audience.

Compared to 2016, the Concert sector has been the most performing. Despite the substantial value of Shows on offer (-0.14%), Admissions (+1.49%) and Expenditure at the box office (+7.73%) have increased, connected to a considerable increase in Turnover (+29.9 million). The Pop Music Concerts sector has recorded the highest results in terms of Admissions (+3.19%), Expenditure at the box office (+10.16%) and
Turnover (+9.17%), also thanks to a good concert season, with the Vasco Rossi’s maxi event, which has reached a record audience of 225.173 viewers.

In 2017, the Sports sector has maintained its growth trend with an increase in economic indicators: 

- **Expenditure at the box office** (+15.61%) and 
- **Turnover** (+12.75%).

On the other hand, **Audience Expenditure** (-0.82%) and **Number of Shows** (-1.70%) bucked the trend.

Dance activities and concertinos have suffered a market downturn, after a year of settlement. Six out of six indicators are decreasing, deriving from a decrease in the **Number of Shows** (-4.43%), by a total of -3.36 million viewers (Admissions plus Attendance) and a related decrease of 15.38 million euro in **Expenditure at the box office**. Other indicators, like **Audience Expenditure** (-1.54%) and **Turnover** (-1.58%) are always negative, but slightly better.

As for Touring amusement activities, 2017 has confirmed the same growth trend as the previous year, with the growth of almost all indicators: 

- **Shows** (+9.36%), 
- **Admissions** (+10.37%), 
- **Expenditure at the box office** (+5.17%), 
- **Audience Expenditure** (+4.69%) and 
- **Turnover** (+4.63%).

The downturn in **Attendance** (-44.23%) has been also confirmed, as it has been less and less influential in this sector.

Fairs and Exhibitions activities have recorded excellent results in 2017 with all indicators in progress, with the exception of **Attendance** which recorded a decrease of -11.65%. All the other indicators have gone up: 

- **Shows** (+8.18%), 
- **Admissions** (+6.59%), 
- **Expenditure at the box office** (+13.40%), 
- **Audience Expenditure** (2.30%) and 
- **Turnover** (4.73%).

The Multi-genre activities sector continues to be a success in 2017: 

- **Shows** (+2.20%), 
- **Admissions** (+5.44%), 
- **Attendance** (+1.42%), 
- **Expenditure at the box office** (+0.94%), 
- **Audience Expenditure** (+6.55%) and 
- **Turnover** (+5.74%).

### 1.4 ENTERTAINMENT INDICATORS

#### I - Number of Shows (Table 92)

During 2017, SIAE has recorded 4.328.555 Shows (Table 1), recording an overall decrease of -2.56% compared to 2016 (Table 92). Taking into account calendar days in the Cinema sector, the Number of Shows trend records a decrease of 1.30%4.

---

4 The 2017-2016 trend of the number of shows, considering the calendar days in the Cinema is as follows:

<table>
<thead>
<tr>
<th>Macroaggregate</th>
<th>Events 2017</th>
<th>Events 2016</th>
<th>var % 2017-16</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Film Activities</td>
<td>1.131.941</td>
<td>1.132.942</td>
<td>-0.09%</td>
</tr>
<tr>
<td>B Theatre Activities</td>
<td>134.971</td>
<td>136.676</td>
<td>-1.25%</td>
</tr>
<tr>
<td>C Concert Activities</td>
<td>39.709</td>
<td>39.763</td>
<td>-0.14%</td>
</tr>
<tr>
<td>D Sports Activities</td>
<td>140.143</td>
<td>142.570</td>
<td>-1.70%</td>
</tr>
<tr>
<td>E Dance Activities and Concertinos</td>
<td>726.082</td>
<td>759.756</td>
<td>-4.43%</td>
</tr>
<tr>
<td>F Touring amusement Activities</td>
<td>25.644</td>
<td>23.449</td>
<td>9.36%</td>
</tr>
<tr>
<td>G Fairs and Exhibitions</td>
<td>66.106</td>
<td>61.110</td>
<td>8.18%</td>
</tr>
<tr>
<td>H Multi-genre Activities</td>
<td>53.110</td>
<td>51.965</td>
<td>2.20%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2.317.706</td>
<td>2.348.231</td>
<td>-1.30%</td>
</tr>
</tbody>
</table>
According to the analysis carried out on the temporal dynamics (Table 9), the Number of Shows has been relatively constant during the year and, as usual, with a slight fall in the summer months, fluctuating between 279,555 events in August and 416,678 in December.

According to the territorial analysis (Table 34) the highest number of Shows has been staged in the Nord-ovest with 1.230 thousand events; followed by the Centro (1.136,6 thousand), the Nord-est (897,9 thousand), the Sud (723,6 thousand) and the Isole (340,4 thousand).

Lombardia (746,8 thousand), Lazio (558,6 thousand) and Emilia-Romagna (379 thousand) have registered the highest number of shows.

The Cinema sector has recorded the highest number of events (3,1 million), even though it has recorded a decrease of -2,61 percentage points compared to 2016.

The Theatre activity, on the whole, has recorded the staging of 135 thousand events, with a decline of 1,25 percentage points, despite increases in the sectors of Opera (+8,68%) and Ballet (+3,32%). The offer has remained unchanged in Prose (BI-Theatre, +0,20%), Revue and Musical (+0,21%). The data recorded in Performing Arts (-7,56%), Circus (-5,97%) and Puppets and marionettes (-1,98%) are negative.

The number of Concerts in 2017 has remained unchanged with 39,7 thousand events; the offer of shows has been supported by Classical concerts (+3,42%) and Jazz Music Concerts (+0,60%), which have balanced the decrease in Pop Music Concerts (-3,36%).

The Sports sector recorded 140,1 thousand events, with a decrease of -1,70%. The offer has grown in Team Sports other than soccer (+2,12%) and in Other Sports (+1,24%). There has been a decrease in the number of shows in Soccer (-2,53%) and in Individual sports (-0,18%).

In the Dance and Concertinos activity, the indicator decreased by -4,43 percentage points, with a contraction in both the Dance (-5,92%) and Concertinos (-3,19%) sectors. A total of 726,1 thousand events have been organised.

The Touring Amusement Activities significantly increased the offer of shows by +9,36%, reaching 25,6 thousand. There are positive trends recorded in two sectors: Touring Amusement (+12,07%) and Amusement Parks (+8,32%).

Of great interest is the increase in Fairs and Exhibitions (+8,18%), where 66,1 thousand events have been recorded. The trend in Exhibitions is positive (+8,81%), while Fairs has remained unchanged (-0,02%).

The offer of shows in Multi-genre activity has been also positive (+2,20%), with 53,1 thousand outdoor events.

II - Admissions (Table 93)

Admissions indicates the number of participants at events for which an admission ticket is issued (admission ticket or season ticket). This indicator is not relevant at all or little relevant for the shows for which tickets are used only occasionally (i.e. concertinos held in bars with live piano music).

In 2017, Admissions fell to 240,624,672 (Table 1), a decrease of -4,31% compared to the previous year.

The monthly trend analysis (Table 9) confirms that, as in the previous year, the lowest number of Admissions has been recorded in June (14,6 million); the highest number in January (25,2 million).
The territorial analysis (Table 34) confirms the supremacy of the Nord-ovest (76,7 million Admissions); followed by the Nord-est (59,6 million), the Centro (57,2 million), the Sud (31,5 million) and the Isole (15,6 million).

The highest number of Admissions was registered in Lombardia (49,7 million), Lazio (28,7 million) and Emilia-Romagna (26,9 million).

The Cinema sector accounted for 99,6 million tickets, with a loss of -14,2 million viewers, equal to -12,48%.

The Theatre activity has recorded a decrease of tickets of -1,70%, which has stopped at 22,5 million. There has been a counter trend in Admissions to Opera (+5,79%) and Ballet (+2,78%). Other sectors have dropped: Revue and Musical (-17,79%), Circus (-10,21%), Performing Arts (-2,28%), Prose (-1,0%) and Puppets and Marionettes (-0,74%).

The Concerts sector has reached 13,4 million viewers, an increase of 1,49% compared to 2016. The indicator has shown a positive trend in Pop Music Concerts (+3,19%) and a negative trend in Classical Concerts (-2,57%) and Jazz Music Concerts (-1,48%).

In the Sports sector, Admissions increased by 5,82%, reaching 30,6 million viewers. Individual Sports (19,26%), Soccer (+6,49%) and Sports other than soccer (+1,71%) have seen some progress. Other sports (-4,72%) have decreased.

Dance activities and concertinos have been decreasing: -6,53%. As we know, the indicator of Admissions is not very significant in this macro-aggregate; in detail, it has to be noted that Dance has recorded a contraction of 6,72%, while Concertinos has recorded an increase of 4,58%; on the whole, the sector has recorded 25,3 million Admissions.

On the other hand, there has been an increase in Touring Amusement Activities (+10,37%). The indicator, which has reached 19,1 million, is increasing both in Touring Amusements (+35,19%) and Amusements Parks (+9,69%).

The Fairs and Exhibitions sector has grown by 6,59%, with a result of 28,5 million Admissions. Exhibitions (+19,50%) has recorded a positive trend while Fairs (-6,81%) has recorded a negative trend.

Admissions in Multi-genre activity has increased by 5,44% to stand at 1,7 million.

III – Attendance (Table 94)

This indicator is used to calculate the amount of participants at events for which no ticket is issued.

As we know, this indicator is of little importance in the entertainment sectors for which it is necessary to issue Admission tickets, while it is very important in events in which, usually, spectators have free access. The following pages of this chapter evaluate the real importance of the Attendance in the different sectors of the entertainment.

In 2017 Attendance has reached 70.438.385 (Table 1), with a decrease of -2,49 percentage points (Table 94). The highest number has been registered in the sector of Dance and Concertinos, with 49,7 million.
spectators; followed by the Multi-genre activities (16.3 million) and, far behind, by Concert Activities (1.6 million). Theatre Activity ranks fourth (1.5 million), followed by Cinema (542 thousand), by Touring Amusement (527 thousand), by Fairs and Exhibitions (212 thousand) and Sports (117 thousand).

According to the analysis on the monthly trend (Table 9), the most important moment of this indicator is during the summer months and in particular the maximum number of participants has been in the month of August (12.4 million); the minimum in November (2.8 million).

The Territorial analysis (Table 34) shows that the greatest number of Attendance has been registered in the Nord-est (21 million); followed by the Nord-ovest (19.7 million), the Centro (14.1 million), the Sud (9 million) and the Isole (6.7 million).

The region with the highest Attendance has been Lombardia (11.2 million), followed by Veneto (7.5 million) and by Emilia-Romagna (6.5 million).

### IV – Expenditure at the Box Office (Table 95)

In 2017 the public spent 2.559.444.363 euro (Table 1) to purchase admission tickets (tickets and season tickets), increasing the 2016 result by 0.71 percentage points.

The Expenditure at the Box Office followed a trend which fluctuated between 174 million euro in February and 299 million euro in July (Table 9).

According to the territorial distribution of Expenditure at the Box Office (Table 34) the Nord-ovest (835.7 million euro) keeps the supremacy; followed by Nord-est (680.3 million euro), the Centro (627.6 million euro), the Sud (282.9 million euro) and the Isole (133.1 million euro).

The region where the Expenditure at the Box Office is the highest is Lombardia with 560.8 million euro, followed by Lazio (346.4 million euro) and by Veneto (311.4 million euro).

The highest expenditure for the purchase of tickets and season tickets has been registered in the Cinema sector, with 619.4 million, with a decrease of -10.88 percentage points. In absolute terms, this decrease is worth -75.6 million of lower expenditure for the purchase of tickets and season tickets.

The Theatre activity (-3.87%) has also had a negative trend, with a total value in 2017 that stopped at the value of 390.2 million euro. In this macroaggregate, the leading sectors have been Opera (+5.67%), Puppets and Marionettes (+5.23%) and Ballet (+3.90%). The other aggregates have marked the step: Revue and Musical (-27.25%), Circus (-14.32%), Performing Arts (-4.20%) and Prose (-3.90%).

The Concerts sector has produced positive economic results in 2017. The increase of the Expenditure at the Box Office has been 7.73%. In absolute terms they have reached 364.2 million euro, with an increase of 26.1 million euro totally recorded by Pop Music Concerts (+10.16%, in absolute terms 28.5 million euro). Jazz Concerts (-9.25%) and Classical Concerts (-3.07%) held back the sector.

Sport has recorded an increase of 15.61%, reaching 459.7 million euro. All sectors have recorded a positive trend: Soccer (+18.01%), Individual sports (+16.13%), Team sports other than soccer (+2.37%) and Other sports (+0.74%).

The Dance and Concertinos sector, with a total of 249.2 million euro, has reported a decrease of -5.82%. The negative trend for Dance (-5.95%) was only partially recovered by Concertinos (+0.61%).
Touring Amusement Activities have had a positive trend: +5.17%. The sector has seen an increase both in Touring Amusements (+49.68%) and Amusement Parks (+4.14%), with a total Expenditure at the Box Office of 262.6 million euro.

The Expenditure at the Box Office in the sector of Fairs and Exhibitions, with a value of 199.5 million euro, has grown by 13.40%. The indicator is positive for Exhibitions (+25.52%) but negative for Fairs (-4.52%).

The Multi-genre activity has achieved an increase in Expenditure at the Box Office of 0.94%, amounting to 14.7 million euro.

V – Audience Expenditure (Table 96)

In 2017 the public spent 4,676,387,567 euro (Table 1) to view shows, with a decrease of -1.29%. The Audience Expenditure is the only decreasing indicator.

The monthly trend of the Public Expenditure (Table 9) shows a fluctuation between 266 million euro in February and 551 million euro in July.

According to the territorial analysis (Table 34) the highest value was featured by the Nord-ovest (1,616 million euro); followed by Nord-est (1,259 million euro). In third place is the Centro (999 million euro), followed by the Sud (525 million euro) and the Isole (278 million euro).

Lombardia has the highest Audience Expenditure value, with 1,117 million euro, followed by Veneto (562 million euro) and Emilia-Romagna (515 million euro).

The Cinema sector, with a value of 732.9 million euro has registered a decrease of -9.55%, equivalent in absolute terms to a loss of 77.4 million euro.

The Theatre activity has registered a variation of -6.06%, with a total value of Audience expenditure of 447.3 million euro. The negative trend has been recorded in four aggregates: Revue and Musical (-29.91%), Performing Arts (-17.42%), Circus (-14.26%) and Prose (-4.34%). Positive trends were recorded for Puppets and Marionettes (+6.74%), Opera (+5.19%) and Ballet (+2.21%).

Audience expenditure on Concerts has risen to 427.5 million euro, an increase of 7.38%. In this sector Pop Music Concerts (+9.39%) have recorded an increase, while Jazz Concerts (-4.97%) and Classical Concerts (-3.09%) have recorded a decrease.

In the Sport sector, the decrease has been only 7.5 million euro, reaching a total value of 905 million euro, with a slight loss compared to 2016 (-0.82%). Individual sports (-8.99%) and Team sports other than soccer (-0.26%) have decreased. Other sports (+2.64%) and Soccer (+0.18%) have bucked the trend.

In the Dance and Concertinos activity, the negative trend has been -1.54%, but the result of 1.053.5 million euro, the highest value recorded in 2017, confirms how important this indicator is in this sector. The Dance decrease (-3.35%) is compensated by the increase in Concertinos (+2.66%).

Touring Amusement Activities have realized 391.2 million euro, with an increase of 4.69%. Both aggregates have had a positive trend: Touring Amusements (+11.18%), Amusement Parks (+4.41%).

The Audience Expenditure in the sector of Fairs and Exhibitions has increased by 2.30%, reaching 564.9 million euro. The positive sign refers to Exhibitions (+20.09%), while the negative sign refers to Fairs (-2.91%).
Audience expenditure on **Multi-genre activities** has also risen, reaching 154,2 million euro and registering an increase of +6,55%.

Analyzing systematically the entertainment data, we learn the different composition of the **Audience Expenditure** in the sectors of the entertainment industry: i.e. in the **Cinema** sector most of the **Audience Expenditure** comes from the purchase of tickets and season tickets (therefore no great differences between the value of the **Expenditure at the Box Office** and the **Audience Expenditure** were registered). On the contrary, the macroaggregate of **Dance and Concertinos** registered high amounts of **Audience Expenditure** and a limited amount of **Expenditure at the Box Office**: this because most of the proceeds do not come from the purchase of tickets or season tickets (that are not always used for admission) but also derive from other expenditures (drinks, cloakroom, etc...) paid by the spectators during the event.

**VI - Turnover (Table 97)**

In 2017 the **Turnover** (Table 1) amounted to 6.836.954.100 euro, with an increase of +4,45% compared to last year (Table 97).

The analysis of this indicator is very important because it identifies the investments that public or private subjects allocate to the world of entertainment (in terms of sponsorships or contributions): it represents a fundamental support to the recovery of the market that will allow organizers to program events of great interest to viewers. But it also represents the growing appeal that the entertainment has as a vehicle for the message of companies.

The **Turnover** monthly trend (Table 9) has registered, as for some years now, the lowest value in **November** (331 million euro) and the highest value in **January** (889 million euro).

According to the territorial analysis (Table 34) the highest **Turnover** has been registered in the **Nord-ovest** (2.710 million euro), followed by the **Nord-est** (1.737 million euro), the **Centro** (1.344 million euro), the **Sud** (713 million euro) and the **Isole** (333 million euro).

**Lombardia** has registered the highest **Turnover** (1.862 million euro); followed by **Emilia-Romagna** (777 million euro) and **Véneto** (711 million euro).

In detail, the **Cinema** sector confirms the very poor results of 2017, with a result of 734,7 million euro. Compared to 2016, this sector recorded a heavy loss of -9,59%.

The **Theatre**, with a result of 460,4 million euro, also has recorded a 6,75% drop in its **Turnover** compared with 2016. The positive sign has concerned **Puppets and Marionettes** (+7,85%), **Opera** (+4,37%) and **Ballet** (+0,26%). **Revue and Musical** (-29,57%), **Performing Arts** (-20,81%), **Circus** (-14,82%) and **Prose** (-4,64%) have contributed to the negative results of the aggregate.

Excellent results have been achieved by the **Concerts**, which, with 445 million euro, have recorded a positive increase of +7,20 percentage points. **Pop Music Concerts** (+9,17%) has driven the whole sector, also offsetting the losses of **Classical Concerts** (-3,66%). **Jazz Music Concerts** remain unchanged (+0,10%).

In the **Sports** sector, revenues have increased by 12,75%, with a final value of 2.976,8 million euro. The **Turnover** has grown in **Soccer** (+14,67%), **Team Sports other than Soccer** (+9,89%) and **Other sports** (+4,95%). Revenues in **Individual sports** have remained substantially unchanged (-0,91%).
Dance Activities and Concertinos have shown a decrease of -1.58%. The growth of the Concertinos Turnover (+2.66%) have not offset the decrease of Dance (-3.39%), with a final result of 1.064,4 million euro.

In the Touring Amusement Activities, the indicator is growing well: +4.63%. The result has been 393,2 million euro, with positive trends both in Touring Amusement (+11.04%) and in Amusement Parks (+4.36%).

The trend of Turnover in Fairs and Exhibitions has been positive (+4.73%), with a total value of the sector of 590.9 million euro. Exhibitions have recorded an increase (+20.09%) and a maintenance for Fairs (+0.04%).

The Multi-genre Activities have generated an increase in revenues of 5.74%, with a final value of 171.6 million euro.

Table 2 is the graphical summary of the values detected on all the aggregates of the entertainment industry. The histograms associated to every indicator show that the Number of Shows in the Cinema sector accounts for 72.61% of the total. Dance and Concertinos follow (16.77%); none of the other macroaggregates reaches 4% of the total value of the indicator.

In the field of Admissions too the Cinema sector is far higher than the others (41.40% of the total), but also Sports (12.71%) and Fairs and Exhibitions (11.84%) have grown.

The Attendance, as in previous years, is largely detected in the sector of Dance and Concertinos (70.50%), a sector in which it is not usual to use access tickets. Another macro-aggregate that absorbs a large number of Attendance is the Multi-genre Activities (23.09% of the total).

With respect to the values observed so far, the Box Office Expenditure and the Audience Expenditure seem to be proportionated: the highest percentages are registered by the Cinema sector (24.20% of the total Expenditure at the Box Office) and the Activity of Dance and Concertinos (22.53% of the total Audience Expenditure).

With regards to the Turnover, the highest value is registered by Sports (43.54% of the total), followed by Dance Activity and Concertinos (15.57%).

Tables from 3 to 8 show the percentage weight of each aggregate (referred to its own macroaggregate) for each indicator.

The next chapters will feature the analysis of the entertainment activity data in 2017 by kind of show within the relative macroaggregate.
2. FILM ACTIVITIES
2. Film activities

In 2017 the Film Activity shows a relevant decrease. Apart the indicator Attendance, very little significant in this regard, all the other benchmarks -compared to the ones of the previous year- display a negative trend.

A big impact on the figures above was due to the great performance made by Checco Zalone in 2016, that, thanks to “Quo Vado”, reached an audience of almost 10 million.

I – Number of Shows

The Film Activity accounts for 72.61% of all the shows held in Italy in 2017 (Table 2), thus confirming the widespread distribution of the offer in such sector all over the Country.

In 2017, the Number of shows decreased by 2.61% (Table 92).

As regards the calendar days (i.e. the number of days in which tickets are issued), the comparison between 2017 and 2016 marks a slight decrease by 0.09 percentage points.

<table>
<thead>
<tr>
<th>Aggregate</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience Expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>3,142,790</td>
<td>99,621,416</td>
<td>542,213</td>
<td>619,419,123,85</td>
<td>732,889,604,68</td>
<td>734,716,911,36</td>
</tr>
</tbody>
</table>

II - Admissions

The number of admissions in movie theaters (admissions with ticket + admissions with season tickets) accounts for 41.40% of the relevant Admissions in all the entertainment sectors (Table 2). In 2017, there was a great reduction in the number of viewers with ticket (-12.48%), causing a loss in absolute terms of 14.2 million of viewers (Table 93).

III – Attendance

In 2017 the Cinema sector generated over 542,000 Attendance with an increasing rate by 36.90% (Table 94). It is worth mentioning the growth trend showed in the last years by this indicator, despite the fact that, in absolute terms, such trend is little representative with regard to the Cinema sector.
IV – Expenditure at the Box Office

The expenditure of the public for the purchase of tickets and season tickets accounts for 619 million euro (Table 1), with a decreasing rate, in respect to the previous year, of −10.88%.

On the opposite hand, the average entrance fee to Cinema (Expenditure at the Box Office/Admissions) is equal to 6.22 euro, with an increase of 1.83% in comparison to 2016.

V – Audience Expenditure

The Audience Expenditure (733 million euro) exceeds the value of the Expenditure at the Box Office of almost 114 million euro. In 2017 the amount spent by the public for the purchase of different goods and accessorial services has registered a decrease of −1.54%; such index confirms that, once made the admission to the movie theaters, the budget for the accessorial expenses has remained almost the same.

VI - Turnover

The Turnover in the Cinema sector amounts to 735 million euro.

The difference between the Turnover and the Audience Expenditure summarizes the revenues that come from advertising contracts, sponsorship, contributions etc. In the Cinema sector the differential value amounts to about 1.8 million euro. In terms of percentage weight, the Turnover in the Cinema is given for 99.75% by the amounts paid by the public and for 0.25% by other revenues.

Table 40 shows the results of the Film Activities divided into geographical areas. You will find below the summary of some values ordered by decreasing value, concerning the Turnover, referred to each macro-area and to the first three regions with the highest value.

<table>
<thead>
<tr>
<th>MACROAREA</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience Expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>e. Isole</td>
<td>259.950</td>
<td>7.690.338</td>
<td>38.976</td>
<td>41.867.405,14</td>
<td>46.791.299,46</td>
<td>46.881.898,76</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>REGION</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience Expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lombardia</td>
<td>513.193</td>
<td>18.489.428</td>
<td>135.316</td>
<td>126.371.852,07</td>
<td>155.231.790,35</td>
<td>155.598.426,88</td>
</tr>
<tr>
<td>Emilia-Romagna</td>
<td>262.196</td>
<td>9.847.594</td>
<td>9.516</td>
<td>63.486.036,73</td>
<td>75.473.508,96</td>
<td>75.564.596,60</td>
</tr>
<tr>
<td>Total</td>
<td>1.239.966</td>
<td>40.988.219</td>
<td>158.886</td>
<td>275.797.946,30</td>
<td>328.064.532,38</td>
<td>328.839.440,92</td>
</tr>
</tbody>
</table>

Cinema is the entertainment sector with the most balanced territorial distribution in terms of Number of Shows, Admissions and Turnover.

Table 10 shows the trend of the Cinema sector monitored during the months. The seasonal trend is easily found in the histograms accompanying the data. The curb showed in the summer is well highlighted both on the side of the offer (Number of Shows) and even more on the side of the demand (Admissions/
Expenditure at the Box Office) fall and winter are the seasons with the highest peaks since during these seasons most of the best movies come out.
3. Theatre Activities
3. Theatre activities

As regards the Theatre activity, the aggregate B1–Theatre mainly identifies the Prose shows. In terms of Turnover, the Prose shows express 49.37% of the macroaggregate value as a whole (Table 3).

Table 41 shows the territorial trend of the Number of Shows, Admissions, Attendance, Expenditure at the Box Office, Audience Expenditure and Turnover in the Theatre sector.

The following table summarizes the most important values, by decreasing order, concerning the Turnover, referred to each macro-area and to the first three regions with the highest values.

The values illustrated give some cause for reflection.

The Turnover made in the Nord-ovest is still the highest in Italy (equal to 33.65% of the total), but at the second place there is the Centro that has overtaken the Nord-est, thanks to the very good results achieved by Toscana and Marche, allowing the limitation of the losses.
In terms of paying viewers (Admissions) the Isola (+1.81%) and Centro (+0.59%) have registered a positive trend with respect to the domestic data, showing -1.70% as a whole.

Table 3 summarizes, through the graphic view, the weight of the different kinds within the Theatre activities macroaggregate, with reference to each indicator taken into consideration.

The analysis of the Theatre sector goes on with the review of each aggregate.

**B1 Theatre**

I – **Number of Shows** (Table 3)

84,787 Theatre events account for more than half of the Number of Shows of the whole Theatre macroaggregate (62.82%). The sector mainly indicates the results achieved by Prose shows.

The monthly trend (Table 11) shows that the highest Number of Shows was concentrated in March (12,206); the lowest in August (2,191). Most of the shows have been organized during the usual theatrical season (from October to May).

II – **Admissions** (Table 3)

Admissions to the Theatre (14,5 million units) account for 64.27% of the whole macroaggregate.

The highest attendance (Table 11) has been registered in March (2,3 million); the lowest in September (256 thousand); with almost a time coincidence between demand (Admissions) and offer (Number of Shows).

III – **Attendance** (Table 3)

Attendance have increased in 2017 by 35.81%, reaching 524 thousand units; in the Theatre sector, they account for 35.11% of the value of the whole sector: this percentage ranks second after Performing Arts.

The highest peak of the number of Attendance (Table 11) has been monitored in September (172.780 units), where for the first time it has been mapped a five days kermesse registering 130 thousand certified attendance; the lowest peak has been detected in the winter months, January (16.8 thousand) and February (17 thousand).

IV – **Expenditure at the Box Office** (Table 3)

The Expenditure at the Box Office amounts to 196,7 million euro and accounts for 50.41% of the whole macroaggregate.

According to the analysis of the monthly distribution of the Expenditure at the Box Office (Table 11) it can be noted that the highest value has been registered in October (25,8 million euro); the lowest in August (6.0 million euro). High values concerning the Expenditure at the Box Office are systematically registered in fall and winter of the theatrical season.

The average entrance fee (Expenditure at the Box Office/Admissions) amounts for 13,60 euro, decreasing if compared to 2016 (-2.93%).
V – Audience Expenditure (Table 3)

The total amount paid by the public to attend theatre shows is equal to 219.8 million euro. The differential value in relation to the Expenditure at the Box Office amounts to 23.2 million euro. It means that the Expenditure at the Box Office, not resulting from the purchase of tickets (shows, cloakroom, advance sales, food and drinks etc.), represents 10.53% of the total value of the indicator.

According to the analysis of the monthly trend (Table 11), the Audience Expenditure reflects the same trend as the Expenditure at the Box Office; the main increase, with respect to the Expenditure at the Box Office is registered in winter, between January (3.6 million) and March (2.6 million); the lowest in August (1.1 million).

VI – Turnover (Table 3)

The Prose Turnover is equal to 227.3 million euro. Given that, as previously said, the Audience Expenditure amounts to 219.8 million euro, it can be inferred that the revenues of the sector derive for 96.7% from the amounts paid by spectators and for 3.3% from the money paid by third parties (sponsorship, public and private contributions, advertising contracts, etc.). In absolute terms these amounts worth for 7.4 million euro.

The highest Turnover has been registered in October (Table 11), equal to 28.2 million euro; the lowest value in August (7.4 million euro).

B2 – Opera

The sector is marked by the two-fold image that it offers during the usual months of theatre activities and in summer. Table 12 clearly shows that, while the supply trend (Number of Shows) expresses values comparable to those of the usual theatrical season, in July there are the highest indicators related to the Admissions, Expenditure at the Box Office, Audience Expenditure and Turnover on the occasion of the most important open air shows of the whole season.

I – Number of Shows (Table 3)

The Number of Opera shows (3.758 events) accounts for 2.78% of the whole macroaggregate in the Theatre sector; this percentage is very low and it is in line with the Number of Shows related to Revue and Musical (2.09%) and Puppets and Marionettes (1.91%). The poor weight represented by the Number of Shows shows the difficulties in managing the Opera sector, that anyhow has a remarkable success as regards the audience, with some growing indicators in 2017 both in absolute terms and in percentage.

II – Admissions (Table 3)

The Opera, with 2.3 million Admissions ranks second in the Theatre sector. As to percentage, Admissions in the Opera sector amount to 10.31% of the whole macroaggregate.

According to the monthly report, the number of Admissions (Table 12) is remarkably far from the similar value referred to the Number of Shows. The Admissions are mainly concentrated in summer, notably in July (334.7 thousand) and August (273.4 thousand); that confirms the success of the events organized in open air venues with a great attractive capacity, apt to accompany the Opera show with the suggestion of historic places that often host such events.
III – Attendance (Table 3)

The value of such indicator in the Opera sector is poor (about 2 thousand units equal to 0.14% of the total of theatre macroaggregate): the occurrence of Opera shows for those no tickets are issued has to be considered exceptional. The highest Attendance has been registered in September: 907 (Table 12).

IV - Expenditure at the Box Office (Table 3)

The Opera accounts for 26.26% of the total of Expenditure at the Box Office in the Theatre sector, with an increasing value that has reached 102.4 million euro.

The most relevant amounts for the purchase of tickets and season tickets (Table 12) have been spent in July (21.2 million euro) and in August (16 million euro). As previously explained, in this regard the Opera season is different from the other theatre sectors, where the highest Expenditure at the Box Office occurs in fall and in winter.

The average entrance fee is equal to 44.17 euro, a little decreasing by -0.12% if compared to the previous year.

V - Audience Expenditure (Table 3)

In 2017 the Audience Expenditure was equal to 107.1 million euro and was higher by 4.7 million than the Expenditure at the Box Office. This differential value equal to 4.38% of the Audience Expenditure, shows the amount of the sums paid by the spectators that are not used for purchasing tickets and season tickets.

As a matter of fact, for Opera shows the Fondo Unico per lo Spettacolo - Fund for the entertainment industry - is particularly relevant; because of the public contributions, the amounts distributed through the FUS do not fall within the relevant statistical data for SIAE.

In terms of territorial distribution (Table 43), the highest Audience Expenditure is registered in Lombardia (33.3 million euro) and in Veneto (31.9 million euro); Lazio is far following (7.9 million euro).

VI - Turnover (Table 3)

The Turnover in this sector amounts to 110.2 million euro. Given the Audience Expenditure, the amounts of non-participants are equal to 3.1 million euro. This value accounts for 2.77% of the whole revenues of the sector. Considering that the Opera sector is financed by relevant public and private contributions, it is likely that a share of these amounts referred to the year 2017, has not been registered by the organizers yet (remind that the last data collected for this yearbook concern the values gathered until the month of February 2017).
B3 – Revue and Musical

In 2017 the trend of the sector reveals a significant decrease both in terms of Admissions (-17.79%) and Attendance (-44.66%). While the Number of Shows has remained the same (+0.21%), the Revue and Musical sector is still much dependent from the title of the shows on the bill. In fact also the economic indicators have decreased by about 30 percentage points.

I – Number of Shows (Table 3)

In 2017 the shows in Revue and Musical sector were 2,824. The trend of this sector follows the season cycle of the Theatre sector (Table 13).

The sector accounts for 2,09% of the total Number of Shows of the whole Theatre sector.

II – Admissions (Table 3)

1.4 million Admissions were registered in the sector; in terms of percentage weight the Admissions in the Revue and Musical sector account for 6.39% of the whole macroaggregate. The monthly trend follows the standard trend of the theatrical season (Table 13).

III – Attendance (Table 3)

As already stated for the Opera sector, also in the Revue and Musical sector the spectators buy a ticket in order to attend the show. The occurrence of “free entrance” shows is occasional; for this reason the value of Attendance is quite low.

In the sector 6,824 Attendance were registered.

IV – Expenditure at the Box Office (Table 3)

The public spent 34,0 million euro to buy tickets and season tickets. The weight of the sector on the whole is equal to 8,73%.

The average entrance fee is equal to 23,68 euro, decreasing if compared with previous year (-11,5%).

V – Audience Expenditure (Table 3)

The Audience Expenditure, equal to 38,6 million euro, is given for 88,09% by the Expenditure at the Box Office and for the remaining 11,91% by the other sums paid by the public.

VI – Turnover (Table 3)

The Turnover, amounting to 39,2 million euro, shows a decrease by -16,5 million, but it has remained the same as for the part related to the amounts paid by non-participants, thus confirming that the reduction of the economic indicators is concentrated solely on the Expenditure at the Box Office (-12,8 million) and on the Audience Expenditure (-3,7 million).

The Revue and Musical is a theatrical genre that is much affected by the presence on the national territory of venues capable of hosting very demanding shows. Table 44 highlights the concentration of the Turnover in the two main areas: Lombardia (12,6 million euro) and Lazio (7,2 million euro).
B4 – Ballet

The Ballet sector is characterized by the staging of many events in June: there are 11,824 spectators (Table 14) most of which set up during the end of the year recitals in dance schools. Most of the shows (Table 45) was held in Lombardia: 1,353 events.

In 2017 the Ballet sector registered a positive trend provided that the Shows (+3.32%), the Admissions (+2.78%), the Expenditure at the Box Office (+3.90%), the Audience Expenditure (+2.21) and the Turnover (+0.26%) have all increased; only the Attendance have significantly decreased (-38.58%).

I – Number of Shows (Table 3)

In this sector 8,526 shows were produced. In percentage terms, the Ballet collects 6.32% of the shows of the Theatre sector.

II – Admissions (Table 3)

The Admissions amount to 2.2 million and they account for 9.64% of the total of the Theatre macroaggregate. Confirming the weight of the recitals organized by the schools, in June (478,064) and in December (305,759), the most of the Admission is registered (Table 14).

III – Attendance (Table 3)

In 2017 42,7 thousand Attendance, equal to 2.86% of the total value, were registered.

The most relevant concentration was registered in June with 18 thousand units (Table 14).

IV – Expenditure at the Box Office (Table 3)

The amounts paid to buy tickets and season tickets have reached 35.4 million euro. Amongst the Theatre activities The Expenditure at the Box Office in the Ballet sector ranks third, in scale, with a weight of 9.08%.

According to the time analysis the amounts paid at the box office are concentrated in December: 5,6 million euro, and in June: 4,9 million euro (Table 14).

The average entrance fee amounts to 16.35 euro, 1.09% more than in 2016.

The highest Expenditure at the Box Office is registered in Lombardia: 8.7 million euro (Table 45).

V – Audience Expenditure (Table 3)

The Expenditure at the Box Office amounts to 38.1 million euro and 93.1% is given by the revenues at the box office and for the remaining 6.9% by the other amounts paid by the public.

Also as regards the Audience Expenditure, the highest values are found in June and in December (Table 14).

VI – Turnover (Table 3)

The Turnover produced by the sector amounts to 39.3 million euro, equal to 8.54% of the whole value of the macroaggregate, but it is scarcely influenced by the amounts invested by those who do not participate directly to the event, as it represents only 3.24%.
**B5 - Puppets and Marionettes**

The aggregate of Puppets and Marionettes shows the result of a traditional entertainment activity mainly carried out by some historic families of puppeteers. The sector has ancient roots in some areas of the territory (see table 46), where a few but interesting structures – mostly permanent – still persist and present these shows on a continuous basis.

2017 was a very positive year in this sector from an economic viewpoint, with three increasing indicators: *Expenditure at the Box Office (+5.23%), Audience Expenditure (+6.74%) and Turnover (+7.85%)* upon a decrease of the *Number of Shows (-1.98%)* and of the *Admissions (-0.74%).*

**I - Number of Shows (Table 3)**

The shows of Puppet and Marionettes fell to 2,576; such value accounts for 1.91% of the events of the Theatre sector. The offer in the year follows the theatrical season (Table 15).

**II - Admissions (Table 3)**

The *Admissions* amount to 184 thousand units and are temporally distributed following the trend of the entertainment offer (Table 15).

**III - Attendance (Table 3)**

The sector registered 9.590 *Attendance* with an increasing rate of +66.18% in respect to 2016. Such value is still irrelevant with regard to the whole amount (0.64%).

**IV - Expenditure at the Box Office (Table 3)**

The *Expenditure at the Box Office* (1 million euro) is the lowest of the whole macroaggregate. The average entrance fee amounts to 5.52 euro; in absolute terms the lowest of the ones detected in the sector.

**V - Audience Expenditure (Table 3)**

The *Audience Expenditure* amounts to 1.15 million euro. The differential value in relation to the *Expenditure at the Box Office* (such revenue accounts for the accessorial expenses paid by the public) is equal to 134.7 thousand euro, 1.7% of the *Audience Expenditure.*

The most relevant values, as shown in Table 46, have been registered in Sicilia (287 thousand euro), in Lazio (214 thousand euro) and in Lombardia (162 thousand euro).

**VI - Turnover (Table 3)**

The overall economic value of the sector amounts to 1.18 million euro. In terms of weight the sector of Muppets and Marionettes accounts for 0.26% of the whole turnover of the theatre sector. As concerns the territorial distribution such entertainment sector is still rooted in some specific regions (Table 46).

The monthly trend of the *Turnover* (Table 15) shows that such trend is in line with the standard of the theatrical season.
B6 – Performing Arts

The aggregate of Performing Arts is used to detect some particular entertainment activities that have such a complexity that they cannot fall within a specific genre. However, reference is made to multigenre shows since the different kinds are easily recognizable in the course of the shows. Rather, the Performing Art show in itself acts as the container of different art expressions.

Also the revenues made by important recreational venues are included in the proceeds.

The data gathered in 2017 show a negative trend of the sector, except for an increase of the Attendance.

I - Number of Shows (Table 3)

In 2017 there were 18,508 shows of Performing Arts. The sector ranks second in the macroaggregate of Theatre activities (13.71% of weight on the total).

The Number of Shows (Table 16) is equally distributed during the year, with the highest peak registered in July (1,748); on the contrary this data are almost absent in the Sud (567) and Isole (354).

II – Admissions (Table 3)

The Admissions fell to 1,1 million.

By the analysis of monthly trend, (Table 16), the highest number of spectators was recorded in December (184 thousand Admissions), the lowest in October (51 thousand). The region with the highest Admissions (Table 47) is Toscana (228 thousand).

III – Attendance (Table 3)

In the Performing Art sector the Attendance (891 thousand) account for 59,72% of the total value of the Theatre sector, with an increase in respect to 2016 equal to +1,94 %. The region with the highest number of Attendance (Table 47) is Sicilia (434 thousand).

IV – Expenditure at the Box Office (Table 3)

The Expenditure at the Box Office amounts to 12,8 million euro, that is equivalent to 3,28% of the total of the theatre sector. The average entrance fee has slightly decreased to the value of 11,29 euro.

The highest value concerning the Expenditure at the Box Office was registered in December: 1,9 million euro (Table 16).

V – Audience Expenditure (Table 3)

The amounts paid by the public (34,2 million euro) to attend a show (both to purchase the tickets and to benefit from other services) are summarized under the Audience Expenditure. In this sector 37,33% is given by the revenues coming from the sale of tickets and season tickets and for 62,67% from the money paid by the public for accessorial services.

The highest Audience Expenditure (Table 47) has been registered in Veneto (7,2 million) and Lombardia (6,7 million).
VI - Turnover (Table 3)

The Turnover of the Performing Arts, equal to 34.90 million euro, corresponds to 7.58% of the total value of the macroaggregate.

The monthly dynamic of the Turnover (Table 16) shows a constant trend, with the highest revenues made in December (3.96 million euro).

B7 - Circus

In 2017 the Circus sector confirms the negative trend of the previous years, with even more decreasing results in respect to 2016: a trend justified by the least number and importance of the events proposed to the public.

I - Number of Shows (Table 3)

In 2017 the Circus produced 13.992 Shows accounting to 10.37% of the theatre sector. The offer of the shows (Table 17) was almost the same all along the year, with a slight increase in winter.

II - Admissions (Table 3)

During the year 798 thousand Admissions (3.55% of the total of the Theatre sector) were registered, with a high concentration in December (124 thousand) and January (86 thousand) (Table 17).

III - Attendance (Table 3)

All along the year 15.944 Attendance, equal to 1.07% of the total of the Theatre sector, were registered, with a relevant decrease in respect to 2016 (-63.95%).

IV - Expenditure at the Box Office (Table 3)

The value of the Expenditure at the Box Office is equal to 7.8 million euro. The average entrance fee for the Circus (Expenditure at the Box Office/Admissions) has fallen to 9.75 euro.

V - Audience Expenditure (Table 3)

The Audience Expenditure amounts to 8.2 million euro. The differential value compared to the Expenditure at the Box Office (equal to 388 thousand euro) accounts for 4.75% of the Audience Expenditure as a whole. The highest Audience Expenditure (Table 17) was registered in December (2.1 million euro).

VI - Turnover (Table 3)

With 8.3 million euro of Turnover the Circus makes 1.80% of the total revenue of the Theatre macroaggregate. The highest amount (Table 48) has been undoubtedly registered in Lombardia (1.2 million di euro), the only region where it has been exceeded one million euro.
4. CONCERT ACTIVITIES
4. Concert activities

Concert activities are characterized by the prevailing position of Pop Music Concerts (Table 4). In terms of percentages of the Number of Shows, 45.84% of the Concert Activity is made by Pop Music Concerts, 41.86% by Classical Concerts; and 12.29% by Jazz Concerts. The analysis on the composition of aggregates according to the other indicators (Admissions, Attendance, Expenditure at the Box Office, Audience Expenditure and Turnover) shows that the incidence of Pop Music Concerts is even more prominent, with the highest relevance in the field of Attendance (89.18% of the whole macro-aggregate).

Table 49 shows the data collected in the different territorial areas. The summary of some values, ordered by decreasing value of Turnover, referred to every macro-area and to the first three regions with the highest values is also given in the following session.

The summary data shows the remarkable difference of the size of northern and central areas in relation to the values of the Sud and Isole.
By presenting the highest regional values, we prove that the *Turnover* of the concerts held in the first three ranking Regions (231,71 million euro) accounts for almost the half of the amount recorded in the national territory as a whole (445,0 million euro).

In relation to 2016, the sector of Concerts marked during 2017 a general positive trend (Tables 92-97) in almost all the indicators. Upon a constant number of *Shows* (-0,14%) and a decrease in *Attendance* (-9,72%) the positive sign regards all the other variations: *Admissions* (+1,49%), *Expenditure at the Box Office* (+7,73%), *Audience Expenditure* (+7,38%), *Turnover* (+7,20%).

**C1 – Classical Concerts**

**I – Number of Shows** (Table 4)

The sector has increased its offer to 16,624 shows. The offer of Classical concerts (*Number of Shows*) follows an almost homogeneous trend all along the year (Table 18). The highest values are registered in March (1,664 events); the lowest one in August (1,115 events).

**II - Admissions** (Table 4)

The aggregate has reached 3,3 million *Admissions*, accounting for 24,82% of the whole sector. The *Admissions* show a prominent decrease in summer (Table 18).

The regions with the highest number of *Admissions* (Table 50) are still Lombardia (691 thousand) and Lazio (400 thousand).

**III – Attendance** (Table 4)

52,349 thousand *Attendance* units were registered, accounting for 3,23% of the total of the sector. The highest concentration (Table 18) is registered in August (12 thousand units).

**IV - Expenditure at the Box Office** (Table 4)

The *Expenditure at the Box Office* fell to 46,6 million euro; the *average entrance fee* (*Expenditure at the Box Office/Admissions*) has slightly decreased in comparison to 2016, amounting to 14,05 euro.

The highest monthly value (Table 18) is registered in June (16 million euro).

**V – Audience Expenditure** (Table 4)

The total amount paid by the public is 49 million euro. Given the *Expenditure at the Box Office*, 95,01% of the *Audience Expenditure* is composed by the money paid to purchase tickets and season tickets, 4,99% by other amounts paid by the public.

The highest *Audience Expenditure* (Table 50) is registered in Lombardia (11 million euro).

**VI – Turnover** (Table 4)

The *Turnover* is equal to 53,1 million euro, accounting for 11,94 % of the total of the macroaggregate. The highest *Turnover* (Table 18) was registered in September (6,7 million euro). By calculating the differential between the *Turnover* and the *Audience Expenditure*, we notice that 7,70% of the proceeds in this sector comes from *non-participants revenues* (sponsorships, advertisements, public and private contributions, etc.).
C2 – Pop Music Concerts

The one of Pop Music Concerts is the sector that shows the highest values of the macroaggregate of Concerts.

The sector depends from the offer of shows made by successful artists and for that reason it does not suffer the consequences of particular seasonal fluctuations. It is clear that the most appealing concerts need adequate structures – mainly open-area venues – used mainly in summer.

2017 has been a positive year as regards the results, with an increase of all the economic indicators that have allowed the whole Concerts sector to maintain at positive values.

I - Number of Shows (Table 4)

18,204 Pop music shows were registered.

According to the monthly trend (Table 19) the highest Number of Shows was registered in July with 2,757 concerts.

II - Admissions (Table 4)

With 9,5 million Admissions this sector accounts for 70,83% of the value of the whole macroaggregate.

The highest concentration of Admissions (Table 19) is registered in July (2 million).

According to territorial distribution (Table 51), the highest value of Admissions is registered in Lombardia (2,3 millions) far following by Lazio (1,14 millions) and by Emilia Romagna (1,1 million).

III – Attendance (Table 4)

The Attendance value is quite a remarkable piece of data for Pop Music concerts: the organization of many “free-admission” shows, mainly in summer, pushes the indicator beyond 1,4 million units. In terms of percentage, the Attendance indicator accounts for 89,18% of the whole Concerts sector. The highest monthly value (Table 19) were registered in June (428 thousand units).

IV - Expenditure at the Box Office (Table 4)

The Expenditure at the Box Office of Pop Music Concerts is definitely high (309 million euro) and represents one of the aggregates with the highest absolute value. The highest concentration of the Expenditure at the Box Office was registered in July (Table 19), with profits of 75,8 million euro. The region with the highest level of Expenditure at the Box Office (Table 51) is Lombardia (79,9 million euro).

The average entrance fee of Pop music concerts has rised up to 32,66 euro (+6,76% in relation to the previous year).

V - Audience Expenditure (Table 4)

Even the Audience Expenditure is quite high: 367,4 million euro, accounting for 85,95% of the whole macroaggregate. 84,11% of the indicator is given by the Expenditure at the Box Office and the remaining 15,89% by the other services paid by the public.

VI - Turnover (Table 4)

The value of Pop Music Concerts is 379,8 million euro and accounts for 85,34% of the total of the sector.
The highest values (Table 19) were registered in July (91.9 million euro). The region with the highest (Table 51) value is Lombardia, with 96.9 million euro. Nord-ovest as a whole had a Turnover of more than 130.6 million euro but is has to be highlighted also the increase of the central area, that has almost reached 106 million euro.

**C3 – Jazz Music Concerts**

The sector of Jazz Music Concerts is the one that shows the lowest values of the macroaggregate of Concert activities (Table 4).

**I - Number of Shows (Table 4)**

4,881 Jazz Music Concerts were held during 2017. The monthly trend of the shows (Table 20) follows an almost homogenous trend with a peak in July (609 events), in coincidence with important summer shows.

The region with the highest number of Jazz music shows (Table 52) is Lombardia with 915 events.

**II - Admissions (Table 4)**

Admissions amounted to 580 thousand units, accounting to 4.34% of the macroaggregate.

The highest number of Admissions was registered in July with 84,5 thousand units (Table 20).

**III – Attendance (Table 4)**

The Attendance value for Jazz Music Concerts (123,2 thousand) accounts for 7.60% of the whole sector. The highest concentration of Attendance (Table 20) is registered in July with 19,639 units.

**IV – Expenditure at the Box Office (Table 4)**

The Expenditure at the Box Office in this sector has decreased to 8,6 million euro: the average entrance fee fell to 14,83 euro.

The Expenditure at the Box Office follows the trend of the Admissions and marks 1,3 million euro in July and 1 million euro in November (Table 20).

**V – Audience Expenditure (Table 4)**

This indicator amounts to 11 million euro. The difference with the Expenditure at the Box Office (2,4 million euro) shows that 77,96% of the Audience Expenditure is given by the proceeds deriving from the sale of tickets and season tickets and 22,04% by the other amounts paid by the public.

**VI – Turnover (Table 4)**

The Turnover in this sector amounts to 12,1 million euro. Jazz accounts for 2,72% of the total proceeds of the macroaggregate of Concerts.

From the territorial viewpoint (Table 52), the highest proceeds are registered in Lombardia (3 million euro), that detaches considerably the following regions: Emilia-Romagna (1,33 million euro), Veneto (11,8 million euro) Lazio (1,07 million euro) and Umbria (1,06 million euro).

The highest Turnover value was registered in July (1,7 million euro) (Table 20).
5. Sports activities

Among the various entertainment activities, the Sports sector (Table 1) is the one that produces the highest Turnover: 2.977 million euro. This value, however, does not include all the proceeds from Sports Activities, because it could happen that some important contracts (sponsorships, advertisements and the transfer of TV rights) were not registered at the time of publishing this yearbook since the relative amounts have not been received by SIAE yet.

43.54% of the whole Turnover of the economic sector of the entertainment industry is produced by Sports Activities (Table 2).

Table 53 shows the trend of sports in the different geographical areas. The summary of some values, ordered by decreasing value of Turnover, referred to every macroarea and to the first three regions with the highest values is also given in the following session.

Table 5 shows the values of the four aggregates making up the sector in relation to the indicators taken into account.
D1 – Soccer

Soccer is the aggregate (Table 1) where most of the Turnover of the entertainment sector is concentrated: in 2017 this sector accounted for 80.55% of the total Turnover in the sport aggregate.

I - Number of Shows (Table 5)

109 thousand Soccer shows were held: that is, 77.73% of the total value of the macroaggregate.

According to the monthly distribution (Table 21) the highest concentration of the Number of Shows is registered during the regular soccer season (from September to May) with a large drop during summer months.

II - Admissions (Table 5)

The sector has increased the Admissions reaching a share of 23.6 million. The weight on the total of Admissions of the macroaggregate is equal to 77.19%.

The monthly trend (Table 21) of this indicator follows the trends of the Number of Shows, marked by a relevant drop in summer.

III – Attendance (Table 5)

This indicator is not very relevant in the field of Soccer: on aggregate, 35.8 thousand people were registered (mainly ascribable to minor soccer leagues).

IV - Expenditure at the Box Office (Table 5)

The Expenditure at the Box Office amounts to 356.5 million euro.

The highest Expenditure at the Box Office is registered in July and in August (Table 21) when the most of season tickets relative to the next season are sold.

The average entrance fee has risen up to 15.10 euro.

V - Audience Expenditure (Table 5)

In Soccer the Audience Expenditure amounts to 712.3 million euro, equal to 78.71% of the total value of the Sports macroaggregate.

The region with the highest Audience Expenditure (Table 54) is Lombardia (154.6 million euro), followed by Piemonte (107.7 million euro) and Lazio (96.8 million euro).

VI - Turnover (Table 5)

The Turnover, amounting to 2.398.8 million euro, is the highest among the aggregates of the entertainment industry.

The differential between the Turnover and the Audience Expenditure is equal to 1.685.6 million euro. The value sums up all the proceeds from sponsorships, transfer of TV rights, advertisement, etc. and accounts for 70% of the sector revenues.

According to the monthly trend (Table 21) the highest amounts are registered in July, January, and June.
D2 – Team Sports other than Soccer

Please refer to the table in the introduction for the breakdown of all the sports included in this aggregate.

In terms of Turnover, this sector accounts for 9.96% of the total amount of the macroaggregate (Table 5).

I - Number of Shows (Table 5)

Team sports other than soccer have produced 14,070 shows.

The monthly trend (Table 22) shows very low values during the time period from June to September.

II – Admissions (Table 5)

Admissions still amount to 4,1 million. This value is the second (after Soccer) in the macroaggregate, accounting for 13.50% of the total.

The most relevant aspect of the monthly trend as to Admissions (Table 22) is the drop registered in summer.

III – Attendance (Table 5)

The value of this indicator accounts for 22,966 units (equal to 19.59% of the total value of the macroaggregate). The monthly Attendance peak (Table 22) is registered in April (8,992 units).

IV – Expenditure at the Box Office (Table 5)

The Expenditure at the Box Office, equal to 42,18 million euro, accounts for 9,18% of the value of the macroaggregate.

The highest monthly value (Table 22) is registered in September (6,9 million euro), when most of the season tickets for the basketball and volleyball championship are sold.

The average entrance fee is 10,21 euro.

V – Audience Expenditure (Table 5)

The Audience Expenditure amounts to 62,3 million euro. This indicator accounts for 6,89% of the total value of the macroaggregate.

The monthly trend of the Audience Expenditure (Table 22) confirms the tendency of the Expenditure at the Box Office.

According to the territorial analysis (Table 55) the highest values of Audience Expenditure are registered in Lombardia (14,8 million euro), followed by Emilia-Romagna (12,3 million euro) and Veneto (5,8 million euro).

VI - Turnover (Table 5)

The Turnover of this sector amounts to 296,4 million euro.
The differential between the **Turnover** and the **Audience Expenditure** is equal to 234.1 million euro: the value sums up all the proceeds from non-participants (advertising, sponsorships, transfer of TV rights, public and private contributions etc.).

The monthly trend (Table 22) shows a peak in **January**, 49.8 million euro.

---

**D3 – Individual Sports**

Also in this case please refer to the table in the introduction for the exact composition of this aggregate.

---

**I - Number of Shows** (Table 5)

7,195 shows were registered in 2017.

The monthly trend (Table 23) shows quite a homogeneous distribution all along the year.

**II - Admissions** (Table 5)

Admissions were in the number of 1.5 million, accounting for 4.88% of the total value of the macroaggregate.

The highest values of the indicator were registered in **September** and **May** (Table 23).

**III – Attendance** (Table 5)

The value dropped to 6,401 units. In this sector Attendance units account for 5.46% of the total of the macroaggregate. The not homogeneous trend is influenced by the occurrence of the events (Table 23).

**IV - Expenditure at the Box Office** (Table 5)

The Expenditure at the Box Office amounts to 47.4 million euro, equal to 10.31% of the total value of the macroaggregate.

According to the monthly analysis (Table 23) the highest values of Expenditure at the Box Office are registered in **May** (13 million euro) and in **September** (8.3 million euro).

The average entrance fee is 31.73 euro. This is the highest value among the sports sector ones.

**V - Audience Expenditure** (Table 5)

The Audience Expenditure, amounting to 96.5 million euro, is the second in the macroaggregate; in terms of percentage, it accounts for 10.66% of the total.

The monthly trend (Table 23) shows a not homogeneous trend, linked to some important sports events, showing a peak in **May** 22.8 million euro.

**VI - Turnover** (Table 5)

The Turnover, amounting to 207.5 million euro, accounts for 6.97% of the value of the whole macroaggregate.
The differential value between the *Turnover* and the *Audience Expenditure* amounts to 111 million euro; as we all know, mainly this value sums up the proceeds from sponsorships, advertising contracts, and TV rights.

The region that has mostly contributed to the result in this sector is *Lombardia* (Table 56) with 114.9 million euro.

**D4 – Other Sports**

For a clear explanation of the kind of shows included in this aggregate please refer to the table in the introduction.

**I - Number of Shows** (Table 5)

This sector has produced 9,948 shows, accounting for 7.10% of the total value of the macroaggregate.

The *Number of shows* all along the year (Table 24) is rather homogeneous.

**II - Admissions** (Table 5)

*Admissions* stand at 1.4 million, quite a limited amount, accounting for only 4.43% of the value of the macroaggregate.

The highest number of *Admissions* was registered (Table 57) in *Trentino-Alto Adige* (241,5 thousand units) followed by *Lombardia* (219,2 thousand) and *Emilia-Romagna* (187,3 thousand).

**III – Attendance** (Table 5)

On aggregate, 52,095 *Attendance* units were registered. In the sector Other Sports, the weight of *Attendance* accounts for 44.43% of the total, being the highest value in the Sport sector.

**IV – Expenditure at the Box Office** (Table 5)

The *Expenditure at the Box Office* of the aggregate amounts to 13.6 million euro.

According to the monthly trend (Table 24) the highest values are registered in *May* (1.8 million euro). The region with the highest *Expenditure at the Box Office* (Table 57) is *Trentino-Alto Adige* (3.4 million euro).

The average entrance fee is 10.01 euro.

**V – Audience Expenditure** (Table 5)

The registered value of 33.8 million euro, accounts for 3.74% of the value of the macroaggregate.

For the *Audience Expenditure*, the time distribution (Table 24) shows the highest value in *January* with 4.3 million euro.

**VI – Turnover** (Table 5)

In 2017 the *Turnover* amounted to 75 million euro.
By calculating the differential between the *Turnover* and the *Audience Expenditure*, equal to 41.2 million euro, we noticed the prevalence of the *proceeds from non-participants* (sponsorships, advertisements, TV shooting, etc.).

The monthly distribution (Table 24), has a peak in *January* with 9.6 million euro.

The region with the far highest value in this sector (Table 57) is *Lombardia*, with 20.2 million euro of *Turnover*. 
6. DANCE ACTIVITIES AND CONCERTINOS
6. Dance activities and Concertinos

In terms of Attendance and Audience Expenditure, the Dance and Concertinos Activity ranks first; in terms of the Number of Shows and Admissions, it ranks second after Cinema. With regards to the Turnover it shows the second highest value after Sports.

In this sector, the indicators of the Admissions and the Expenditure at the Box Office are not tools to measure the flow of spectators and their expenditure exactly, because it may happen that no ticket is foreseen for these kinds of shows.

Instead, the indicators of the Attendance and the Audience Expenditure, given the absence of entrance tickets, help defining the real size of this macroaggregate.

Table 58 shows the trend of the values of the macroaggregate in different territorial areas: the most important data items are summarized in the following table, ordered by decreasing value of Turnover:

<table>
<thead>
<tr>
<th>MACROAREA</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience Expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>d. Sud</td>
<td>100.675</td>
<td>2.230.361</td>
<td>7.290.787</td>
<td>25.483.134,41</td>
<td>190.470.375,93</td>
<td>191.327.705,26</td>
</tr>
<tr>
<td>e. Isole</td>
<td>55.272</td>
<td>1.795.076</td>
<td>5.844.635</td>
<td>17.903.492,09</td>
<td>97.855.142,22</td>
<td>98.639.243,79</td>
</tr>
<tr>
<td>Total</td>
<td>726.082</td>
<td>25.252.980</td>
<td>49.660.620</td>
<td>249.172.701,16</td>
<td>1.053.450.218,22</td>
<td>1.064.412.407,14</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>REGION</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience Expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emilia-Romagna</td>
<td>71.556</td>
<td>3.464.070</td>
<td>4.379.763</td>
<td>34.359.488,85</td>
<td>101.970.289,71</td>
<td>102.985.754,52</td>
</tr>
<tr>
<td>Veneto</td>
<td>61.828</td>
<td>1.897.338</td>
<td>4.871.671</td>
<td>18.171.827,05</td>
<td>93.146.744,81</td>
<td>93.778.620,87</td>
</tr>
<tr>
<td>Total</td>
<td>271.461</td>
<td>11.423.509</td>
<td>16.967.105</td>
<td>108.359.596,52</td>
<td>395.039.958,45</td>
<td>398.420.882,18</td>
</tr>
</tbody>
</table>

Table 6 shows the composition of the macroaggregate and its two components: it is crystal clear that while the Number of Shows is divided almost equally between Dance (44.86%) and Concertinos (55.14%), with regards to the Audience Expenditure (68.63% compared with 31.37%) and Turnover (68.80% compared with 31.20%) Dance shows remarkable results.
Given the fact that entrance tickets to *Concertinos* are seldom issued, the *Admissions* and the *Expenditure at the Box Office* are registered almost exclusively for *Dance* (more than 97.90% of the total).

**E1 – Dance**

This sector includes *E1 – Dance*

This sector includes the values of dancing performance with live and/or recorded music.

**I – Number of Shows** *(Table 6)*

In 2017, 325,751 dance shows were registered. According to the monthly distribution of the activity *(Table 25)* the offer of shows is almost constant all along the year, with a slight prevalence in *December* (35,838 events).

**II – Admissions** *(Table 6)*

Even if the issue of entrance tickets is not the only way to access dance venues, *Admissions* in 2017 amounted to 24,8 million: this value ranks second after the one of *Cinema*, even better than *Sport Soccer*.

The monthly trend *(Table 25)* is quite constant all along the year. The territorial distribution *(Table 59)* shows that the region with the highest *Admission* ticked issued value is *Lombardia* (6 million euro); followed by *Emilia-Romagna* (3,4 million euro) and *Lazio* (2,3 million euro).

**III – Attendance** *(Table 6)*

23,8 million *Attendance* units have been registered: it is the second highest value after *Concertinos*.

According to the time analysis *(Table 25)* the highest *Attendance* is registered in *summer*: clearly, *free admission and non-mandatory drinks* are the selection criteria generally used by *summer discotheques*.

**IV – Expenditure at the Box Office** *(Table 6)*

The *Expenditure at the Box Office* amounts to 244 million euro and the monthly distribution *(Table 25)* shows a peak in *December*, 34,8 million euro, ascribable to dance performance of the year end.

The *average entrance fee* remains almost unchanged at 9,84 euro.

**V – Audience Expenditure** *(Table 6)*

The *Audience Expenditure* – 723 million euro – is around 3 times higher than the *Expenditure at the Box Office*. The differential, equal to 488 million euro, is ascribable to the amounts paid by spectators for other services during the show (mainly: drinks, the cloakroom service and table reservations).

The territorial distribution *(Table 59)* shows that the region with the highest *Audience Expenditure* is *Lombardia* (136,5 million euro); followed by *Emilia-Romagna* (75,7 million euro), and *Puglia* (75,3 million euro).

The *Audience Expenditure* has the highest value in *December* (102,2 million euro), with good results also in *summer* months: *August* (87,2 million euro) and *July* (83,7 million euro) *(Table 25)*.
VI – Turnover (Table 6)

The Turnover in the sector of Dance (732.4 million euro) is not so far from the value of the Audience Expenditure as we all now, that means that the proceeds from the Audience Expenditure mainly make up this sector.

E2 – Concertinos

This aggregate is composed of the entertainment data collected when the music performance has got an accessorial character and does not play any particular appealing function in relation to clients (otherwise, the activity would fall under the “concerts” section).

Because of their nature, entrance tickets are seldom issued in the case of Concertinos, otherwise a concert activity should be assessed as to this aspect too: therefore, the indicators of the Admissions and the Expenditure at the Box Office are scarcely meaningful.

I – Number of Shows (Table 6)

400,331 shows were registered during the year.

The monthly analysis (Table 26) shows a trend between 46,528 shows in July and 24,928 in January: quite a limited fluctuation.

II – Admissions (Table 6)

This indicator is not meaningful in this sector.

III – Attendance (Table 6)

25,9 million Attendance units were registered in this sector: the highest value in the entertainment industry.

According to the monthly analysis (Table 26) the highest values are registered in July and August.

IV – Expenditure at the Box Office (Table 6)

This indicator is not meaningful in this sector.

V – Audience Expenditure (Table 6)

The Audience Expenditure, amounting to 330,4 million euro, is mainly made of the amounts paid by spectators to have food and drink during the music performance.

The monthly distribution of the Audience Expenditure confirms the trend of the Attendance with summer peaks in the quarter July–August (Table 26).

The highest values (Table 60) are registered in Lombardia (63,4 million euro), Veneto (41 million euro) and Sicilia (31,7 million euro).
VI - Turnover (Table 6)

The Turnover amounts to 332 million euro. The differential between the Turnover and the Audience Expenditure is quite low (1,6 million euro): as already noticed for the Dance aggregate, in Concertinos too almost all the proceeds come from the money spent by the public.
7. TOURING AMUSEMENT ACTIVITIES
7. Touring amusement activities

This macroaggregate shows the data of all the amusement activities, touring shows included, or the arcades and machines inside amusement parks (aqua and theme parks).

The distribution over the two aggregates (F1-Touring amusement and F2-Amusement Parks) is not always immediately perceivable: i.e. fixed amusement arcades located in areas where a price is paid when playing each game are listed among F1 activities; the same amusement arcades located in a limited area to which the public may have access only upon paying an entrance ticket, are listed among F2 activities; another recurring hypothesis is the payment of a fee both to access a limited area and to play the different games of the arcade itself. In this case, the proceeds will go to the F1 or F2 according to the service they entitle to.

Table 7 shows the composition of the macroaggregate and its two components: according to the Number of Shows, Amusement Parks account for 71.51% of the total; while in terms of Turnover, the weight of Amusement Parks stands at 95.68% of the total of the sector.

The territorial distribution of Touring Amusement is shown in Table 61. The summary of some values, ordered by decreasing value of Turnover, referred to the macro-areas and to the regions is also given in the following session.

<table>
<thead>
<tr>
<th>Aggregate</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience Expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>F1 - Touring amusements</td>
<td>7,307</td>
<td>624,795</td>
<td>107,961</td>
<td>8,469,506,56</td>
<td>16,938,928,74</td>
<td>16,983,246,64</td>
</tr>
<tr>
<td>F2 - Amusement Parks</td>
<td>18,337</td>
<td>18,456,905</td>
<td>419,194</td>
<td>254,138,685,18</td>
<td>374,248,348,73</td>
<td>376,219,610,44</td>
</tr>
<tr>
<td>Total</td>
<td>25,644</td>
<td>19,081,700</td>
<td>527,155</td>
<td>262,608,191,74</td>
<td>391,187,277,47</td>
<td>393,202,857,08</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MACROAREA</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience Expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>b. Nord-est</td>
<td>7,291</td>
<td>7,571,928</td>
<td>45,482</td>
<td>143,573,584,50</td>
<td>222,808,324,41</td>
<td>224,341,736,42</td>
</tr>
<tr>
<td>a. Nord-ovest</td>
<td>6,412</td>
<td>4,774,618</td>
<td>85,325</td>
<td>45,683,558,72</td>
<td>70,421,935,30</td>
<td>70,504,528,03</td>
</tr>
<tr>
<td>c. Centro</td>
<td>5,274</td>
<td>3,897,434</td>
<td>254,665</td>
<td>38,190,965,72</td>
<td>50,174,395,61</td>
<td>50,399,945,48</td>
</tr>
<tr>
<td>d. Sud</td>
<td>4,824</td>
<td>1,929,482</td>
<td>45,117</td>
<td>20,853,562,45</td>
<td>26,605,687,10</td>
<td>26,770,875,10</td>
</tr>
<tr>
<td>e. Isole</td>
<td>1,843</td>
<td>908,238</td>
<td>96,566</td>
<td>14,306,520,35</td>
<td>21,176,935,05</td>
<td>21,185,772,05</td>
</tr>
<tr>
<td>Total</td>
<td>25,644</td>
<td>19,081,700</td>
<td>527,155</td>
<td>262,608,191,74</td>
<td>391,187,277,47</td>
<td>393,202,857,08</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>REGION</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience Expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Veneto</td>
<td>2,737</td>
<td>4,104,386</td>
<td>-</td>
<td>93,144,737,06</td>
<td>140,851,074,82</td>
<td>140,909,858,97</td>
</tr>
<tr>
<td>Lombardia</td>
<td>4,162</td>
<td>3,494,951</td>
<td>74,272</td>
<td>32,999,920,46</td>
<td>52,421,840,67</td>
<td>52,496,472,15</td>
</tr>
<tr>
<td>Total</td>
<td>11,265</td>
<td>10,970,971</td>
<td>107,029</td>
<td>174,980,015,67</td>
<td>272,975,345,24</td>
<td>274,583,078,73</td>
</tr>
</tbody>
</table>

The prevalence of data registered in the Nord-est is clear; here the most important Italian amusement parks are found.
F1 – Touring amusement

Entrance tickets are more and more becoming the common way to enter any single amusement activity. Since a few years ago, the amounts paid by users were usually expressed as daily total revenue: this did not make easy the timing analysis of the access data.

I – Number of Shows (Table 7)

In 2017, 7,307 shows were registered. According to the monthly trend (Table 27) the highest concentration is registered in June, July and August.

II – Admissions (Table 7)

624,8 thousand Admissions were registered last year. According to the monthly trend (Table 27) this is mainly a summer activity, with peak value registered in December (122 thousand).

The highest number of Admissions, 147,5 thousand, are registered in Campania (147,5 thousand) and in Lombardia (142,1 thousand) (Table 62).

III – Attendance (Table 7)

All along the year, 108 thousand Attendance units were registered; this value accounts for 20.48% of the macroaggregate.

The month with the highest Attendance is August, with 26.7 thousand (Table 27).

IV – Expenditure at the Box Office (Table 7)

The Expenditure at the Box Office amounts to 8,5 million euro and follows the same trend as the Admissions, with peak values registered in August (1,4 million euro).

V – Audience Expenditure (Table 7)

The Audience Expenditure amounts to 16,9 million euro. The territorial distribution (Table 62) shows quite a not homogeneous distribution all along Italy, in particular Veneto accounts alone for the 38,63% of national total.

VI – Turnover (Table 7)

The Turnover, equal to 17 million euro, is not far from the value of the Audience Expenditure, showing that the sector takes its proceeds almost exclusively from the amounts paid by users.

Touring amusements accounts for 4,32% of the total Turnover of the macroaggregate.
F2 – Amusement parks

In this sector, the values of the Admissions and Expenditure at the Box Office are remarkable.

I – Number of Shows (Table 7)

Shows stand at 18,377 events. According to the monthly distribution (Table 28) the best results are achieved in summer.

II – Admissions (Table 7)

Admissions amounted to 16,8 million. Also in this case, the monthly distribution (Table 28) shows the excellent results achieved in summer.

III – Attendance (Table 7)

419,2 thousand users have been registered. The highest Attendance is registered in July and August (Table 28). According to the territorial distribution, the highest values are recorded in the Centro: 195,8 thousand units (Table 63).

IV – Expenditure at the Box Office (Table 7)

The Expenditure at the Box Office amounts to 254,1 million euro with the usual peak in summer (Table 28). The highest values (Table 63) are registered in Veneto (91,2 million euro), Emilia-Romagna (46,2 million euro) and Lombardia (30,5 million euro).

The average entrance fee is decreased to 13,77 euro.

V – Audience Expenditure (Table 7)

The proceeds registered under the Audience Expenditure, equal to 374,2 million euro, are much important and express one of the highest values among the aggregate of entertainment. The differential between the Audience Expenditure and the Expenditure at the Box Office, 120,1 million euro, highlights that no ticket is required to access many venues (this conclusion is corroborated by the high number of Attendance units) and that many other payable services are provided by organizers.

VI – Turnover (Table 7)

As for the other indicator, the Turnover, equal to 376,2 million euro, has its highest peak in summer (Table 28); the poor differential amount between the Turnover and the Audience Expenditure (2 million euro) proves the absence of supply by third parties.
8. FAIRS AND EXHIBITIONS
8. Fairs and Exhibitions

This sector summarizes the values gathered on the occasion of cultural profit-making shows and exhibitions. Visits to museums do not fall under this survey since they are outside SIAE’s competence.

Table 64 shows the distribution of values by geographical area, ordered by decreasing value of Turnover. The most important data items are summarized in the following table:

<table>
<thead>
<tr>
<th>MACROAREA</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience Expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>c. Centro</td>
<td>16.516</td>
<td>6.021.433</td>
<td>18.028</td>
<td>47.076.128,98</td>
<td>83.299.274,68</td>
<td>85.005.672,33</td>
</tr>
<tr>
<td>e. Isole</td>
<td>4.782</td>
<td>923.508</td>
<td>3.356</td>
<td>4.223.276,05</td>
<td>5.843.059,15</td>
<td>6.125.980,65</td>
</tr>
<tr>
<td>Total</td>
<td>66.106</td>
<td>28.478.499</td>
<td>211.712</td>
<td>199.494.067,08</td>
<td>564.915.443,92</td>
<td>590.850.284,05</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>REGION</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience Expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Veneto</td>
<td>7.598</td>
<td>4.852.390</td>
<td>9.165</td>
<td>41.429.753,06</td>
<td>105.979.933,42</td>
<td>109.402.095,71</td>
</tr>
<tr>
<td>Emilia-Romagna</td>
<td>5.623</td>
<td>3.153.386</td>
<td>12.683</td>
<td>21.908.393,77</td>
<td>82.753.681,06</td>
<td>90.017.680,75</td>
</tr>
<tr>
<td>Total</td>
<td>28.388</td>
<td>15.953.537</td>
<td>77.690</td>
<td>118.471.833,71</td>
<td>426.850.012,40</td>
<td>442.758.792,91</td>
</tr>
</tbody>
</table>

The territorial analysis shows the deep fracture between the different areas. The territorial distribution of the values of indicators is considerably affected by the presence of permanent facilities where the most important national fairs are held.
GI - Fairs

This sector summarizes the values gathered on the occasion of profit-making and promotional events.

I – Number of Shows (Table 8)

Given the difficulties about stabiling events in this sector, the Number of shows registered last year is clearly poor: 4,410 days.

According to time distribution (Table 29), the highest number of fairs took place in November (568 events). This sector is characterized by a considerable fall during summer.

Lombardia (Table 65) registered the highest Number of shows, with 881 events.

II – Admissions (Table 8)

Admissions amounted to 12,2 million. Peak values are registered in spring and fall (Table 29).

Nord-ovest has the highest value, with 4,7 million participants (Table 65).

III – Attendance (Table 8)

105,934 units are registered in the sector; as you can see, the numbers regarding this indicator are not very relevant and are steadily decreasing.

IV - Expenditure at the Box Office (Table 8)

The Expenditure at the Box Office amounts to 67,7 million euro. The highest value was registered in March (11,8 million euro) (Table 29).

The average entrance fee is 5.54 euro.

V - Audience Expenditure (Table 8)

In 2017 the Audience Expenditure amounted to 414,9 million euro.

The difference between Audience Expenditure and Expenditure at the Box Office is worth 347,1 million euro. This value, accounting for 83,67% of the Audience Expenditure, especially shows proceeds coming from landing fair stands.

The region with the highest value (Table 65) is Lombardia (198,3 million euro), followed by Emilia-Romagna (74,1 million euro) and Veneto (73,6 million euro). The month with the highest expenditure (Table 29) is January: 152,2 million euro.

VI – Turnover (Table 8)

The total of the aggregate of Fairs amounts to 432,3 million euro.

In terms of territorial distribution, incomes produced by the first three regions (Lombardia, Emilia-Romagna and Veneto) account for more than 83% of national Turnover in this sector (Table 65).
G2 - Exhibitions

This sector shows most relevant values on the occasion of cultural events.

I – Number of Shows (Table 8)

The shows registered in 2017 are in the number of 61,696 events.

The monthly trend (Table 30) shows a peak in May (6,056 events). The Number of Shows is quite homogeneous all over the year.

Lombardia (Table 66) registered the highest number of shows, 14,286 events.

II – Admissions (Table 8)

Admissions amounted to 16,3 million. Peak values are registered in April (1,9 million) and October and November (1,8 million) (Table 30).

Nord-ovest has the highest value, with 6,2 million participants (Table 66).

III – Attendance (Table 8)

105,778 units are registered in the sector. The numbers regarding this indicator are not very relevant and are steadily decreasing. Lombardia (Table 66) features the most remarkable value: 26,294 participants.

IV – Expenditure at the Box Office (Table 8)

The Expenditure at the Box Office amounts to 131,8 million euro. The highest value was registered in November (16,3 million euro) (Table 30). The highest weight for this indicator was registered in Lombardia and Veneto, with respectively 36,7 million euro and 31,5 million euro. (Table 66).

The average entrance fee is increased to 8,10 euro.

V – Audience Expenditure (Table 8)

In 2017 the Audience Expenditure amounted to 150,1 million euro.

The difference between Audience Expenditure and Expenditure at the Box Office is worth 18,3 million euro, accounting for 12,19% of the total Audience Expenditure. This value is much lower than the one gathered in Fairs field.

The highest Audience expenditure was registered in Nord-ovest, 52,4 million euro (Table 66).

VI – Turnover (Table 8)

The total of the aggregate of Exhibitions amounts to 158,6 million euro.

Regional analysis (Table 66), shows the poor incomes produced in Sud and Isole (10,7 million euro in total) accounting for 6,8% of the national total.

As to the Turnover, the first three regions (Lombardia, Veneto and Lazio) account for more than 62% of national Turnover in this sector.
9. MULTI-GENRE ACTIVITIES
9. Multi-genre activities

The macroaggregate of the Multi-genre activities includes the data referred to Outdoor events only.

The Outdoor events (Table 31), included in this macroaggregate, are the shows held in open-air areas (usually “square fairs”) marked by a plurality of shows uninterruptedly occurring one after the other. Admission tickets are not always issued for these kinds of shows: then the values of the Admissions and the Expenditure at the Box Office are not worth of mention.

Table 67 shows the results of the territorial survey.

The summary of these values is shown in the following table (ordered by decreasing value of Turnover):

<table>
<thead>
<tr>
<th>MACROAREA</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience Expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>b. Nord-est</td>
<td>21.569</td>
<td>663.698</td>
<td>7.217.767</td>
<td>5.689.347,06</td>
<td>69.462.201,38</td>
<td>74.861.024,72</td>
</tr>
<tr>
<td>a. Nord-ovest</td>
<td>17.105</td>
<td>328.679</td>
<td>4.318.066</td>
<td>2.782.145,81</td>
<td>41.286.189,18</td>
<td>44.757.413,40</td>
</tr>
<tr>
<td>e. Isole</td>
<td>276</td>
<td>15.689</td>
<td>67.793</td>
<td>215.271,56</td>
<td>701.326,20</td>
<td>852.183,09</td>
</tr>
<tr>
<td>Total</td>
<td>53.110</td>
<td>1.746.983</td>
<td>16.266.385</td>
<td>14.674.096,46</td>
<td>154.247.078,45</td>
<td>171.561.689,06</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>REGION</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience Expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Veneto</td>
<td>8.419</td>
<td>236.717</td>
<td>2.432.196</td>
<td>2.112.055,50</td>
<td>28.818.894,57</td>
<td>30.446.742,71</td>
</tr>
<tr>
<td>Total</td>
<td>25.078</td>
<td>667.706</td>
<td>6.757.679</td>
<td>5.349.325,98</td>
<td>69.598.708,98</td>
<td>75.094.541,55</td>
</tr>
</tbody>
</table>

2017 Yearbook of the Entertainment Activity
HI – Outdoor events

I – Number of Shows (Table 31)

In 2017, 53,110 Outdoor events were registered. The monthly distribution shows a strong peak in summer.

II – Admissions (Table 31)

This indicator is not meaningful in this aggregate: 1,7 million Admissions have been registered.

III – Attendance (Table 31)

In 2017, 16,3 million Attendance units were registered. This sector, as shown in Table 1, ranks third after Concertinos and Dance.

The highest Attendance is registered in summer.

IV – Expenditure at the Box Office (Table 31)

This value amounts to 14,7 million euro in this sector. The highest Expenditure at the Box Office is registered in February and August (2,7 million euro).

V – Audience Expenditure (Table 31)

The Audience Expenditure of Outdoor events amounts to 154,2 million euro.

According to the monthly distribution the highest values are registered in summer.

VI – Turnover (Table 31)

The Turnover amounts to 171,6 million euro. As for the previous indicator, the most meaningful data items are registered in summer.

In terms of territorial distribution (Table 67), the highest Turnover is registered in Veneto (30,4 million euro), followed by Lombardia (26,1 million euro) and Emilia-Romagna (18,6 million euro).
10. THE USAGE OF WORKS
10. The usage of work

The tables in this chapter show the rankings, by proceeds made at the box office, drawn for four sectors of the entertainment industry. Tables from 1 to 4 show the “top ten rankings” of Movies, Theatre plays, Pop Music Concerts and Opera shows. Table 5 shows the same rankings ordered by decreasing values of entrance ticket.

Table 6 shows number of book *stickers* issued by SIAE for every region in 2017 and, in the same table, a “top ten” of the most printed books is also given.

These stickers, put on the title page of books, are issued by SIAE upon request by the publishing company, or the author, in order to demonstrate the exact number of printed and released copies. Here we remind readers that these stickers are not mandatory and, therefore, the data concerning the release of books has a mere indicative purpose.

It is highlighted, in the left table, the relevance of the movie “Quo Vado”, which was a blockbuster of last year.

As anticipated in chapter 2, the decrease of indicators regarding cinematographic activity is mainly due to the movies offer.

Suffice to say that the sum of the tickets of the first three movies of 2017 remains below of more than 1 million than tickets sold for “Quo Vado”.

Regarding the revenues made, the graph highlight how, however, the second and the third movies reamains on average of last years.
### Table 2
Top ten Theatre ordered by decreasing Expenditure at the Box Office

<table>
<thead>
<tr>
<th>Position</th>
<th>Theatre/Show</th>
<th>Artist/Performers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>NOTRE DAME DE PARIS (MUSICAL)</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>AMALUNA - CIRQUE DU SOLEIL</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>PANARIELLO CONTI PIERACCIONI IL TOUR</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>ENRICOMINCO DA ME (BRIGNANO)</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>CHI NUN TENE CURAGGIO... (MASSIMO RANIERI)</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>GREASE (MUSICAL)</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>I COLOMBO VIAGGIATORI (I LEGNANESI)</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>UNA FESTA ESAGERATA... (SALEMME)</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>IO CI SARO’ (GIUSEPPE GIACOBazzi)</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>FLASHDANCE (MUSICAL)</td>
<td></td>
</tr>
</tbody>
</table>

### Table 3
Top ten Opera ordered by decreasing Expenditure at the Box Office

<table>
<thead>
<tr>
<th>Position</th>
<th>Opera/Show</th>
<th>Composer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ARENA DI VERONA - NABUCCO (22)</td>
<td>Giuseppe Verdi</td>
</tr>
<tr>
<td>2</td>
<td>ARENA DI VERONA - AIDA EDIZIONE STORICA 1813 (3)</td>
<td>Giuseppe Verdi</td>
</tr>
<tr>
<td>3</td>
<td>ALLA SCALA - ANDREA CHENIER (20)</td>
<td>Umberto Giordano</td>
</tr>
<tr>
<td>4</td>
<td>ARENA DI VERONA - AIDA (3)</td>
<td>Giuseppe Verdi</td>
</tr>
<tr>
<td>5</td>
<td>ARENA DI VERONA - MADAMA BUTTERFLY (6)</td>
<td>Giacomo Puccini</td>
</tr>
<tr>
<td>6</td>
<td>LA FENICE - LA TRAVIATA (28)</td>
<td>Giuseppe Verdi</td>
</tr>
<tr>
<td>7</td>
<td>ARENA DI VERONA - RIGOLETTO (6)</td>
<td>Giuseppe Verdi</td>
</tr>
<tr>
<td>8</td>
<td>ALLA SCALA - LA BOHEME (22)</td>
<td>Giacomo Puccini</td>
</tr>
<tr>
<td>9</td>
<td>ALLA SCALA - LA TRAVIATA (3)</td>
<td>Giuseppe Verdi</td>
</tr>
<tr>
<td>10</td>
<td>ALLA SCALA - NABUCCO (19)</td>
<td>Giuseppe Verdi</td>
</tr>
</tbody>
</table>

* Between brackets the number of representations

### Table 4
Top ten Pop Music Concerts ordered by decreasing Expenditure at the Box Office

<table>
<thead>
<tr>
<th>Artist/Performers</th>
<th>Location</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>VASCO ROSSI</td>
<td>PARCO ENZO FERRARI Modena</td>
<td>1 luglio</td>
</tr>
<tr>
<td>ROLLING STONES</td>
<td>MURA URBANE – VIALE CARDUCCI Lucca</td>
<td>23 settembre</td>
</tr>
<tr>
<td>GUNS N’ ROSES</td>
<td>AUTODROMO ENZO E DINO FERRARI Imola</td>
<td>8 giugno</td>
</tr>
<tr>
<td>U2</td>
<td>OLIMPICO Roma</td>
<td>16 luglio</td>
</tr>
<tr>
<td>U2</td>
<td>OLIMPICO Roma</td>
<td>15 luglio</td>
</tr>
<tr>
<td>LINKIN PARK - BLINK 182 (I-DAYS 2017)</td>
<td>AUTODROMO NAZIONALE Monza</td>
<td>17 giugno</td>
</tr>
<tr>
<td>COLDPLAY</td>
<td>MEAZZA Milano</td>
<td>4 luglio</td>
</tr>
<tr>
<td>COLDPLAY</td>
<td>MEAZZA Milano</td>
<td>3 luglio</td>
</tr>
<tr>
<td>RADIOHEAD</td>
<td>MEAZZA Milano</td>
<td>16 giugno</td>
</tr>
<tr>
<td>DEPECHE MODE</td>
<td>OLIMPICO Roma</td>
<td>25 giugno</td>
</tr>
</tbody>
</table>
Table 5 – Top ten Movie, Theatre, Opera and Pop Music Concerts ordered by decreasing Admissions

<table>
<thead>
<tr>
<th>Date</th>
<th>City</th>
<th>Event</th>
<th>Place</th>
<th>Admissions</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/07</td>
<td>Modena</td>
<td>Vasco Rossi</td>
<td>Parco Enzo Ferrari</td>
<td>225,173</td>
</tr>
<tr>
<td>17/06</td>
<td>Monza</td>
<td>Linkin Park + Blink 182</td>
<td>Nazionale Prato della Gera</td>
<td>80,027</td>
</tr>
<tr>
<td>10/06</td>
<td>Imola</td>
<td>Guns N’ Roses</td>
<td>Autodromo Enzo E Dino Ferrari</td>
<td>79,667</td>
</tr>
<tr>
<td>04/07</td>
<td>Milano</td>
<td>Coldplay</td>
<td>Stadio Meazza</td>
<td>59,600</td>
</tr>
<tr>
<td>03/07</td>
<td>Milano</td>
<td>Coldplay</td>
<td>Stadio Meazza</td>
<td>59,594</td>
</tr>
<tr>
<td>16/07</td>
<td>Roma</td>
<td>U2</td>
<td>Stadio Olimpico</td>
<td>59,264</td>
</tr>
<tr>
<td>15/07</td>
<td>Roma</td>
<td>U2</td>
<td>Stadio Olimpico</td>
<td>58,675</td>
</tr>
<tr>
<td>16/06</td>
<td>Monza</td>
<td>Radiohead</td>
<td>Nazionale Prato della Gera</td>
<td>56,314</td>
</tr>
<tr>
<td>23/06</td>
<td>Lucca</td>
<td>Rolling Stones</td>
<td>Mura Urbane – Viale Carducci</td>
<td>55,581</td>
</tr>
<tr>
<td>27/06</td>
<td>Milano</td>
<td>Depeche Mode</td>
<td>Stadio Meazza</td>
<td>55,589</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>City</th>
<th>Event</th>
<th>Place</th>
<th>Admissions</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/07</td>
<td>Modena</td>
<td>Vasco Rossi</td>
<td>Parco Enzo Ferrari</td>
<td>225,173</td>
</tr>
<tr>
<td>17/06</td>
<td>Monza</td>
<td>Linkin Park + Blink 182</td>
<td>Nazionale Prato della Gera</td>
<td>80,027</td>
</tr>
<tr>
<td>10/06</td>
<td>Imola</td>
<td>Guns N’ Roses</td>
<td>Autodromo Enzo E Dino Ferrari</td>
<td>79,667</td>
</tr>
<tr>
<td>04/07</td>
<td>Milano</td>
<td>Coldplay</td>
<td>Stadio Meazza</td>
<td>59,600</td>
</tr>
<tr>
<td>03/07</td>
<td>Milano</td>
<td>Coldplay</td>
<td>Stadio Meazza</td>
<td>59,594</td>
</tr>
<tr>
<td>16/07</td>
<td>Roma</td>
<td>U2</td>
<td>Stadio Olimpico</td>
<td>59,264</td>
</tr>
<tr>
<td>15/07</td>
<td>Roma</td>
<td>U2</td>
<td>Stadio Olimpico</td>
<td>58,675</td>
</tr>
<tr>
<td>16/06</td>
<td>Monza</td>
<td>Radiohead</td>
<td>Nazionale Prato della Gera</td>
<td>56,314</td>
</tr>
<tr>
<td>23/06</td>
<td>Lucca</td>
<td>Rolling Stones</td>
<td>Mura Urbane – Viale Carducci</td>
<td>55,581</td>
</tr>
<tr>
<td>27/06</td>
<td>Milano</td>
<td>Depeche Mode</td>
<td>Stadio Meazza</td>
<td>55,589</td>
</tr>
</tbody>
</table>

Table 6 – Number of stickers issued and Ranking of the most printed books

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of Stickers Issued</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abruzzo</td>
<td>3,200</td>
</tr>
<tr>
<td>Basilicata</td>
<td>1,020</td>
</tr>
<tr>
<td>Calabria</td>
<td>2,150</td>
</tr>
<tr>
<td>Campania</td>
<td>74,720</td>
</tr>
<tr>
<td>Emilia Romagna</td>
<td>7,302,525</td>
</tr>
<tr>
<td>Friuli Venezia</td>
<td>36,875</td>
</tr>
<tr>
<td>Liguria</td>
<td>6,700</td>
</tr>
<tr>
<td>Lazio</td>
<td>1,689,920</td>
</tr>
<tr>
<td>Lombarde</td>
<td>11,708,204</td>
</tr>
<tr>
<td>Marche</td>
<td>14,600</td>
</tr>
<tr>
<td>Molise</td>
<td>404</td>
</tr>
<tr>
<td>Piemonte</td>
<td>6,740,580</td>
</tr>
<tr>
<td>Puglia</td>
<td>510,428</td>
</tr>
<tr>
<td>Sardegna</td>
<td>14,600</td>
</tr>
<tr>
<td>Sicilia</td>
<td>454,010</td>
</tr>
<tr>
<td>Toscana</td>
<td>1,336,537</td>
</tr>
<tr>
<td>Trentino-Alto Adige</td>
<td>3,740</td>
</tr>
<tr>
<td>Umbria</td>
<td>36,875</td>
</tr>
<tr>
<td>Valle d’Aosta</td>
<td>520,196</td>
</tr>
<tr>
<td>Veneto</td>
<td>32,457,293</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Book Title</th>
<th>Author(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Le Otto Montagne</td>
<td>Paolo Cognetti</td>
</tr>
<tr>
<td>Le Tre del Mattino</td>
<td>Gianrico Carofiglio</td>
</tr>
<tr>
<td>L’Arminuta</td>
<td>Donatella Di Pietrantonio</td>
</tr>
<tr>
<td>Rondini d’Inverno</td>
<td>Maurizio De Giovanni</td>
</tr>
<tr>
<td>Souvenir</td>
<td>Maurizio De Giovanni</td>
</tr>
<tr>
<td>L’Eredità Delle Nerev</td>
<td>Marcello Simonelli</td>
</tr>
<tr>
<td>Le Ricette della Felicità</td>
<td>Benedetta Parodi</td>
</tr>
<tr>
<td>Lissy</td>
<td>Luca D’Andrea</td>
</tr>
<tr>
<td>Mettiti il Cuore</td>
<td>Antonino Cannavacciuolo</td>
</tr>
<tr>
<td>Esercizi di Memoria</td>
<td>Andrea Camilleri</td>
</tr>
</tbody>
</table>
11. TABLES
### Table 1
#### National Territory
Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience Expenditure, Turnover by macro-aggregate and aggregate kind of show

<table>
<thead>
<tr>
<th>Aggregate</th>
<th>Nr. of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience Expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Film Activities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A - Movies</td>
<td>3,142,790</td>
<td>99,621,416</td>
<td>542,213</td>
<td>619,419,123.85</td>
<td>732,889,604.88</td>
<td>734,716,911.36</td>
</tr>
<tr>
<td>Total</td>
<td>3,142,790</td>
<td>99,621,416</td>
<td>542,213</td>
<td>619,419,123.85</td>
<td>732,889,604.88</td>
<td>734,716,911.36</td>
</tr>
<tr>
<td>Theatre Activities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B1 - Theatre</td>
<td>84,787</td>
<td>14,456,969</td>
<td>523,720</td>
<td>196,684,823.29</td>
<td>219,844,400.43</td>
<td>227,292,510.75</td>
</tr>
<tr>
<td>B2 - Opera</td>
<td>3,758</td>
<td>2,319,252</td>
<td>2,068</td>
<td>102,447,798.14</td>
<td>114,633,915.33</td>
<td>114,976,258.46</td>
</tr>
<tr>
<td>B3 - Revue and Musical</td>
<td>2,824</td>
<td>1,437,989</td>
<td>6,824</td>
<td>35,437,325.52</td>
<td>36,094,754.51</td>
<td>36,860,104.85</td>
</tr>
<tr>
<td>B4 - Ballet</td>
<td>8,526</td>
<td>2,167,511</td>
<td>42,651</td>
<td>35,437,325.52</td>
<td>36,094,754.51</td>
<td>36,860,104.85</td>
</tr>
<tr>
<td>B5 - Puppets and Marionettes</td>
<td>2,576</td>
<td>183,516</td>
<td>9,590</td>
<td>1,013,200.74</td>
<td>1,084,790.33</td>
<td>1,108,634.67</td>
</tr>
<tr>
<td>B6 - Performing Arts</td>
<td>18,508</td>
<td>2,167,511</td>
<td>42,651</td>
<td>35,437,325.52</td>
<td>36,094,754.51</td>
<td>36,860,104.85</td>
</tr>
<tr>
<td>B7 - Circus</td>
<td>13,992</td>
<td>797,671</td>
<td>15,944</td>
<td>12,785,605,95</td>
<td>13,373,989.19</td>
<td>13,958,304.05</td>
</tr>
<tr>
<td>Total</td>
<td>134,971</td>
<td>22,495,794</td>
<td>1,491,672</td>
<td>390,193,924.39</td>
<td>447,255,191.04</td>
<td>460,422,912.27</td>
</tr>
<tr>
<td>Concert Activities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C1 - Classical Concerts</td>
<td>16,624</td>
<td>3,315,839</td>
<td>52,349</td>
<td>46,588,652.61</td>
<td>49,033,307.71</td>
<td>52,141,233.83</td>
</tr>
<tr>
<td>C2 - Pop Music Concerts</td>
<td>18,204</td>
<td>9,461,062</td>
<td>1,445,860</td>
<td>309,021,212.63</td>
<td>367,410,577.85</td>
<td>397,711,245.76</td>
</tr>
<tr>
<td>C3 - Jazz Music Concerts</td>
<td>4,881</td>
<td>580,028</td>
<td>123,164</td>
<td>8,604,535.14</td>
<td>11,037,501,47</td>
<td>12,124,963.69</td>
</tr>
<tr>
<td>Total</td>
<td>39,709</td>
<td>13,356,929</td>
<td>1,621,373</td>
<td>364,214,400.38</td>
<td>427,481,387.03</td>
<td>445,020,502.74</td>
</tr>
<tr>
<td>Sports Activities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>D1 - Soccer</td>
<td>108,930</td>
<td>23,611,961</td>
<td>35,793</td>
<td>356,544,672.52</td>
<td>712,293,822.84</td>
<td>2,397,839,280.41</td>
</tr>
<tr>
<td>D2 - Team Sports other than Soccer</td>
<td>14,070</td>
<td>4,310,923</td>
<td>22,966</td>
<td>42,179,112.21</td>
<td>62,342,116.10</td>
<td>296,429,927.17</td>
</tr>
<tr>
<td>D3 - Individual Sports</td>
<td>7,195</td>
<td>1,493,729</td>
<td>6,401</td>
<td>47,392,653.76</td>
<td>68,483,725.39</td>
<td>70,467,115.48</td>
</tr>
<tr>
<td>D4 - Other Sports</td>
<td>9,948</td>
<td>1,353,758</td>
<td>52,095</td>
<td>13,551,419.21</td>
<td>33,841,703.42</td>
<td>75,031,613.47</td>
</tr>
<tr>
<td>Total</td>
<td>140,143</td>
<td>30,590,371</td>
<td>117,255</td>
<td>459,667,857.05</td>
<td>904,961,365.95</td>
<td>2,976,766,536.19</td>
</tr>
<tr>
<td>Dance Activities and Concertinos</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E1 - Dance</td>
<td>325,751</td>
<td>24,780,029</td>
<td>23,755</td>
<td>243,952,487.75</td>
<td>723,003,333.56</td>
<td>732,367,086.65</td>
</tr>
<tr>
<td>E2 - Concertinos</td>
<td>400,331</td>
<td>472,951</td>
<td>123,164</td>
<td>8,604,535.14</td>
<td>11,037,501,47</td>
<td>12,124,963.69</td>
</tr>
<tr>
<td>Total</td>
<td>726,082</td>
<td>30,590,371</td>
<td>117,255</td>
<td>459,667,857.05</td>
<td>904,961,365.95</td>
<td>2,976,766,536.19</td>
</tr>
<tr>
<td>Multi-genre Activities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>F1 - Outdoor events</td>
<td>53,110</td>
<td>1,746,983</td>
<td>16,266</td>
<td>14,674,096.46</td>
<td>154,247,078.45</td>
<td>171,561,689.00</td>
</tr>
<tr>
<td>Total</td>
<td>53,110</td>
<td>1,746,983</td>
<td>16,266</td>
<td>14,674,096.46</td>
<td>154,247,078.45</td>
<td>171,561,689.00</td>
</tr>
<tr>
<td>Grand Total</td>
<td>4,328,555</td>
<td>240,624,672</td>
<td>70,438,385</td>
<td>2,569,444,362.76</td>
<td>6,836,954,099.83</td>
<td>6,836,954,099.83</td>
</tr>
</tbody>
</table>
### General Summary

#### Table 2

**National Territory - Graphic exhibition**

Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience Expenditure, Turnover by macro-aggregate and aggregate kind of show

<table>
<thead>
<tr>
<th>Kind of Show</th>
<th>A Film Activities</th>
<th>B Theatre Activities</th>
<th>C Concert Activities</th>
<th>D Sports Activities</th>
<th>E Dance Activities and Concertinos</th>
<th>F Touring amusement Activities</th>
<th>G Fairs and Exhibitions</th>
<th>H Multi-genre Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of shows</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Admissions</td>
<td>4,01</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attendance</td>
<td>3,22</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expenditure at the Box Office</td>
<td>7,88</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Audience expenditure</td>
<td>9,77</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Turnover</td>
<td>15,77</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Theatre Activities

<table>
<thead>
<tr>
<th>Aggregate</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>B1 - Theatre</td>
<td>84,787</td>
<td>14,456,969</td>
<td>523,720</td>
<td>196,684,823,29</td>
<td>219,844,440,03</td>
<td>227,292,510,75</td>
</tr>
<tr>
<td>B2 - Opera</td>
<td>3,758</td>
<td>2,319,252</td>
<td>2,069</td>
<td>102,447,798,14</td>
<td>107,140,062,76</td>
<td>110,191,112,25</td>
</tr>
<tr>
<td>B3 - Revue and Musical</td>
<td>2,824</td>
<td>1,437,989</td>
<td>6,824</td>
<td>34,044,774,01</td>
<td>38,649,273,61</td>
<td>39,215,923,21</td>
</tr>
<tr>
<td>B4 - Ballet</td>
<td>8,526</td>
<td>2,167,511</td>
<td>42,651</td>
<td>35,437,325,52</td>
<td>38,059,193,29</td>
<td>39,332,964,62</td>
</tr>
<tr>
<td>B5 - Puppets and Marionettes</td>
<td>2,576</td>
<td>183,516</td>
<td>9,590</td>
<td>1,013,200,74</td>
<td>1,147,890,33</td>
<td>1,178,836,65</td>
</tr>
<tr>
<td>B6 - Performing Arts</td>
<td>18,508</td>
<td>1,132,886</td>
<td>890,875</td>
<td>12,785,605,95</td>
<td>34,245,798,22</td>
<td>34,903,660,64</td>
</tr>
<tr>
<td>B7 - Circus</td>
<td>13,992</td>
<td>797,671</td>
<td>15,944</td>
<td>7,780,396,74</td>
<td>8,168,532,80</td>
<td>8,308,104,05</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>134,971</strong></td>
<td><strong>22,495,794</strong></td>
<td><strong>1,491,672</strong></td>
<td><strong>390,193,924,39</strong></td>
<td><strong>447,255,191,04</strong></td>
<td><strong>460,422,912,27</strong></td>
</tr>
</tbody>
</table>

**Analysis by kind of show**

#### Composition by aggregate

- **B1 - Theatre**
- **B2 - Opera**
- **B3 - Revue and Musical**
- **B4 - Ballet**
- **B5 - Puppets and Marionettes**
- **B6 - Performing Arts**
- **B7 - Circus**

**Diagram Representation**

- Number of shows: 62.82, 2.09, 1.91, 13.71, 10.37
- Admissions: 64.27, 10.31, 6.39, 9.64, 5.04
- Attendance: 35.11, 0.14, 0.46, 2.86, 0.64
- Expenditure at the Box Office: 50.41, 26.26, 8.73, 9.08, 3.28
- Audience expenditure: 49.15, 23.96, 8.64, 8.51, 7.66
- Turnover: 49.37, 23.93, 8.52, 8.54, 7.58

---

**2017 Yearbook of the Entertainment Activity**
## Concert Activities

<table>
<thead>
<tr>
<th>Aggregate</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1 - Classical Concerts</td>
<td>16.624</td>
<td>3.315.839</td>
<td>52.349</td>
<td>46.588.652.61</td>
<td>49.033.307.71</td>
<td>53.124.413.31</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>39.709</strong></td>
<td><strong>13.356.929</strong></td>
<td><strong>1.621.373</strong></td>
<td><strong>364.214.400.38</strong></td>
<td><strong>427.481.387.03</strong></td>
<td><strong>445.020.502.74</strong></td>
</tr>
</tbody>
</table>

### Diagram:

- **C1 - Classical Concerts**
- **C2 - Pop Music Concerts**
- **C3 - Jazz Music Concerts**
<table>
<thead>
<tr>
<th>Aggregate</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>D1 - Soccer</td>
<td>108,930</td>
<td>23,611,961</td>
<td>35,793</td>
<td>356,544,672,52</td>
<td>712,293,822,84</td>
<td>2,397,839,280,41</td>
</tr>
<tr>
<td>D2 - Team Sports other than Soccer</td>
<td>14,070</td>
<td>4,130,923</td>
<td>22,966</td>
<td>42,179,112,21</td>
<td>62,342,116,10</td>
<td>296,428,827,17</td>
</tr>
<tr>
<td>D3 - Individual Sports</td>
<td>7,195</td>
<td>1,493,729</td>
<td>6,401</td>
<td>47,392,653,76</td>
<td>96,483,723,59</td>
<td>207,466,715,48</td>
</tr>
<tr>
<td>D4 - Other Sports</td>
<td>9,948</td>
<td>1,353,758</td>
<td>52,095</td>
<td>13,551,419,21</td>
<td>33,841,703,42</td>
<td>75,031,613,07</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>140,143</strong></td>
<td><strong>30,590,371</strong></td>
<td><strong>117,255</strong></td>
<td><strong>459,667,857,70</strong></td>
<td><strong>904,961,365,95</strong></td>
<td><strong>2,976,766,536,13</strong></td>
</tr>
</tbody>
</table>

### Diagram

The diagram visually represents the data from the table, showing the distribution of different sports activities by number of shows, admissions, attendance, expenditure at the box office, audience expenditure, and turnover for each aggregate.
Table 6

E. Dance Activities and Concertinos

<table>
<thead>
<tr>
<th>Aggregate</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>E1 - Dance</td>
<td>325,751</td>
<td>24,780,029</td>
<td>23,755,000</td>
<td>243,952,487,75</td>
<td>723,003,333,56</td>
<td>732,367,086,65</td>
</tr>
<tr>
<td>E2 - Concertinos</td>
<td>400,331</td>
<td>472,951</td>
<td>25,905,620</td>
<td>5,220,213,41</td>
<td>330,446,884,66</td>
<td>332,045,320,49</td>
</tr>
<tr>
<td>Total</td>
<td>726,082</td>
<td>25,252,980</td>
<td>49,660,620</td>
<td>249,172,701,16</td>
<td>1,053,450,218,22</td>
<td>1,064,412,407,14</td>
</tr>
</tbody>
</table>

Dance Activities and Concertinos

- **Number of shows**: 44.86 E1 - Dance, 55.14 E2 - Concertinos
- **Admissions**: 98.13 E1 - Dance, 1.87 E2 - Concertinos
- **Attendance**: 47.83 E1 - Dance, 52.17 E2 - Concertinos
- **Expenditure at the Box Office**: 97.90 E1 - Dance, 2.10 E2 - Concertinos
- **Audience expenditure**: 68.63 E1 - Dance, 31.37 E2 - Concertinos
- **Turnover**: 68.80 E1 - Dance, 31.20 E2 - Concertinos
### F. Touring amusement Activities

#### Composition by aggregate

<table>
<thead>
<tr>
<th>Aggregate</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>F1 - Touring amusements</td>
<td>7.307</td>
<td>624.795</td>
<td>107.961</td>
<td>8.469.506,56</td>
<td>16.938.928,74</td>
<td>16.993.246,64</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>25.644</strong></td>
<td><strong>19.081.700</strong></td>
<td><strong>527.155</strong></td>
<td><strong>262.608.191,74</strong></td>
<td><strong>391.187.277,47</strong></td>
<td><strong>393.202.857,08</strong></td>
</tr>
</tbody>
</table>

#### Analysis by kind of show

<table>
<thead>
<tr>
<th>Aggregate</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>F1 - Touring amusements</td>
<td>28.49</td>
<td>3.27</td>
<td>20.48</td>
<td>3.23</td>
<td>4.33</td>
<td>4.32</td>
</tr>
<tr>
<td>F2 - Amusement Parks</td>
<td>71.51</td>
<td>96.73</td>
<td>79.52</td>
<td>96.77</td>
<td>95.67</td>
<td>95.68</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.00</strong></td>
<td><strong>100.00</strong></td>
<td><strong>100.00</strong></td>
<td><strong>100.00</strong></td>
<td><strong>100.00</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

**Touring amusement Activities**

[Graph showing number of shows, admissions, attendance, expenditure at the box office, audience expenditure, and turnover for F1 and F2 categories.]
## G. Fairs and Exhibitions

### Composition by aggregate

<table>
<thead>
<tr>
<th>Aggregate</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>G1 - Fairs</td>
<td>4,410</td>
<td>12,214,927</td>
<td>105,934</td>
<td>67,727,754,62</td>
<td>414,856,399,23</td>
<td>432,293,850,75</td>
</tr>
<tr>
<td>G2 - Exhibitions</td>
<td>61,696</td>
<td>16,263,572</td>
<td>105,778</td>
<td>131,766,312,46</td>
<td>150,059,044,69</td>
<td>158,556,433,30</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>66,106</strong></td>
<td><strong>28,478,499</strong></td>
<td><strong>211,712</strong></td>
<td><strong>199,494,067,08</strong></td>
<td><strong>564,915,443,92</strong></td>
<td><strong>590,850,284,05</strong></td>
</tr>
</tbody>
</table>

### Analysis by kind of show

**Number of shows**

- G1 - Fairs: 6.67
- G2 - Exhibitions: 93.33

**Admissions**

- G1 - Fairs: 42.89
- G2 - Exhibitions: 57.11

**Attendance**

- G1 - Fairs: 50.04
- G2 - Exhibitions: 49.96

**Expenditure at the Box Office**

- G1 - Fairs: 33.95
- G2 - Exhibitions: 66.05

**Audience expenditure**

- G1 - Fairs: 73.44
- G2 - Exhibitions: 26.56

**Turnover**

- G1 - Fairs: 73.16
- G2 - Exhibitions: 26.84
## Analysis by kind of show

### Monthly trend by Aggregate of kind of show

**Table 9**

<table>
<thead>
<tr>
<th>Monthly show</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>407,938</td>
<td>25,227,397</td>
<td>3,092,414</td>
<td>200,042,385,24</td>
<td>550,776,006,35</td>
<td>889,505,590,72</td>
</tr>
<tr>
<td>February</td>
<td>369,879</td>
<td>22,068,839</td>
<td>3,718,116</td>
<td>174,305,760,55</td>
<td>266,095,856,99</td>
<td>499,162,272,43</td>
</tr>
<tr>
<td>March</td>
<td>397,757</td>
<td>22,844,946</td>
<td>4,021,524</td>
<td>200,238,836,81</td>
<td>326,467,741,16</td>
<td>460,813,625,72</td>
</tr>
<tr>
<td>April</td>
<td>391,559</td>
<td>22,712,046</td>
<td>4,445,722</td>
<td>204,903,166,74</td>
<td>465,391,884,17</td>
<td>643,208,480,84</td>
</tr>
<tr>
<td>May</td>
<td>354,838</td>
<td>17,191,133</td>
<td>4,621,758</td>
<td>185,590,553,08</td>
<td>331,243,594,88</td>
<td>500,321,122,38</td>
</tr>
<tr>
<td>June</td>
<td>318,198</td>
<td>14,558,230</td>
<td>8,694,941</td>
<td>229,615,507,31</td>
<td>455,911,177,30</td>
<td>676,868,374,90</td>
</tr>
<tr>
<td>July</td>
<td>298,520</td>
<td>15,825,109</td>
<td>12,280,933</td>
<td>298,867,244,38</td>
<td>551,194,206,66</td>
<td>859,052,455,51</td>
</tr>
<tr>
<td>August</td>
<td>279,555</td>
<td>16,953,177</td>
<td>12,404,590</td>
<td>235,772,590,94</td>
<td>446,464,281,00</td>
<td>625,232,724,50</td>
</tr>
<tr>
<td>September</td>
<td>347,990</td>
<td>17,837,773</td>
<td>5,920,513</td>
<td>215,165,341,79</td>
<td>340,932,880,14</td>
<td>442,867,401,59</td>
</tr>
<tr>
<td>October</td>
<td>371,814</td>
<td>20,890,955</td>
<td>3,879,597</td>
<td>211,974,775,70</td>
<td>312,096,020,97</td>
<td>452,294,990,48</td>
</tr>
<tr>
<td>November</td>
<td>373,829</td>
<td>21,245,809</td>
<td>2,834,078</td>
<td>178,345,077,88</td>
<td>267,404,768,30</td>
<td>330,705,860,78</td>
</tr>
<tr>
<td>December</td>
<td>416,678</td>
<td>23,269,258</td>
<td>4,524,199</td>
<td>224,623,122,34</td>
<td>362,409,148,84</td>
<td>456,921,199,98</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,328,555</strong></td>
<td><strong>240,624,672</strong></td>
<td><strong>70,438,385</strong></td>
<td><strong>2,559,444,362,76</strong></td>
<td><strong>4,676,387,566,76</strong></td>
<td><strong>6,836,954,099,83</strong></td>
</tr>
</tbody>
</table>

### Graphs

- **Number of shows**
- **Admissions**
- **Attendance**
- **Expenditure at the Box Office**
- **Audience expenditure**
- **Turnover**
### A. Film Activities

<table>
<thead>
<tr>
<th>Monthly show</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>322.179</td>
<td>15.190.924</td>
<td>44.286</td>
<td>94.400.762.12</td>
<td>116.254.594.21</td>
<td>116.510.425.32</td>
</tr>
<tr>
<td>February</td>
<td>270.153</td>
<td>10.661.154</td>
<td>44.698</td>
<td>62.088.206.57</td>
<td>72.918.283.51</td>
<td>73.105.755.16</td>
</tr>
<tr>
<td>March</td>
<td>289.135</td>
<td>10.148.068</td>
<td>66.122</td>
<td>58.973.612.13</td>
<td>69.763.926.99</td>
<td>70.030.976.99</td>
</tr>
<tr>
<td>April</td>
<td>287.909</td>
<td>9.001.021</td>
<td>62.982</td>
<td>54.585.418.89</td>
<td>66.515.670.80</td>
<td>66.760.214.15</td>
</tr>
<tr>
<td>May</td>
<td>260.031</td>
<td>5.849.435</td>
<td>37.882</td>
<td>34.369.683.60</td>
<td>41.196.257.56</td>
<td>41.265.569.09</td>
</tr>
<tr>
<td>July</td>
<td>180.817</td>
<td>3.656.461</td>
<td>32.920</td>
<td>22.472.167.52</td>
<td>27.823.257.74</td>
<td>27.941.583.41</td>
</tr>
<tr>
<td>August</td>
<td>176.611</td>
<td>4.374.854</td>
<td>33.505</td>
<td>26.602.199.87</td>
<td>31.562.033.29</td>
<td>31.593.477.31</td>
</tr>
<tr>
<td>September</td>
<td>265.497</td>
<td>7.503.572</td>
<td>33.505</td>
<td>51.190.015.34</td>
<td>59.674.779.15</td>
<td>59.743.762.76</td>
</tr>
<tr>
<td>October</td>
<td>277.723</td>
<td>8.399.977</td>
<td>62.364</td>
<td>56.522.707.71</td>
<td>65.531.578.24</td>
<td>65.713.244.43</td>
</tr>
<tr>
<td>November</td>
<td>286.399</td>
<td>9.167.265</td>
<td>33.390</td>
<td>54.021.347.81</td>
<td>61.044.672.21</td>
<td>61.238.546.20</td>
</tr>
<tr>
<td>December</td>
<td>311.562</td>
<td>11.546.245</td>
<td>44.670</td>
<td>78.141.540.93</td>
<td>88.709.095.67</td>
<td>88.825.867.92</td>
</tr>
</tbody>
</table>

### Charts

- **Number of shows**: Bars showing the number of shows for each month.
- **Admissions**: Bars showing the number of admissions for each month.
- **Attendance**: Bars showing the attendance for each month.
- **Expenditure at the Box Office**: Bars showing the expenditure at the Box Office for each month.
- **Audience expenditure**: Bars showing the audience expenditure for each month.
- **Turnover**: Bars showing the turnover for each month.
### Monthly Trend by Aggregate of Kind of Show

#### Table 11: B1. Theatre

<table>
<thead>
<tr>
<th>Monthly show</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>9,259</td>
<td>1,853,799</td>
<td>16,799</td>
<td>19,429,039.36</td>
<td>23,001,075.16</td>
<td>23,725,715.39</td>
</tr>
<tr>
<td>February</td>
<td>10,905</td>
<td>2,118,607</td>
<td>17,035</td>
<td>18,704,805.65</td>
<td>20,885,649.09</td>
<td>21,642,736.80</td>
</tr>
<tr>
<td>March</td>
<td>12,206</td>
<td>2,317,953</td>
<td>22,391</td>
<td>20,507,047.93</td>
<td>23,135,179.61</td>
<td>23,733,164.31</td>
</tr>
<tr>
<td>April</td>
<td>7,852</td>
<td>1,355,392</td>
<td>25,183</td>
<td>12,435,965.08</td>
<td>14,263,598.79</td>
<td>14,741,289.13</td>
</tr>
<tr>
<td>May</td>
<td>6,962</td>
<td>1,116,719</td>
<td>22,387</td>
<td>15,855,279.63</td>
<td>17,695,634.46</td>
<td>18,457,108.38</td>
</tr>
<tr>
<td>June</td>
<td>3,726</td>
<td>413,059</td>
<td>41,651</td>
<td>9,500,108.80</td>
<td>11,827,050.02</td>
<td>12,173,063.18</td>
</tr>
<tr>
<td>July</td>
<td>3,293</td>
<td>454,637</td>
<td>61,616</td>
<td>9,178,567.21</td>
<td>10,255,058.48</td>
<td>10,988,610.11</td>
</tr>
<tr>
<td>August</td>
<td>2,191</td>
<td>388,775</td>
<td>51,337</td>
<td>6,031,342.60</td>
<td>7,099,524.50</td>
<td>7,435,059.57</td>
</tr>
<tr>
<td>September</td>
<td>2,429</td>
<td>255,577</td>
<td>172,780</td>
<td>20,580,654.93</td>
<td>21,793,882.29</td>
<td>22,674,347.10</td>
</tr>
<tr>
<td>October</td>
<td>6,636</td>
<td>925,900</td>
<td>24,291</td>
<td>25,756,604.34</td>
<td>27,396,061.27</td>
<td>28,243,999.63</td>
</tr>
<tr>
<td>November</td>
<td>10,105</td>
<td>1,668,142</td>
<td>50,261</td>
<td>19,413,931.08</td>
<td>21,017,120.52</td>
<td>21,552,551.79</td>
</tr>
<tr>
<td>December</td>
<td>9,221</td>
<td>1,588,409</td>
<td>17,989</td>
<td>19,291,476.68</td>
<td>21,474,605.84</td>
<td>21,924,865.36</td>
</tr>
<tr>
<td>Total</td>
<td>84,787</td>
<td>14,456,969</td>
<td>523,720</td>
<td>196,684,823.29</td>
<td>219,844,440.03</td>
<td>227,292,510.75</td>
</tr>
</tbody>
</table>

#### Theatre Activities

**B1 - Theatre**

- **Number of shows**
- **Admissions**
- **Attendance**
- **Expenditure at the Box Office**
- **Audience expenditure**
- **Turnover**
### Table 12

**Monthly Trend by Aggregate of Kind of Show**

**B2. Opera**

Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover by monthly show

<table>
<thead>
<tr>
<th>Monthly show</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>322</td>
<td>149.905</td>
<td>-</td>
<td>4.786.633.64</td>
<td>5.006.320.86</td>
<td>5.243.603.46</td>
</tr>
<tr>
<td>February</td>
<td>311</td>
<td>171.059</td>
<td>51</td>
<td>4.315.291.36</td>
<td>4.693.598.49</td>
<td>4.845.920.55</td>
</tr>
<tr>
<td>March</td>
<td>473</td>
<td>246.346</td>
<td>772</td>
<td>6.110.838.69</td>
<td>6.587.061.51</td>
<td>6.865.855.41</td>
</tr>
<tr>
<td>April</td>
<td>311</td>
<td>157.794</td>
<td>-</td>
<td>4.507.668.14</td>
<td>4.811.804.96</td>
<td>5.182.218.87</td>
</tr>
<tr>
<td>May</td>
<td>338</td>
<td>180.964</td>
<td>-</td>
<td>5.294.655.31</td>
<td>5.682.766.61</td>
<td>5.879.372.36</td>
</tr>
<tr>
<td>June</td>
<td>247</td>
<td>153.710</td>
<td>58</td>
<td>8.325.416.85</td>
<td>8.724.477.63</td>
<td>8.932.100.63</td>
</tr>
<tr>
<td>August</td>
<td>168</td>
<td>273.384</td>
<td>14</td>
<td>15.991.092.41</td>
<td>16.450.741.49</td>
<td>16.589.976.48</td>
</tr>
<tr>
<td>September</td>
<td>224</td>
<td>124.654</td>
<td>907</td>
<td>12.332.655.18</td>
<td>12.626.902.83</td>
<td>12.783.310.23</td>
</tr>
<tr>
<td>October</td>
<td>395</td>
<td>179.901</td>
<td>266</td>
<td>7.708.653.49</td>
<td>8.016.235.24</td>
<td>8.338.052.33</td>
</tr>
<tr>
<td>November</td>
<td>362</td>
<td>187.101</td>
<td>-</td>
<td>4.862.703.41</td>
<td>5.153.227.95</td>
<td>5.364.099.48</td>
</tr>
<tr>
<td>December</td>
<td>284</td>
<td>159.705</td>
<td>-</td>
<td>6.977.634.63</td>
<td>7.872.969.99</td>
<td>8.448.152.49</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3.758</strong></td>
<td><strong>2.319.252</strong></td>
<td><strong>2.068</strong></td>
<td><strong>102.447.798.14</strong></td>
<td><strong>107.140.062.76</strong></td>
<td><strong>110.191.112.25</strong></td>
</tr>
</tbody>
</table>

*Theatre Activities*  

**B2 - Opera**

#### Monthly Trend

- **Number of shows**: Shows per month.
- **Admissions**: Total number of admissions.
- **Attendance**: Total number of attendees.
- **Expenditure at the Box Office**: Total expenditure at the box office.
- **Audience expenditure**: Total audience expenditure.
- **Turnover**: Total turnover.

![Bar charts and line graphs illustrating the monthly trends for B2 Opera](chart1.png)
### Theatre Activities

**B3 - Revue and Musical**

<table>
<thead>
<tr>
<th>Monthly show</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>342</td>
<td>158,056</td>
<td>540</td>
<td>3,366,223.24</td>
<td>3,742,635.24</td>
<td>3,791,117.09</td>
</tr>
<tr>
<td>February</td>
<td>296</td>
<td>180,857</td>
<td>450</td>
<td>4,076,462.53</td>
<td>4,562,657.91</td>
<td>4,614,321.57</td>
</tr>
<tr>
<td>March</td>
<td>407</td>
<td>237,229</td>
<td>160</td>
<td>5,145,636.16</td>
<td>5,844,928.80</td>
<td>5,949,842.87</td>
</tr>
<tr>
<td>April</td>
<td>305</td>
<td>159,517</td>
<td>175</td>
<td>3,344,132.91</td>
<td>3,784,478.81</td>
<td>3,828,820.01</td>
</tr>
<tr>
<td>May</td>
<td>168</td>
<td>82,625</td>
<td>1,403</td>
<td>2,081,394.55</td>
<td>2,356,939.65</td>
<td>2,402,696.61</td>
</tr>
<tr>
<td>June</td>
<td>93</td>
<td>27,950</td>
<td>630</td>
<td>745,417.44</td>
<td>829,660.44</td>
<td>852,568.44</td>
</tr>
<tr>
<td>July</td>
<td>101</td>
<td>38,491</td>
<td>1,918</td>
<td>1,595,587.25</td>
<td>1,671,219.65</td>
<td>1,689,660.89</td>
</tr>
<tr>
<td>August</td>
<td>106</td>
<td>38,527</td>
<td>718</td>
<td>1,223,245.24</td>
<td>1,378,233.64</td>
<td>1,393,551.06</td>
</tr>
<tr>
<td>September</td>
<td>48</td>
<td>31,757</td>
<td>30</td>
<td>1,360,651.85</td>
<td>1,542,470.93</td>
<td>1,572,034.03</td>
</tr>
<tr>
<td>October</td>
<td>245</td>
<td>114,525</td>
<td>800</td>
<td>2,440,573.96</td>
<td>2,858,989.98</td>
<td>2,890,316.98</td>
</tr>
<tr>
<td>November</td>
<td>316</td>
<td>176,648</td>
<td>-</td>
<td>3,923,621.09</td>
<td>4,598,987.18</td>
<td>4,709,708.38</td>
</tr>
<tr>
<td>December</td>
<td>397</td>
<td>191,807</td>
<td>-</td>
<td>4,831,827.79</td>
<td>5,478,071.38</td>
<td>5,521,285.38</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,824</strong></td>
<td><strong>1,437,989</strong></td>
<td><strong>6,824</strong></td>
<td><strong>34,044,774.01</strong></td>
<td><strong>38,649,273.61</strong></td>
<td><strong>39,215,923.31</strong></td>
</tr>
</tbody>
</table>

#### Charts

- **Number of shows**
- **Admissions**
- **Attendance**
- **Expenditure at the Box Office**
- **Audience expenditure**
- **Turnover**
## Table 14

### B4 - Ballet

**Theatre Activities**

<table>
<thead>
<tr>
<th>Monthly show</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>455</td>
<td>140,337</td>
<td>697</td>
<td>3,104,280,39</td>
<td>3,397,786,13</td>
<td>3,424,328,71</td>
</tr>
<tr>
<td>February</td>
<td>584</td>
<td>181,176</td>
<td>569</td>
<td>2,819,211,93</td>
<td>3,028,547,28</td>
<td>3,132,658,88</td>
</tr>
<tr>
<td>March</td>
<td>724</td>
<td>192,338</td>
<td>3,289</td>
<td>2,510,852,86</td>
<td>2,753,116,30</td>
<td>2,796,429,64</td>
</tr>
<tr>
<td>April</td>
<td>656</td>
<td>156,741</td>
<td>2,963</td>
<td>1,978,989,42</td>
<td>2,223,984,23</td>
<td>2,288,241,47</td>
</tr>
<tr>
<td>May</td>
<td>879</td>
<td>206,180</td>
<td>5,915</td>
<td>2,894,233,90</td>
<td>3,144,193,35</td>
<td>3,247,389,08</td>
</tr>
<tr>
<td>June</td>
<td>1,824</td>
<td>478,064</td>
<td>17,956</td>
<td>4,925,051,75</td>
<td>5,160,131,87</td>
<td>5,410,572,34</td>
</tr>
<tr>
<td>July</td>
<td>552</td>
<td>133,057</td>
<td>5,462</td>
<td>3,690,625,60</td>
<td>4,114,805,83</td>
<td>4,218,077,66</td>
</tr>
<tr>
<td>August</td>
<td>198</td>
<td>29,725</td>
<td>1,241</td>
<td>492,327,10</td>
<td>554,906,55</td>
<td>579,833,55</td>
</tr>
<tr>
<td>September</td>
<td>388</td>
<td>79,223</td>
<td>1,709</td>
<td>2,587,485,71</td>
<td>2,674,225,57</td>
<td>2,765,270,83</td>
</tr>
<tr>
<td>October</td>
<td>541</td>
<td>113,458</td>
<td>176</td>
<td>2,547,777,70</td>
<td>2,799,387,57</td>
<td>3,001,027,46</td>
</tr>
<tr>
<td>November</td>
<td>684</td>
<td>151,453</td>
<td>331</td>
<td>2,310,323,58</td>
<td>2,453,527,24</td>
<td>2,549,631,44</td>
</tr>
<tr>
<td>December</td>
<td>1,041</td>
<td>305,759</td>
<td>2,343</td>
<td>5,576,165,58</td>
<td>5,754,581,37</td>
<td>5,919,503,56</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>8,526</strong></td>
<td><strong>2,167,511</strong></td>
<td><strong>42,651</strong></td>
<td><strong>35,437,325,52</strong></td>
<td><strong>38,059,193,29</strong></td>
<td><strong>39,332,964,62</strong></td>
</tr>
</tbody>
</table>

---

**Graphs**

- **Number of shows**
- **Admissions**
- **Attendance**
- **Expenditure at the Box Office**
- **Audience expenditure**
- **Turnover**
### Table 15: B5. Puppets and Marionettes

**Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover by monthly show**

<table>
<thead>
<tr>
<th>Monthly show</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>211</td>
<td>18.680</td>
<td>221</td>
<td>102.418,10</td>
<td>105.775,50</td>
<td>106.736,50</td>
</tr>
<tr>
<td>February</td>
<td>283</td>
<td>27.695</td>
<td>599</td>
<td>161.283,00</td>
<td>172.971,66</td>
<td>180.405,66</td>
</tr>
<tr>
<td>March</td>
<td>292</td>
<td>21.490</td>
<td>68</td>
<td>112.351,97</td>
<td>118.180,71</td>
<td>119.068,71</td>
</tr>
<tr>
<td>April</td>
<td>253</td>
<td>17.201</td>
<td>728</td>
<td>89.747,10</td>
<td>100.854,70</td>
<td>102.906,70</td>
</tr>
<tr>
<td>May</td>
<td>199</td>
<td>13.695</td>
<td>890</td>
<td>70.861,50</td>
<td>101.230,63</td>
<td>103.246,63</td>
</tr>
<tr>
<td>June</td>
<td>150</td>
<td>6.282</td>
<td>440</td>
<td>33.839,00</td>
<td>41.291,50</td>
<td>43.663,50</td>
</tr>
<tr>
<td>July</td>
<td>141</td>
<td>6.899</td>
<td>1.659</td>
<td>35.917,50</td>
<td>51.232,57</td>
<td>51.656,57</td>
</tr>
<tr>
<td>August</td>
<td>146</td>
<td>8.019</td>
<td>1.435</td>
<td>45.871,00</td>
<td>53.338,10</td>
<td>53.626,84</td>
</tr>
<tr>
<td>September</td>
<td>135</td>
<td>5.654</td>
<td>1.428</td>
<td>34.808,37</td>
<td>46.667,19</td>
<td>51.190,77</td>
</tr>
<tr>
<td>October</td>
<td>236</td>
<td>17.783</td>
<td>1.140</td>
<td>98.384,50</td>
<td>113.754,92</td>
<td>119.219,42</td>
</tr>
<tr>
<td>November</td>
<td>289</td>
<td>23.309</td>
<td>695</td>
<td>123.657,70</td>
<td>132.023,60</td>
<td>133.849,10</td>
</tr>
<tr>
<td>December</td>
<td>239</td>
<td>16.809</td>
<td>267</td>
<td>104.061,00</td>
<td>110.569,25</td>
<td>113.066,25</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,576</strong></td>
<td><strong>183.516</strong></td>
<td><strong>9.590</strong></td>
<td><strong>1,013.200,74</strong></td>
<td><strong>1,147.890,33</strong></td>
<td><strong>1,178.636,65</strong></td>
</tr>
</tbody>
</table>

**Theatre Activities**

**BS - Puppets and Marionettes**

**Number of shows**

**Admissions**

**Attendance**

**Expenditure at the Box Office**

**Audience expenditure**

**Turnover**
## Table 16: Theatre Activities

<table>
<thead>
<tr>
<th>Monthly show</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>1,484</td>
<td>57,902</td>
<td>46,465</td>
<td>818,742,53</td>
<td>3,163,931,79</td>
<td>3,220,365,79</td>
</tr>
<tr>
<td>February</td>
<td>1,597</td>
<td>136,792</td>
<td>35,780</td>
<td>1,192,552,86</td>
<td>2,900,619,60</td>
<td>2,931,595,10</td>
</tr>
<tr>
<td>March</td>
<td>1,550</td>
<td>75,949</td>
<td>24,403</td>
<td>942,508,89</td>
<td>2,439,028,51</td>
<td>2,511,289,16</td>
</tr>
<tr>
<td>April</td>
<td>1,568</td>
<td>95,486</td>
<td>24,934</td>
<td>811,514,00</td>
<td>2,325,152,33</td>
<td>2,373,363,03</td>
</tr>
<tr>
<td>May</td>
<td>1,483</td>
<td>70,805</td>
<td>70,638</td>
<td>689,182,03</td>
<td>2,352,152,33</td>
<td>2,434,777,42</td>
</tr>
<tr>
<td>June</td>
<td>1,575</td>
<td>72,215</td>
<td>124,547</td>
<td>1,391,953,25</td>
<td>3,494,018,75</td>
<td>3,593,574,03</td>
</tr>
<tr>
<td>July</td>
<td>1,748</td>
<td>134,192</td>
<td>161,477</td>
<td>1,065,556,64</td>
<td>2,768,420,72</td>
<td>2,837,063,82</td>
</tr>
<tr>
<td>August</td>
<td>1,513</td>
<td>97,808</td>
<td>195,937</td>
<td>819,007,32</td>
<td>2,638,167,89</td>
<td>2,776,043,21</td>
</tr>
<tr>
<td>September</td>
<td>1,385</td>
<td>67,372</td>
<td>121,981</td>
<td>649,597,35</td>
<td>1,969,646,53</td>
<td>2,012,234,77</td>
</tr>
<tr>
<td>October</td>
<td>1,419</td>
<td>50,881</td>
<td>39,375</td>
<td>879,115,97</td>
<td>2,285,971,91</td>
<td>2,315,704,77</td>
</tr>
<tr>
<td>November</td>
<td>1,496</td>
<td>89,054</td>
<td>15,212</td>
<td>1,926,125,62</td>
<td>3,887,257,51</td>
<td>3,964,022,88</td>
</tr>
<tr>
<td>December</td>
<td>1,680</td>
<td>184,430</td>
<td>30,126</td>
<td>1,285,760,95</td>
<td>3,245,798,22</td>
<td>3,490,360,64</td>
</tr>
<tr>
<td>Total</td>
<td>18,508</td>
<td>1,132,886</td>
<td>890,875</td>
<td>12,785,605,95</td>
<td>34,245,798,22</td>
<td>34,903,660,64</td>
</tr>
</tbody>
</table>

**Analysis by kind of show**

**Monthly trend by Aggregate of kind of show**

**B6. Performing Arts**

Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover by monthly show.
### Table 17

#### B7. Circus

Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover by monthly show

<table>
<thead>
<tr>
<th>Monthly show</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>1.447</td>
<td>86.363</td>
<td>2.891</td>
<td>862.836.75</td>
<td>901.567.05</td>
<td>908.300.05</td>
</tr>
<tr>
<td>February</td>
<td>1.124</td>
<td>55.449</td>
<td>352</td>
<td>481.083.80</td>
<td>494.796.90</td>
<td>500.142.90</td>
</tr>
<tr>
<td>March</td>
<td>1.279</td>
<td>64.897</td>
<td>3.115</td>
<td>494.250.60</td>
<td>521.568.50</td>
<td>528.541.50</td>
</tr>
<tr>
<td>April</td>
<td>1.216</td>
<td>65.954</td>
<td>2.331</td>
<td>818.623.35</td>
<td>863.285.11</td>
<td>884.355.11</td>
</tr>
<tr>
<td>May</td>
<td>1.028</td>
<td>48.024</td>
<td>2.567</td>
<td>350.711.50</td>
<td>362.232.81</td>
<td>368.768.81</td>
</tr>
<tr>
<td>June</td>
<td>882</td>
<td>41.386</td>
<td>630</td>
<td>271.644.00</td>
<td>280.645.48</td>
<td>284.834.48</td>
</tr>
<tr>
<td>July</td>
<td>1.028</td>
<td>49.972</td>
<td>716</td>
<td>343.555.00</td>
<td>363.508.45</td>
<td>365.036.45</td>
</tr>
<tr>
<td>August</td>
<td>986</td>
<td>56.881</td>
<td>1.322</td>
<td>500.638.50</td>
<td>546.591.80</td>
<td>554.723.80</td>
</tr>
<tr>
<td>September</td>
<td>1.107</td>
<td>61.512</td>
<td>395</td>
<td>438.333.08</td>
<td>458.956.79</td>
<td>464.429.79</td>
</tr>
<tr>
<td>October</td>
<td>1.234</td>
<td>80.198</td>
<td>975</td>
<td>770.820.26</td>
<td>785.977.76</td>
<td>831.774.76</td>
</tr>
<tr>
<td>November</td>
<td>1.135</td>
<td>62.895</td>
<td>517</td>
<td>474.249.60</td>
<td>491.191.85</td>
<td>506.439.10</td>
</tr>
<tr>
<td>December</td>
<td>1.526</td>
<td>124.140</td>
<td>133</td>
<td>1.973.650.30</td>
<td>2.098.210.30</td>
<td>2.110.757.30</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>13.992</strong></td>
<td><strong>797.671</strong></td>
<td><strong>15.944</strong></td>
<td><strong>7.780.396.74</strong></td>
<td><strong>8.168.532.80</strong></td>
<td><strong>8.308.104.05</strong></td>
</tr>
</tbody>
</table>

#### Graphs

- **Number of shows**
- **Admissions**
- **Attendance**
- **Expenditure at the Box Office**
- **Audience expenditure**
- **Turnover**
### Monthly Trend by Aggregate of Kind of Show

#### Table 18

**Cl. Classical Concerts**

**Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience Expenditure, Turnover by monthly show**

<table>
<thead>
<tr>
<th>Monthly show</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>1.219</td>
<td>325.262</td>
<td>3.341</td>
<td>4.218.270,54</td>
<td>4.493.915,97</td>
<td>4.748.365,42</td>
</tr>
<tr>
<td>February</td>
<td>1.318</td>
<td>319.341</td>
<td>1.137</td>
<td>2.502.929,61</td>
<td>2.684.043,61</td>
<td>2.898.233,39</td>
</tr>
<tr>
<td>March</td>
<td>1.664</td>
<td>398.983</td>
<td>2.561</td>
<td>3.381.857,42</td>
<td>3.602.628,21</td>
<td>3.797.411,91</td>
</tr>
<tr>
<td>April</td>
<td>1.514</td>
<td>332.141</td>
<td>3.537</td>
<td>3.092.645,13</td>
<td>3.263.219,03</td>
<td>3.482.023,85</td>
</tr>
<tr>
<td>May</td>
<td>1.586</td>
<td>352.198</td>
<td>2.370</td>
<td>3.583.282,16</td>
<td>3.742.635,71</td>
<td>4.026.753,79</td>
</tr>
<tr>
<td>June</td>
<td>1.344</td>
<td>196.354</td>
<td>5.913</td>
<td>6.014.781,43</td>
<td>6.189.932,79</td>
<td>6.399.754,28</td>
</tr>
<tr>
<td>July</td>
<td>1.414</td>
<td>171.672</td>
<td>5.262</td>
<td>3.012.278,29</td>
<td>3.205.663,82</td>
<td>3.575.032,57</td>
</tr>
<tr>
<td>August</td>
<td>1.115</td>
<td>160.336</td>
<td>12.008</td>
<td>2.483.329,03</td>
<td>2.706.070,86</td>
<td>2.943.650,06</td>
</tr>
<tr>
<td>September</td>
<td>1.199</td>
<td>177.856</td>
<td>7.047</td>
<td>5.620.073,32</td>
<td>5.881.221,73</td>
<td>6.680.623,34</td>
</tr>
</tbody>
</table>

**Total**  
16.624  
3.315.839  
52.349  
46.588.652,61  
49.033.307,71  
53.124.413,31
### Analysis by kind of show

#### C2. Pop Music Concerts

<table>
<thead>
<tr>
<th>Monthly show</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>999</td>
<td>354,348</td>
<td>16,729</td>
<td>10,745,277.45</td>
<td>13,251,050.29</td>
<td>13,429,214.43</td>
</tr>
<tr>
<td>February</td>
<td>1,316</td>
<td>425,786</td>
<td>19,864</td>
<td>10,767,808.61</td>
<td>12,551,683.30</td>
<td>13,460,532.74</td>
</tr>
<tr>
<td>March</td>
<td>1,588</td>
<td>760,826</td>
<td>29,864</td>
<td>21,915,799.86</td>
<td>25,845,980.67</td>
<td>26,284,502.38</td>
</tr>
<tr>
<td>April</td>
<td>1,497</td>
<td>586,139</td>
<td>37,101</td>
<td>15,359,395.87</td>
<td>18,149,806.95</td>
<td>19,190,969.01</td>
</tr>
<tr>
<td>May</td>
<td>1,451</td>
<td>644,466</td>
<td>112,617</td>
<td>19,281,444.33</td>
<td>23,034,417.89</td>
<td>24,517,748.65</td>
</tr>
<tr>
<td>June</td>
<td>1,459</td>
<td>1,566,121</td>
<td>428,170</td>
<td>68,407,859.26</td>
<td>80,175,511.15</td>
<td>81,072,647.96</td>
</tr>
<tr>
<td>July</td>
<td>2,757</td>
<td>2,028,214</td>
<td>330,081</td>
<td>75,790,792.51</td>
<td>88,817,615.68</td>
<td>91,910,618.13</td>
</tr>
<tr>
<td>August</td>
<td>1,825</td>
<td>748,889</td>
<td>222,401</td>
<td>15,822,255.56</td>
<td>21,842,102.54</td>
<td>22,340,878.84</td>
</tr>
<tr>
<td>September</td>
<td>1,161</td>
<td>660,763</td>
<td>156,455</td>
<td>24,171,528.91</td>
<td>28,875,953.87</td>
<td>30,843,037.25</td>
</tr>
<tr>
<td>October</td>
<td>1,149</td>
<td>477,093</td>
<td>39,564</td>
<td>14,007,089.63</td>
<td>16,869,433.58</td>
<td>17,441,730.15</td>
</tr>
<tr>
<td>November</td>
<td>1,329</td>
<td>583,763</td>
<td>18,689</td>
<td>15,864,261.07</td>
<td>18,374,306.85</td>
<td>18,757,000.03</td>
</tr>
<tr>
<td>December</td>
<td>1,673</td>
<td>624,654</td>
<td>34,325</td>
<td>16,887,749.57</td>
<td>19,622,715.08</td>
<td>20,522,246.17</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>18,204</strong></td>
<td><strong>9,461,062</strong></td>
<td><strong>1,445,860</strong></td>
<td><strong>309,021,212.63</strong></td>
<td><strong>367,410,577.85</strong></td>
<td><strong>379,771,125.74</strong></td>
</tr>
</tbody>
</table>

**Concert Activities**

**C2 - Pop Music Concerts**

![Graphs showing number of shows, admissions, attendance, expenditure at the Box Office, audience expenditure, and turnover for each month.](image)
### Concert Activities

#### C3 - Jazz Music Concerts

<table>
<thead>
<tr>
<th>Monthly show</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>342</td>
<td>34.562</td>
<td>7.158</td>
<td>549.391,55</td>
<td>702.034,41</td>
<td>710.147,41</td>
</tr>
<tr>
<td>February</td>
<td>394</td>
<td>41.199</td>
<td>7.274</td>
<td>556.598,00</td>
<td>700.311,67</td>
<td>710.086,17</td>
</tr>
<tr>
<td>March</td>
<td>564</td>
<td>57.285</td>
<td>10.747</td>
<td>681.118,73</td>
<td>887.278,19</td>
<td>907.673,39</td>
</tr>
<tr>
<td>April</td>
<td>404</td>
<td>41.817</td>
<td>8.480</td>
<td>530.894,12</td>
<td>697.050,04</td>
<td>757.384,64</td>
</tr>
<tr>
<td>May</td>
<td>361</td>
<td>47.495</td>
<td>8.273</td>
<td>724.994,46</td>
<td>933.761,94</td>
<td>1.164.699,17</td>
</tr>
<tr>
<td>June</td>
<td>302</td>
<td>21.695</td>
<td>18.891</td>
<td>460.182,30</td>
<td>656.525,37</td>
<td>1.028.265,10</td>
</tr>
<tr>
<td>July</td>
<td>609</td>
<td>84.512</td>
<td>19.639</td>
<td>1.275.722,28</td>
<td>1.597.210,04</td>
<td>1.736.725,50</td>
</tr>
<tr>
<td>August</td>
<td>418</td>
<td>56.806</td>
<td>14.576</td>
<td>659.147,04</td>
<td>876.175,84</td>
<td>947.886,61</td>
</tr>
<tr>
<td>September</td>
<td>279</td>
<td>31.616</td>
<td>8.726</td>
<td>527.249,18</td>
<td>779.121,13</td>
<td>839.500,10</td>
</tr>
<tr>
<td>October</td>
<td>328</td>
<td>40.667</td>
<td>6.485</td>
<td>754.397,70</td>
<td>911.493,58</td>
<td>949.533,00</td>
</tr>
<tr>
<td>November</td>
<td>441</td>
<td>66.239</td>
<td>5.556</td>
<td>1.036.009,51</td>
<td>1.221.296,80</td>
<td>1.267.500,24</td>
</tr>
<tr>
<td>December</td>
<td>439</td>
<td>56.135</td>
<td>7.359</td>
<td>848.830,27</td>
<td>1.075.242,46</td>
<td>1.105.562,36</td>
</tr>
</tbody>
</table>

**Total**

4,881 | 580.028 | 123.164 | 8,604,535.14 | 11,037,501.47 | 12,124,963.69

---

### Monthly Trend by Aggregate of Kind of Show

**Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover by monthly show**

**Analysis by kind of show**

**Monthly show Number of shows Admissions Attendance Expenditure at the Box Office Audience expenditure Turnover**

- **January**: 342, 34.562, 7.158, 549.391,55, 702.034,41, 710.147,41
- **February**: 394, 41.199, 7.274, 556.598,00, 700.311,67, 710.086,17
- **March**: 564, 57.285, 10.747, 681.118,73, 887.278,19, 907.673,39
- **April**: 404, 41.817, 8.480, 530.894,12, 697.050,04, 757.384,64
- **May**: 361, 47.495, 8.273, 724.994,46, 933.761,94, 1.164.699,17
- **June**: 302, 21.695, 18.891, 460.182,30, 656.525,37, 1.028.265,10
- **July**: 609, 84.512, 19.639, 1.275.722,28, 1.597.210,04, 1.736.725,50
- **August**: 418, 56.806, 14.576, 659.147,04, 876.175,84, 947.886,61
- **September**: 279, 31.616, 8.726, 527.249,18, 779.121,13, 839.500,10
- **October**: 328, 40.667, 6.485, 754.397,70, 911.493,58, 949.533,00
- **November**: 441, 66.239, 5.556, 1.036.009,51, 1.221.296,80, 1.267.500,24
- **December**: 439, 56.135, 7.359, 848.830,27, 1.075.242,46, 1.105.562,36

**Total**: 4,881, 580.028, 123.164, 8,604,535.14, 11,037,501.47, 12,124,963.69

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**Graphs**

- **Number of shows**
- **Admissions**
- **Attendance**
- **Expenditure at the Box Office**
- **Audience expenditure**
- **Turnover**

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2017 Yearbook of the Entertainment Activity
### Monthly Trend by Aggregate of Kind of Show

**Table 21**  
**D1. Sports Soccer**

<table>
<thead>
<tr>
<th>Monthly show</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>10.063</td>
<td>1.916.858</td>
<td>2.194</td>
<td>16.167.514,35</td>
<td>133.789.922,52</td>
<td>408.318.215,32</td>
</tr>
<tr>
<td>February</td>
<td>13.135</td>
<td>2.383.353</td>
<td>2.678</td>
<td>18.192.054,52</td>
<td>29.041.140,00</td>
<td>225.892.182,35</td>
</tr>
<tr>
<td>March</td>
<td>13.686</td>
<td>2.151.409</td>
<td>1.684</td>
<td>22.019.141,89</td>
<td>50.343.055,24</td>
<td>133.962.182,62</td>
</tr>
<tr>
<td>April</td>
<td>13.745</td>
<td>2.979.588</td>
<td>1.290</td>
<td>29.496.463,68</td>
<td>69.833.954,54</td>
<td>202.257.847,68</td>
</tr>
<tr>
<td>June</td>
<td>4.958</td>
<td>497.641</td>
<td>2.932</td>
<td>24.040.041,70</td>
<td>85.300.425,04</td>
<td>260.084.499,10</td>
</tr>
<tr>
<td>July</td>
<td>1.890</td>
<td>132.542</td>
<td>8.257</td>
<td>59.757.931,43</td>
<td>96.463.123,61</td>
<td>368.434.190,26</td>
</tr>
<tr>
<td>August</td>
<td>2.498</td>
<td>1.204.320</td>
<td>4.321</td>
<td>50.751.529,73</td>
<td>56.242.328,58</td>
<td>216.596.208,49</td>
</tr>
<tr>
<td>November</td>
<td>9.463</td>
<td>2.176.206</td>
<td>1.540</td>
<td>21.998.188,99</td>
<td>31.204.408,13</td>
<td>69.716.993,12</td>
</tr>
<tr>
<td>December</td>
<td>6.137</td>
<td>2.381.092</td>
<td>1.713</td>
<td>22.315.846,26</td>
<td>26.199.451,65</td>
<td>91.831.017,15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>108.930</strong></td>
<td><strong>23.611.961</strong></td>
<td><strong>35.793</strong></td>
<td><strong>356.544.672,52</strong></td>
<td><strong>712.293.822,84</strong></td>
<td><strong>2.397.839.280,41</strong></td>
</tr>
</tbody>
</table>

**Charts:**
- **Number of shows**
- **Admissions**
- **Attendance**
- **Expenditure at the Box Office**
- **Audience expenditure**
- **Turnover**
### Table 22: D2. Team sports other than soccer

#### Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience Expenditure, Turnover by monthly show

<table>
<thead>
<tr>
<th>Monthly show</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>1,755</td>
<td>525,850</td>
<td>3,384</td>
<td>2,419,337.22</td>
<td>5,011,621.37</td>
<td>49,837,955.88</td>
</tr>
<tr>
<td>February</td>
<td>1,589</td>
<td>585,106</td>
<td>1,855</td>
<td>4,333,601.89</td>
<td>5,913,591.40</td>
<td>24,919,322.22</td>
</tr>
<tr>
<td>March</td>
<td>1,604</td>
<td>529,096</td>
<td>1,869</td>
<td>3,551,007.70</td>
<td>5,490,324.12</td>
<td>33,584,476.64</td>
</tr>
<tr>
<td>April</td>
<td>1,542</td>
<td>477,173</td>
<td>8,992</td>
<td>2,531,235.18</td>
<td>4,432,055.18</td>
<td>22,574,566.84</td>
</tr>
<tr>
<td>May</td>
<td>1,134</td>
<td>388,634</td>
<td>204</td>
<td>5,023,687.22</td>
<td>6,680,813.42</td>
<td>23,745,799.14</td>
</tr>
<tr>
<td>June</td>
<td>739</td>
<td>93,455</td>
<td>132</td>
<td>2,066,425.58</td>
<td>4,583,384.02</td>
<td>27,323,205.65</td>
</tr>
<tr>
<td>July</td>
<td>569</td>
<td>9,167</td>
<td>1,424</td>
<td>3,107,315.40</td>
<td>4,421,606.05</td>
<td>17,383,943.02</td>
</tr>
<tr>
<td>August</td>
<td>479</td>
<td>11,234</td>
<td>38</td>
<td>2,841,759.10</td>
<td>3,773,358.10</td>
<td>11,514,167.37</td>
</tr>
<tr>
<td>September</td>
<td>919</td>
<td>74,247</td>
<td>865</td>
<td>6,911,166.23</td>
<td>8,727,608.32</td>
<td>26,343,502.37</td>
</tr>
<tr>
<td>October</td>
<td>1,410</td>
<td>476,300</td>
<td>598</td>
<td>4,320,195.85</td>
<td>5,894,510.36</td>
<td>23,477,441.50</td>
</tr>
<tr>
<td>November</td>
<td>1,228</td>
<td>472,597</td>
<td>2,781</td>
<td>2,876,450.96</td>
<td>3,990,493.74</td>
<td>18,069,834.61</td>
</tr>
<tr>
<td>December</td>
<td>1,102</td>
<td>488,055</td>
<td>824</td>
<td>2,196,929.88</td>
<td>3,422,750.02</td>
<td>17,654,711.93</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>14,070</strong></td>
<td><strong>4,130,923</strong></td>
<td><strong>22,966</strong></td>
<td><strong>42,179,112.21</strong></td>
<td><strong>62,342,116.10</strong></td>
<td><strong>296,428,927.17</strong></td>
</tr>
</tbody>
</table>

### Charts

- **Number of shows**
- **Admissions**
- **Attendance**
- **Expenditure at the Box Office**
- **Audience expenditure**
- **Turnover**
### Sports Activities

**D3 - Individual Sports**

<table>
<thead>
<tr>
<th>Monthly show</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>543</td>
<td>27,213</td>
<td>158</td>
<td>1.621,596.18</td>
<td>4.773,701.15</td>
<td>10,940,351.07</td>
</tr>
<tr>
<td>February</td>
<td>618</td>
<td>35,185</td>
<td>161</td>
<td>3,218,802.70</td>
<td>5,007,802.94</td>
<td>14,055,736.65</td>
</tr>
<tr>
<td>March</td>
<td>804</td>
<td>54,176</td>
<td>159</td>
<td>2,451,353.30</td>
<td>4,853,242.77</td>
<td>15,245,868.42</td>
</tr>
<tr>
<td>April</td>
<td>805</td>
<td>110,523</td>
<td>416</td>
<td>3,815,454.20</td>
<td>10,816,456.95</td>
<td>24,697,027.59</td>
</tr>
<tr>
<td>May</td>
<td>776</td>
<td>363,804</td>
<td>3550</td>
<td>7,926,240.50</td>
<td>12,136,459.50</td>
<td>24,993,092.81</td>
</tr>
<tr>
<td>June</td>
<td>750</td>
<td>261,404</td>
<td>3,550</td>
<td>7,926,240.50</td>
<td>12,136,459.50</td>
<td>24,993,092.81</td>
</tr>
<tr>
<td>July</td>
<td>625</td>
<td>55,396</td>
<td>694</td>
<td>2,019,035.62</td>
<td>5,682,001.88</td>
<td>14,103,738.83</td>
</tr>
<tr>
<td>August</td>
<td>436</td>
<td>49,000</td>
<td>5</td>
<td>1,807,530.80</td>
<td>3,867,092.59</td>
<td>6,487,233.52</td>
</tr>
<tr>
<td>September</td>
<td>568</td>
<td>395,449</td>
<td>4</td>
<td>8,303,966.31</td>
<td>9,951,636.33</td>
<td>16,864,577.87</td>
</tr>
<tr>
<td>October</td>
<td>449</td>
<td>40,606</td>
<td>885</td>
<td>893,088.53</td>
<td>3,207,677.18</td>
<td>7,749,704.67</td>
</tr>
<tr>
<td>November</td>
<td>419</td>
<td>53,712</td>
<td>1</td>
<td>1,347,094.45</td>
<td>3,269,084.51</td>
<td>7,130,799.59</td>
</tr>
<tr>
<td>December</td>
<td>402</td>
<td>47,261</td>
<td>262</td>
<td>982,206.50</td>
<td>10,139,451.85</td>
<td>14,909,415.98</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>7.195</strong></td>
<td><strong>1,493.729</strong></td>
<td><strong>6,401</strong></td>
<td><strong>47,392,653.76</strong></td>
<td><strong>96,483,723.59</strong></td>
<td><strong>207,466,715.48</strong></td>
</tr>
</tbody>
</table>
### D4. Other sports

<table>
<thead>
<tr>
<th>Monthly show</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>1,012</td>
<td>142,212</td>
<td>6,213</td>
<td>1,469,605,20</td>
<td>4,283,096,88</td>
<td>9,573,814,06</td>
</tr>
<tr>
<td>February</td>
<td>965</td>
<td>107,376</td>
<td>2,613</td>
<td>719,165,48</td>
<td>1,887,013,15</td>
<td>4,663,486,55</td>
</tr>
<tr>
<td>March</td>
<td>1,056</td>
<td>144,575</td>
<td>2,732</td>
<td>1,206,081,60</td>
<td>3,113,192,65</td>
<td>7,163,065,86</td>
</tr>
<tr>
<td>April</td>
<td>980</td>
<td>153,774</td>
<td>4,203</td>
<td>1,135,040,00</td>
<td>2,981,025,07</td>
<td>6,635,888,27</td>
</tr>
<tr>
<td>May</td>
<td>941</td>
<td>148,496</td>
<td>9,762</td>
<td>1,774,250,05</td>
<td>3,368,691,98</td>
<td>6,606,362,71</td>
</tr>
<tr>
<td>June</td>
<td>984</td>
<td>135,729</td>
<td>8,759</td>
<td>1,439,038,10</td>
<td>3,735,361,84</td>
<td>7,214,572,43</td>
</tr>
<tr>
<td>July</td>
<td>681</td>
<td>55,604</td>
<td>8,645</td>
<td>867,827,99</td>
<td>2,336,879,34</td>
<td>4,851,623,89</td>
</tr>
<tr>
<td>August</td>
<td>454</td>
<td>52,416</td>
<td>3,030</td>
<td>615,862,00</td>
<td>1,785,256,17</td>
<td>3,135,420,61</td>
</tr>
<tr>
<td>September</td>
<td>725</td>
<td>97,601</td>
<td>3,505</td>
<td>1,084,052,50</td>
<td>3,248,704,51</td>
<td>7,691,105,59</td>
</tr>
<tr>
<td>October</td>
<td>727</td>
<td>92,794</td>
<td>722</td>
<td>728,077,30</td>
<td>1,782,060,01</td>
<td>5,100,769,89</td>
</tr>
<tr>
<td>November</td>
<td>642</td>
<td>103,438</td>
<td>265</td>
<td>1,337,777,20</td>
<td>2,454,987,99</td>
<td>4,876,236,71</td>
</tr>
<tr>
<td>December</td>
<td>781</td>
<td>119,743</td>
<td>1,646</td>
<td>1,173,866,79</td>
<td>2,865,433,83</td>
<td>7,519,266,50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>9,948</strong></td>
<td><strong>1,353,758</strong></td>
<td><strong>52,095</strong></td>
<td><strong>13,551,419,21</strong></td>
<td><strong>33,841,703,42</strong></td>
<td><strong>75,031,613,07</strong></td>
</tr>
</tbody>
</table>

### Graphs
- **Number of shows**
- **Admissions**
- **Attendance**
- **Expenditure at the Box Office**
- **Audience expenditure**
- **Turnover**
### Analysis by kind of show

**Monthly trend by Aggregate of kind of show**

**Dance Activities and Concertinos**

**Table 25**

**E1 - Dance**

Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover by monthly show

<table>
<thead>
<tr>
<th>Monthly show</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>24,905</td>
<td>1,774,481</td>
<td>1,376,417</td>
<td>15,917,429.84</td>
<td>41,441,743.44</td>
<td>42,154,015.24</td>
</tr>
<tr>
<td>February</td>
<td>28,529</td>
<td>2,250,731</td>
<td>1,624,986</td>
<td>20,951,443.48</td>
<td>48,844,256.61</td>
<td>49,614,736.93</td>
</tr>
<tr>
<td>March</td>
<td>28,864</td>
<td>2,125,058</td>
<td>1,576,360</td>
<td>19,716,144.79</td>
<td>47,184,538.90</td>
<td>47,916,490.79</td>
</tr>
<tr>
<td>April</td>
<td>28,191</td>
<td>2,255,039</td>
<td>1,717,624</td>
<td>21,113,353.13</td>
<td>53,954,707.33</td>
<td>54,717,466.40</td>
</tr>
<tr>
<td>May</td>
<td>26,128</td>
<td>1,912,438</td>
<td>2,507,741</td>
<td>18,492,369.33</td>
<td>67,777,543.24</td>
<td>68,492,525.05</td>
</tr>
<tr>
<td>June</td>
<td>30,321</td>
<td>2,293,541</td>
<td>3,506,296</td>
<td>22,538,624.22</td>
<td>83,719,402.24</td>
<td>84,687,752.11</td>
</tr>
<tr>
<td>July</td>
<td>27,776</td>
<td>2,293,138</td>
<td>3,840,252</td>
<td>24,877,969.40</td>
<td>87,205,567.96</td>
<td>88,113,091.52</td>
</tr>
<tr>
<td>August</td>
<td>21,924</td>
<td>1,694,298</td>
<td>1,515,353</td>
<td>14,753,347.94</td>
<td>53,473,277.34</td>
<td>54,032,839.54</td>
</tr>
<tr>
<td>September</td>
<td>25,938</td>
<td>2,228,893</td>
<td>1,253,137</td>
<td>21,016,276.93</td>
<td>50,457,218.11</td>
<td>51,297,970.00</td>
</tr>
<tr>
<td>October</td>
<td>23,572</td>
<td>1,779,651</td>
<td>997,302</td>
<td>15,555,255.57</td>
<td>37,022,338.61</td>
<td>37,705,341.15</td>
</tr>
<tr>
<td>November</td>
<td>35,838</td>
<td>2,593,108</td>
<td>2,224,318</td>
<td>34,766,905.77</td>
<td>102,165,039.44</td>
<td>103,295,888.97</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>325,751</strong></td>
<td><strong>24,780,029</strong></td>
<td><strong>23,755,000</strong></td>
<td><strong>243,952,487.75</strong></td>
<td><strong>723,003,333.56</strong></td>
<td><strong>732,367,086.65</strong></td>
</tr>
</tbody>
</table>

**Graphs:**

- Number of shows
- Admissions
- Attendance
- Expenditure at the Box Office
- Audience expenditure
- Turnover
## Analysis by kind of show

### Monthly trend by Aggregate of kind of show

**E2. Concertinos**

**Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience Expenditure, Turnover by monthly show**

<table>
<thead>
<tr>
<th>Monthly show</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>24,928</td>
<td>38,426</td>
<td>1,426,089</td>
<td>312,201,48</td>
<td>15,865,579,01</td>
<td>15,921,755,15</td>
</tr>
<tr>
<td>February</td>
<td>31,341</td>
<td>55,482</td>
<td>1,741,026</td>
<td>653,505,19</td>
<td>20,867,797,78</td>
<td>21,002,425,31</td>
</tr>
<tr>
<td>March</td>
<td>35,532</td>
<td>33,066</td>
<td>2,055,980</td>
<td>223,167,30</td>
<td>22,495,572,21</td>
<td>22,647,976,82</td>
</tr>
<tr>
<td>April</td>
<td>33,802</td>
<td>30,961</td>
<td>2,092,578</td>
<td>297,696,50</td>
<td>23,060,439,07</td>
<td>23,096,197,31</td>
</tr>
<tr>
<td>May</td>
<td>30,878</td>
<td>38,161</td>
<td>1,880,956</td>
<td>372,091,07</td>
<td>25,908,655,10</td>
<td>26,005,807,64</td>
</tr>
<tr>
<td>June</td>
<td>38,504</td>
<td>31,871</td>
<td>2,843,393</td>
<td>308,743,51</td>
<td>36,824,665,79</td>
<td>36,898,017,10</td>
</tr>
<tr>
<td>July</td>
<td>46,528</td>
<td>36,622</td>
<td>3,472,307</td>
<td>362,931,30</td>
<td>44,256,519,31</td>
<td>44,471,051,00</td>
</tr>
<tr>
<td>August</td>
<td>38,328</td>
<td>70,369</td>
<td>3,292,580</td>
<td>646,719,88</td>
<td>42,346,811,45</td>
<td>42,418,415,68</td>
</tr>
<tr>
<td>September</td>
<td>27,011</td>
<td>20,625</td>
<td>1,899,832</td>
<td>255,678,00</td>
<td>27,739,137,09</td>
<td>28,024,783,35</td>
</tr>
<tr>
<td>October</td>
<td>31,264</td>
<td>23,743</td>
<td>1,817,571</td>
<td>277,864,88</td>
<td>23,739,173,51</td>
<td>24,001,099,59</td>
</tr>
<tr>
<td>November</td>
<td>26,972</td>
<td>23,474</td>
<td>1,441,585</td>
<td>229,009,00</td>
<td>16,576,968,74</td>
<td>16,713,638,46</td>
</tr>
<tr>
<td>December</td>
<td>35,243</td>
<td>70,151</td>
<td>1,941,723</td>
<td>30,765,565,60</td>
<td>30,844,153,08</td>
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</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>400,331</strong></td>
<td><strong>472,951</strong></td>
<td><strong>25,905,620</strong></td>
<td><strong>5,220,213,41</strong></td>
<td><strong>330,446,884,66</strong></td>
<td><strong>332,045,320,49</strong></td>
</tr>
</tbody>
</table>

**Number of shows**

<table>
<thead>
<tr>
<th>Monthly show</th>
<th>Number of shows</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>24,928</td>
</tr>
<tr>
<td>February</td>
<td>31,341</td>
</tr>
<tr>
<td>March</td>
<td>35,532</td>
</tr>
<tr>
<td>April</td>
<td>33,802</td>
</tr>
<tr>
<td>May</td>
<td>30,878</td>
</tr>
<tr>
<td>June</td>
<td>38,504</td>
</tr>
<tr>
<td>July</td>
<td>46,528</td>
</tr>
<tr>
<td>August</td>
<td>38,328</td>
</tr>
<tr>
<td>September</td>
<td>27,011</td>
</tr>
<tr>
<td>October</td>
<td>31,264</td>
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<tr>
<td>November</td>
<td>26,972</td>
</tr>
<tr>
<td>December</td>
<td>35,243</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>400,331</strong></td>
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</table>

**Admissions**

<table>
<thead>
<tr>
<th>Monthly show</th>
<th>Admissions</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>38,426</td>
</tr>
<tr>
<td>February</td>
<td>55,482</td>
</tr>
<tr>
<td>March</td>
<td>33,066</td>
</tr>
<tr>
<td>April</td>
<td>30,961</td>
</tr>
<tr>
<td>May</td>
<td>38,161</td>
</tr>
<tr>
<td>June</td>
<td>31,871</td>
</tr>
<tr>
<td>July</td>
<td>36,622</td>
</tr>
<tr>
<td>August</td>
<td>70,369</td>
</tr>
<tr>
<td>September</td>
<td>20,625</td>
</tr>
<tr>
<td>October</td>
<td>23,743</td>
</tr>
<tr>
<td>November</td>
<td>23,474</td>
</tr>
<tr>
<td>December</td>
<td>70,151</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>472,951</strong></td>
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</tbody>
</table>

**Attendance**

<table>
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<th>Attendance</th>
</tr>
</thead>
<tbody>
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<td>January</td>
<td>1,426,089</td>
</tr>
<tr>
<td>February</td>
<td>1,741,026</td>
</tr>
<tr>
<td>March</td>
<td>2,055,980</td>
</tr>
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<td>April</td>
<td>2,092,578</td>
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<tr>
<td>May</td>
<td>1,880,956</td>
</tr>
<tr>
<td>June</td>
<td>2,843,393</td>
</tr>
<tr>
<td>July</td>
<td>3,472,307</td>
</tr>
<tr>
<td>August</td>
<td>3,292,580</td>
</tr>
<tr>
<td>September</td>
<td>1,899,832</td>
</tr>
<tr>
<td>October</td>
<td>1,817,571</td>
</tr>
<tr>
<td>November</td>
<td>1,441,585</td>
</tr>
<tr>
<td>December</td>
<td>1,941,723</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>25,905,620</strong></td>
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</table>

**Expenditure at the Box Office**

<table>
<thead>
<tr>
<th>Monthly show</th>
<th>Expenditure at the Box Office</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>312,201,48</td>
</tr>
<tr>
<td>February</td>
<td>653,505,19</td>
</tr>
<tr>
<td>March</td>
<td>223,167,30</td>
</tr>
<tr>
<td>April</td>
<td>297,696,50</td>
</tr>
<tr>
<td>May</td>
<td>372,091,07</td>
</tr>
<tr>
<td>June</td>
<td>308,743,51</td>
</tr>
<tr>
<td>July</td>
<td>362,931,30</td>
</tr>
<tr>
<td>August</td>
<td>646,719,88</td>
</tr>
<tr>
<td>September</td>
<td>255,678,00</td>
</tr>
<tr>
<td>October</td>
<td>277,864,88</td>
</tr>
<tr>
<td>November</td>
<td>229,009,00</td>
</tr>
<tr>
<td>December</td>
<td>30,765,565,60</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5,220,213,41</strong></td>
</tr>
</tbody>
</table>

**Audience expenditure**

<table>
<thead>
<tr>
<th>Monthly show</th>
<th>Audience expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>15,865,579,01</td>
</tr>
<tr>
<td>February</td>
<td>20,867,797,78</td>
</tr>
<tr>
<td>March</td>
<td>22,495,572,21</td>
</tr>
<tr>
<td>April</td>
<td>23,060,439,07</td>
</tr>
<tr>
<td>May</td>
<td>25,908,655,10</td>
</tr>
<tr>
<td>June</td>
<td>36,824,665,79</td>
</tr>
<tr>
<td>July</td>
<td>44,256,519,31</td>
</tr>
<tr>
<td>August</td>
<td>42,346,811,45</td>
</tr>
<tr>
<td>September</td>
<td>27,739,137,09</td>
</tr>
<tr>
<td>October</td>
<td>23,739,173,51</td>
</tr>
<tr>
<td>November</td>
<td>16,576,968,74</td>
</tr>
<tr>
<td>December</td>
<td>30,765,565,60</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>330,446,884,66</strong></td>
</tr>
</tbody>
</table>

**Turnover**

<table>
<thead>
<tr>
<th>Monthly show</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>15,921,755,15</td>
</tr>
<tr>
<td>February</td>
<td>21,002,425,31</td>
</tr>
<tr>
<td>March</td>
<td>22,647,976,82</td>
</tr>
<tr>
<td>April</td>
<td>23,096,197,31</td>
</tr>
<tr>
<td>May</td>
<td>26,005,807,64</td>
</tr>
<tr>
<td>June</td>
<td>36,898,017,10</td>
</tr>
<tr>
<td>July</td>
<td>44,471,051,00</td>
</tr>
<tr>
<td>August</td>
<td>42,418,415,68</td>
</tr>
<tr>
<td>September</td>
<td>28,024,783,35</td>
</tr>
<tr>
<td>October</td>
<td>24,001,099,59</td>
</tr>
<tr>
<td>November</td>
<td>16,713,638,46</td>
</tr>
<tr>
<td>December</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>332,045,320,49</strong></td>
</tr>
</tbody>
</table>
### Monthly trend by Aggregate of kind of show

#### Table 27

**F1. Touring amusements**

<table>
<thead>
<tr>
<th>Monthly show</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>391</td>
<td>33,150</td>
<td>3,188</td>
<td>487,233.53</td>
<td>753,261.62</td>
<td>753,342.62</td>
</tr>
<tr>
<td>February</td>
<td>358</td>
<td>13,438</td>
<td>1,869</td>
<td>279,273.38</td>
<td>426,411.01</td>
<td>426,411.01</td>
</tr>
<tr>
<td>March</td>
<td>411</td>
<td>16,877</td>
<td>2,359</td>
<td>330,516.16</td>
<td>518,518.94</td>
<td>530,744.84</td>
</tr>
<tr>
<td>April</td>
<td>480</td>
<td>20,365</td>
<td>8,076</td>
<td>429,812.72</td>
<td>1,409,002.60</td>
<td>1,411,808.60</td>
</tr>
<tr>
<td>May</td>
<td>518</td>
<td>19,222</td>
<td>6,088</td>
<td>452,835.74</td>
<td>1,228,900.38</td>
<td>1,228,900.38</td>
</tr>
<tr>
<td>June</td>
<td>884</td>
<td>59,661</td>
<td>12,589</td>
<td>753,656.83</td>
<td>1,787,951.39</td>
<td>1,808,731.39</td>
</tr>
<tr>
<td>July</td>
<td>1,091</td>
<td>107,396</td>
<td>26,472</td>
<td>1,313,554.78</td>
<td>2,828,467.31</td>
<td>2,828,719.31</td>
</tr>
<tr>
<td>August</td>
<td>1,029</td>
<td>111,482</td>
<td>26,679</td>
<td>1,420,158.33</td>
<td>3,242,918.28</td>
<td>3,244,223.28</td>
</tr>
<tr>
<td>September</td>
<td>679</td>
<td>46,219</td>
<td>7,553</td>
<td>696,001.84</td>
<td>1,569,568.67</td>
<td>1,570,318.67</td>
</tr>
<tr>
<td>October</td>
<td>491</td>
<td>28,360</td>
<td>4,698</td>
<td>428,162.15</td>
<td>921,855.87</td>
<td>927,955.87</td>
</tr>
<tr>
<td>November</td>
<td>477</td>
<td>46,610</td>
<td>5,308</td>
<td>584,209.11</td>
<td>724,264.28</td>
<td>724,264.28</td>
</tr>
<tr>
<td>December</td>
<td>498</td>
<td>122,015</td>
<td>3,062</td>
<td>1,294,091.99</td>
<td>1,527,808.39</td>
<td>1,527,826.39</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>7,307</strong></td>
<td><strong>624,795</strong></td>
<td><strong>107,961</strong></td>
<td><strong>8,469,506.56</strong></td>
<td><strong>16,938,928.74</strong></td>
<td><strong>16,983,246.64</strong></td>
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</tbody>
</table>

![Graphs of Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover by monthly show](image-url)
### Table 28: F2. Amusement parks

<table>
<thead>
<tr>
<th>Monthly show</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>423</td>
<td>180.884</td>
<td>10.737</td>
<td>2.179.863,50</td>
<td>3.504.519,44</td>
<td>3.513.442,44</td>
</tr>
<tr>
<td>February</td>
<td>276</td>
<td>46.730</td>
<td>3.970</td>
<td>2.193.055,67</td>
<td>2.638.310,73</td>
<td>2.657.294,73</td>
</tr>
<tr>
<td>April</td>
<td>857</td>
<td>1.139.476</td>
<td>5.857</td>
<td>25.131.567,90</td>
<td>33.980.485,04</td>
<td>34.177.754,76</td>
</tr>
<tr>
<td>May</td>
<td>1.045</td>
<td>1.085.227</td>
<td>10.641</td>
<td>19.331.394,04</td>
<td>27.701.875,80</td>
<td>27.889.822,97</td>
</tr>
<tr>
<td>June</td>
<td>3.238</td>
<td>2.826.262</td>
<td>51.563</td>
<td>35.792.365,83</td>
<td>53.339.720,49</td>
<td>53.766.974,59</td>
</tr>
<tr>
<td>July</td>
<td>4.598</td>
<td>4.639.997</td>
<td>135.516</td>
<td>58.207.294,68</td>
<td>87.261.773,00</td>
<td>87.471.528,63</td>
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<tr>
<td>August</td>
<td>4.608</td>
<td>5.508.485</td>
<td>149.610</td>
<td>70.553.301,61</td>
<td>105.357.096,07</td>
<td>105.680.360,25</td>
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<td>November</td>
<td>409</td>
<td>290.151</td>
<td>5.384</td>
<td>2.011.476,62</td>
<td>2.867.572,15</td>
<td>2.867.572,15</td>
</tr>
<tr>
<td>December</td>
<td>522</td>
<td>293.803</td>
<td>1.619</td>
<td>4.027.808,84</td>
<td>5.919.165,41</td>
<td>5.966.946,56</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>18,337</strong></td>
<td><strong>18,456.905</strong></td>
<td><strong>419.194</strong></td>
<td><strong>254.138.685,18</strong></td>
<td><strong>374.248.348,73</strong></td>
<td><strong>376.219.610,44</strong></td>
</tr>
</tbody>
</table>

**Monthly trend by Aggregate of kind of show**

#### Touring Amusement Activities

**F2 - Amusement Parks**

**Graphs:**
- Number of shows (Thousand)
- Admissions (Thousand)
- Attendance (Thousands)
- Expenditure at the Box Office (Millions)
- Audience expenditure (Millions)
- Turnover (Millions)
### Table 29: G1 - Fairs

<table>
<thead>
<tr>
<th>Monthly show</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>385</td>
<td>819.046</td>
<td>1.985</td>
<td>152.162.066,61</td>
<td>156.598.659,00</td>
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</tr>
<tr>
<td>February</td>
<td>310</td>
<td>870.758</td>
<td>277</td>
<td>13.082.243,00</td>
<td>13.460.978,02</td>
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<tr>
<td>March</td>
<td>494</td>
<td>1.877.868</td>
<td>12.618</td>
<td>29.310.806,29</td>
<td>33.677.678,08</td>
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</tr>
<tr>
<td>April</td>
<td>454</td>
<td>1.647.766</td>
<td>7.346</td>
<td>124.455.014,83</td>
<td>128.789.059,27</td>
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<tr>
<td>May</td>
<td>342</td>
<td>920.635</td>
<td>2.048</td>
<td>5.700.034,00</td>
<td>6.581.027,89</td>
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<td>June</td>
<td>210</td>
<td>212.244</td>
<td>9.959</td>
<td>4.589.424,01</td>
<td>6.736.471,30</td>
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<tr>
<td>July</td>
<td>140</td>
<td>78.501</td>
<td>8.519</td>
<td>10.035.748,29</td>
<td>17.227.047,08</td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>172</td>
<td>59.864</td>
<td>4.673</td>
<td>10.298.005,84</td>
<td>4.001.107,32</td>
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<tr>
<td>October</td>
<td>515</td>
<td>1.744.496</td>
<td>45.218</td>
<td>10.035.748,29</td>
<td>14.300.272,23</td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>568</td>
<td>1.997.582</td>
<td>136</td>
<td>29.222.332,58</td>
<td>29.668.282,88</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>456</td>
<td>537.605</td>
<td>70</td>
<td>5.032.017,57</td>
<td>5.082.197,07</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,410</strong></td>
<td><strong>12,214.927</strong></td>
<td><strong>105.934</strong></td>
<td><strong>414.856.399,23</strong></td>
<td><strong>432.293.850,75</strong></td>
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</tr>
</tbody>
</table>

**Note:** Numbers are in thousands except where noted.
## Analysis by kind of show

### G2. Exhibitions

<table>
<thead>
<tr>
<th>Monthly show</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>3.822</td>
<td>1.032.404</td>
<td>2.695</td>
<td>7.707.122,43</td>
<td>8.811.300,56</td>
<td>9.720.710,12</td>
</tr>
<tr>
<td>April</td>
<td>5.603</td>
<td>1.879.950</td>
<td>17.127</td>
<td>13.550.938,84</td>
<td>18.106.272,46</td>
<td>18.979.457,50</td>
</tr>
<tr>
<td>July</td>
<td>5.315</td>
<td>1.047.280</td>
<td>5.930</td>
<td>8.397.016,02</td>
<td>9.052.589,04</td>
<td>9.613.769,92</td>
</tr>
<tr>
<td>August</td>
<td>4.999</td>
<td>995.808</td>
<td>11.753</td>
<td>8.034.667,60</td>
<td>11.266.005,44</td>
<td>11.900.329,61</td>
</tr>
<tr>
<td>September</td>
<td>4.804</td>
<td>1.134.182</td>
<td>5.048</td>
<td>9.470.594,10</td>
<td>10.024.912,77</td>
<td>11.039.835,43</td>
</tr>
<tr>
<td>October</td>
<td>5.276</td>
<td>1.752.705</td>
<td>3.590</td>
<td>16.050.674,34</td>
<td>17.110.000,83</td>
<td>17.822.846,01</td>
</tr>
<tr>
<td>November</td>
<td>5.354</td>
<td>1.793.530</td>
<td>5.759</td>
<td>16.282.735,57</td>
<td>17.595.206,43</td>
<td>18.447.350,32</td>
</tr>
<tr>
<td>December</td>
<td>5.574</td>
<td>1.467.929</td>
<td>10.295</td>
<td>10.934.393,70</td>
<td>11.541.260,28</td>
<td>11.918.333,06</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>61.696</strong></td>
<td><strong>16.263.572</strong></td>
<td><strong>105.778</strong></td>
<td><strong>131.766.312,46</strong></td>
<td><strong>150.059.044,69</strong></td>
<td><strong>158.556.433,30</strong></td>
</tr>
</tbody>
</table>

### Charts

- **Number of shows**
- **Admissions**
- **Attendance**
- **Expenditure at the Box Office**
- **Audience expenditure**
- **Turnover**
### Monthly trend by Aggregate of kind of show

**Table 31**

**H1. Outdoor events**

Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover by monthly show

#### Multi-genre Activities

**H1 - Outdoor events**

<table>
<thead>
<tr>
<th>Monthly show</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>382</td>
<td>12,318</td>
<td>107,459</td>
<td>609,544.00</td>
<td>1,733,221.24</td>
<td>1,969,754.91</td>
</tr>
<tr>
<td>February</td>
<td>655</td>
<td>369,161</td>
<td>198,919</td>
<td>2,694,271.26</td>
<td>3,660,713.89</td>
<td>4,373,220.38</td>
</tr>
<tr>
<td>March</td>
<td>574</td>
<td>109,856</td>
<td>126,366</td>
<td>447,271.20</td>
<td>1,889,711.69</td>
<td>2,113,747.91</td>
</tr>
<tr>
<td>April</td>
<td>1,615</td>
<td>48,228</td>
<td>413,799</td>
<td>340,503.60</td>
<td>5,062,867.50</td>
<td>5,960,526.94</td>
</tr>
<tr>
<td>May</td>
<td>3,271</td>
<td>77,584</td>
<td>877,879</td>
<td>763,080.13</td>
<td>9,510,848.52</td>
<td>10,965,930.86</td>
</tr>
<tr>
<td>June</td>
<td>9,841</td>
<td>185,063</td>
<td>2,574,357</td>
<td>2,012,783.92</td>
<td>24,820,946.73</td>
<td>27,718,474.30</td>
</tr>
<tr>
<td>July</td>
<td>13,979</td>
<td>276,227</td>
<td>4,486,123</td>
<td>1,854,584.17</td>
<td>36,731,485.38</td>
<td>40,180,066.24</td>
</tr>
<tr>
<td>August</td>
<td>13,497</td>
<td>363,057</td>
<td>4,537,155</td>
<td>2,652,067.93</td>
<td>41,148,865.89</td>
<td>44,382,438.91</td>
</tr>
<tr>
<td>September</td>
<td>5,991</td>
<td>163,684</td>
<td>1,932,043</td>
<td>1,567,695.00</td>
<td>17,248,273.59</td>
<td>19,377,687.89</td>
</tr>
<tr>
<td>October</td>
<td>1,893</td>
<td>97,361</td>
<td>567,330</td>
<td>600,870.75</td>
<td>7,868,508.86</td>
<td>8,621,412.97</td>
</tr>
<tr>
<td>November</td>
<td>744</td>
<td>12,528</td>
<td>246,343</td>
<td>145,476.00</td>
<td>2,582,885.35</td>
<td>2,989,491.12</td>
</tr>
<tr>
<td>December</td>
<td>668</td>
<td>31,916</td>
<td>198,612</td>
<td>985,948.50</td>
<td>2,188,749.81</td>
<td>2,908,936.63</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>53,110</strong></td>
<td><strong>1.746,983</strong></td>
<td><strong>16,266,385</strong></td>
<td><strong>14,674,096.46</strong></td>
<td><strong>154,247,078.45</strong></td>
<td><strong>171,561,689.06</strong></td>
</tr>
</tbody>
</table>

**Analysis by kind of show**

- **H1. Outdoor events**

**Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover by monthly show**
## Analysis by kind of show

### Weekly trend by Aggregate of kind of show

### Table 32

<table>
<thead>
<tr>
<th>Admissions</th>
<th>Percentage incidence on week days</th>
</tr>
</thead>
<tbody>
<tr>
<td>A - Movies</td>
<td><img src="image" alt="Graph" /></td>
</tr>
<tr>
<td>B1 - Theatre</td>
<td><img src="image" alt="Graph" /></td>
</tr>
<tr>
<td>B2 - Opera</td>
<td><img src="image" alt="Graph" /></td>
</tr>
<tr>
<td>B3 - Revue and Musical</td>
<td><img src="image" alt="Graph" /></td>
</tr>
<tr>
<td>B4 - Ballet</td>
<td><img src="image" alt="Graph" /></td>
</tr>
<tr>
<td>C1 - Classical Concerts</td>
<td><img src="image" alt="Graph" /></td>
</tr>
<tr>
<td>C2 - Pop Music Concerts</td>
<td><img src="image" alt="Graph" /></td>
</tr>
<tr>
<td>C3 - Jazz Music Concerts</td>
<td><img src="image" alt="Graph" /></td>
</tr>
<tr>
<td>D1 - Soccer</td>
<td><img src="image" alt="Graph" /></td>
</tr>
<tr>
<td>D2 - Team Sports other than Soccer</td>
<td><img src="image" alt="Graph" /></td>
</tr>
<tr>
<td>D3 - Individual Sports</td>
<td><img src="image" alt="Graph" /></td>
</tr>
<tr>
<td>D4 - Other Sports</td>
<td><img src="image" alt="Graph" /></td>
</tr>
<tr>
<td>F1 - Touring amusements</td>
<td><img src="image" alt="Graph" /></td>
</tr>
<tr>
<td>F2 - Amusement Parks</td>
<td><img src="image" alt="Graph" /></td>
</tr>
<tr>
<td>G1 - Fairs</td>
<td><img src="image" alt="Graph" /></td>
</tr>
<tr>
<td>G2 - Exhibitions</td>
<td><img src="image" alt="Graph" /></td>
</tr>
</tbody>
</table>
## Audience Expenditure

### Weekly trend by Aggregate of kind of show

<table>
<thead>
<tr>
<th>Kind of Show</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>A - Movies</td>
<td>8.38</td>
<td>9.29</td>
<td>10.97</td>
<td>9.27</td>
<td>12.52</td>
<td>24.22</td>
<td>25.43</td>
</tr>
<tr>
<td>B2 - Opera</td>
<td>2.32</td>
<td>12.46</td>
<td>11.11</td>
<td>17.01</td>
<td>19.12</td>
<td>20.76</td>
<td>17.21</td>
</tr>
<tr>
<td>B3 - Revue and Musical</td>
<td>1.59</td>
<td>6.00</td>
<td>8.70</td>
<td>10.26</td>
<td>18.72</td>
<td>31.21</td>
<td>23.52</td>
</tr>
<tr>
<td>B4 - Ballet</td>
<td>4.81</td>
<td>9.30</td>
<td>10.44</td>
<td>13.90</td>
<td>16.53</td>
<td>27.21</td>
<td>17.80</td>
</tr>
<tr>
<td>B5 - Puppets and Marionettes</td>
<td>8.85</td>
<td>10.73</td>
<td>10.53</td>
<td>10.64</td>
<td>9.54</td>
<td>17.38</td>
<td>32.59</td>
</tr>
<tr>
<td>B6 - Performing Arts</td>
<td>3.50</td>
<td>7.12</td>
<td>7.36</td>
<td>10.33</td>
<td>21.21</td>
<td>29.45</td>
<td>21.03</td>
</tr>
<tr>
<td>B7 - Circus</td>
<td>6.57</td>
<td>5.94</td>
<td>10.01</td>
<td>17.71</td>
<td>27.60</td>
<td>27.75</td>
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</tr>
<tr>
<td>C2 - Pop Music Concerts</td>
<td>8.85</td>
<td>11.12</td>
<td>10.13</td>
<td>9.49</td>
<td>18.16</td>
<td>31.08</td>
<td>11.06</td>
</tr>
<tr>
<td>C3 - Jazz Music Concerts</td>
<td>7.17</td>
<td>9.88</td>
<td>11.71</td>
<td>11.73</td>
<td>20.75</td>
<td>20.28</td>
<td>18.49</td>
</tr>
<tr>
<td>D1 - Soccer</td>
<td>2.68</td>
<td>11.61</td>
<td>9.87</td>
<td>4.89</td>
<td>25.56</td>
<td>40.82</td>
<td></td>
</tr>
<tr>
<td>D2 - Team Sports other than Soccer</td>
<td>4.70</td>
<td>4.31</td>
<td>8.17</td>
<td>5.35</td>
<td>6.48</td>
<td>31.97</td>
<td>38.93</td>
</tr>
<tr>
<td>D3 - Individual Sports</td>
<td>2.46</td>
<td>5.82</td>
<td>6.83</td>
<td>9.04</td>
<td>15.67</td>
<td>56.93</td>
<td></td>
</tr>
<tr>
<td>D4 - Other Sports</td>
<td>2.18</td>
<td>3.85</td>
<td>6.84</td>
<td>8.34</td>
<td>11.12</td>
<td>36.31</td>
<td>31.36</td>
</tr>
<tr>
<td>E1 - Dance</td>
<td>3.85</td>
<td>3.76</td>
<td>5.67</td>
<td>22.42</td>
<td>46.07</td>
<td>13.18</td>
<td></td>
</tr>
<tr>
<td>E2 - Concertinos</td>
<td>4.49</td>
<td>3.12</td>
<td>7.71</td>
<td>24.32</td>
<td>32.94</td>
<td>20.84</td>
<td></td>
</tr>
<tr>
<td>F1 - Touring amusements</td>
<td>9.98</td>
<td>9.98</td>
<td>9.22</td>
<td>9.56</td>
<td>13.82</td>
<td>24.05</td>
<td>23.40</td>
</tr>
<tr>
<td>F2 - Amusement Parks</td>
<td>12.69</td>
<td>12.38</td>
<td>11.65</td>
<td>12.16</td>
<td>11.90</td>
<td>16.93</td>
<td>22.29</td>
</tr>
<tr>
<td>G1 - Fairs</td>
<td>3.78</td>
<td>3.35</td>
<td>10.54</td>
<td>33.01</td>
<td>40.94</td>
<td></td>
<td></td>
</tr>
<tr>
<td>G2 - Exhibitions</td>
<td>8.85</td>
<td>9.70</td>
<td>9.38</td>
<td>10.18</td>
<td>12.34</td>
<td>23.76</td>
<td>26.58</td>
</tr>
<tr>
<td>H1 - Outdoor events</td>
<td>4.40</td>
<td>2.67</td>
<td>11.49</td>
<td>30.72</td>
<td>38.42</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Summary by macro area

| Table 34 | All Activities. All macro areas |

<table>
<thead>
<tr>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
</table>

#### NORD OVEST

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liguria</td>
<td>136.506</td>
<td>6.344.391</td>
<td>2.099.433</td>
<td>61.167.571.10</td>
<td>144.674.229.41</td>
<td>196.095.423.57</td>
</tr>
<tr>
<td>Lombardia</td>
<td>746.821</td>
<td>49.681.563</td>
<td>11.242.403</td>
<td>560.825.566.66</td>
<td>1.117.181.331.51</td>
<td>1.862.404.096.30</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1.230.042</td>
<td>76.700.040</td>
<td>19.688.568</td>
<td>835.650.782.98</td>
<td>1.616.113.819.66</td>
<td>2.710.418.688.73</td>
</tr>
</tbody>
</table>

#### NORD EST

<table>
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<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emilia-Romagna</td>
<td>379.042</td>
<td>26.881.759</td>
<td>6.450.629</td>
<td>289.792.740.42</td>
<td>515.013.531.12</td>
<td>776.992.081.08</td>
</tr>
<tr>
<td>Friuli- Venezia Giulia</td>
<td>121.602</td>
<td>5.016.021</td>
<td>2.350.338</td>
<td>48.405.455.87</td>
<td>102.422.090.96</td>
<td>143.686.859.73</td>
</tr>
<tr>
<td>Trentino-Alto Adige</td>
<td>65.290</td>
<td>3.351.152</td>
<td>4.616.543</td>
<td>30.710.641.26</td>
<td>79.856.109.53</td>
<td>105.446.270.70</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>897.878</td>
<td>59.636.368</td>
<td>20.961.896</td>
<td>680.262.632.86</td>
<td>1.258.841.904.74</td>
<td>1.736.702.415.87</td>
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</tbody>
</table>

#### CENTRO

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lazio</td>
<td>558.660</td>
<td>28.702.939</td>
<td>3.698.719</td>
<td>346.403.255.90</td>
<td>498.629.402.50</td>
<td>571.159.351.30</td>
</tr>
<tr>
<td>Marche</td>
<td>158.001</td>
<td>6.331.846</td>
<td>3.886.546</td>
<td>55.140.761.92</td>
<td>105.877.676.98</td>
<td>157.410.599.89</td>
</tr>
<tr>
<td>Toscana</td>
<td>338.846</td>
<td>18.656.667</td>
<td>5.039.453</td>
<td>198.141.218.06</td>
<td>339.805.472.34</td>
<td>539.954.444.28</td>
</tr>
<tr>
<td>Umbria</td>
<td>81.108</td>
<td>3.484.421</td>
<td>1.496.877</td>
<td>27.864.086.33</td>
<td>54.510.423.69</td>
<td>75.731.135.57</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1.136.615</td>
<td>57.175.873</td>
<td>14.121.595</td>
<td>627.549.322.21</td>
<td>998.822.975.51</td>
<td>1.344.255.531.04</td>
</tr>
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</table>

#### SUD

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abruzzo</td>
<td>116.077</td>
<td>3.779.134</td>
<td>1.450.975</td>
<td>30.001.598.23</td>
<td>63.192.158.77</td>
<td>88.963.417.51</td>
</tr>
<tr>
<td>Calabria</td>
<td>52.104</td>
<td>2.259.560</td>
<td>830.323</td>
<td>22.668.015.00</td>
<td>35.220.637.15</td>
<td>77.623.396.87</td>
</tr>
<tr>
<td>Campania</td>
<td>289.820</td>
<td>14.189.282</td>
<td>2.771.800</td>
<td>144.111.516.40</td>
<td>228.495.773.73</td>
<td>325.259.089.83</td>
</tr>
<tr>
<td>Molise</td>
<td>10.963</td>
<td>269.784</td>
<td>234.633</td>
<td>2.048.006.47</td>
<td>4.225.949.80</td>
<td>6.826.874.93</td>
</tr>
<tr>
<td>Puglia</td>
<td>229.171</td>
<td>10.143.341</td>
<td>3.370.965</td>
<td>77.722.538.22</td>
<td>171.234.209.66</td>
<td>188.200.755.49</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>723.635</td>
<td>31.523.472</td>
<td>8.951.119</td>
<td>282.929.728.95</td>
<td>524.894.516.30</td>
<td>712.709.688.37</td>
</tr>
</tbody>
</table>

#### ISOLE

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sardegna</td>
<td>79.988</td>
<td>3.607.724</td>
<td>2.169.538</td>
<td>33.569.296.83</td>
<td>71.391.430.37</td>
<td>91.692.524.83</td>
</tr>
<tr>
<td>Sicilia</td>
<td>260.397</td>
<td>11.981.195</td>
<td>4.545.669</td>
<td>99.482.598.93</td>
<td>206.322.920.18</td>
<td>241.175.250.99</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>340.385</td>
<td>15.588.919</td>
<td>6.715.207</td>
<td>133.051.895.76</td>
<td>277.714.350.55</td>
<td>332.867.775.82</td>
</tr>
</tbody>
</table>

**Grand Total**

<table>
<thead>
<tr>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.328.555</td>
<td>240.624.672</td>
<td>70.438.385</td>
<td>2.559.444.362.76</td>
<td>4.676.387.566.76</td>
<td>6.836.954.099.83</td>
</tr>
</tbody>
</table>
### Summary by territorial area

#### Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liguria</td>
<td>136,506</td>
<td>6,344,391</td>
<td>2,099,433</td>
<td>61,167,571,10</td>
<td>144,674,229,41</td>
<td>196,095,423,57</td>
</tr>
<tr>
<td>Lombardia</td>
<td>746,821</td>
<td>49,681,563</td>
<td>11,242,403</td>
<td>560,825,565,66</td>
<td>1,117,181,331,51</td>
<td>1,862,404,096,30</td>
</tr>
<tr>
<td>Piemonte</td>
<td>334,552</td>
<td>20,175,722</td>
<td>6,020,152</td>
<td>210,216,429,92</td>
<td>346,638,581,12</td>
<td>643,602,251,88</td>
</tr>
<tr>
<td>Valle d'Aosta</td>
<td>12,163</td>
<td>498,364</td>
<td>326,580</td>
<td>3,441,216,30</td>
<td>7,619,677,62</td>
<td>8,316,916,98</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,230,042</strong></td>
<td><strong>76,700,040</strong></td>
<td><strong>19,688,568</strong></td>
<td><strong>835,650,782,98</strong></td>
<td><strong>1,616,113,819,66</strong></td>
<td><strong>2,710,418,688,73</strong></td>
</tr>
</tbody>
</table>

#### Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liguria</td>
<td>11,10</td>
<td>8,27</td>
<td>10,66</td>
<td>7,32</td>
<td>90%</td>
<td>0%</td>
</tr>
<tr>
<td>Lombardia</td>
<td>60,72</td>
<td>61,73</td>
<td>57,10</td>
<td>26,30</td>
<td>69%</td>
<td>30%</td>
</tr>
<tr>
<td>Piemonte</td>
<td>27,20</td>
<td>26,30</td>
<td>30,58</td>
<td>25,16</td>
<td>72%</td>
<td>28%</td>
</tr>
<tr>
<td>Valle d'Aosta</td>
<td>0,99</td>
<td>0,65</td>
<td>1,66</td>
<td>0,41</td>
<td>1%</td>
<td>99%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>100%</strong></td>
<td><strong>100%</strong></td>
<td><strong>100%</strong></td>
<td><strong>100%</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

---

### NORD OVEST

**Table 35**

*All Activities. Nord Ovest.*

<table>
<thead>
<tr>
<th>Graphic Exhibition</th>
<th>Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience Expenditure, Turnover: regional incidence</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NORD OVEST</strong></td>
<td></td>
</tr>
<tr>
<td>Region</td>
<td>Number of shows</td>
</tr>
<tr>
<td>--------------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>Liguria</td>
<td>136,506</td>
</tr>
<tr>
<td>Lombardia</td>
<td>746,821</td>
</tr>
<tr>
<td>Piemonte</td>
<td>334,552</td>
</tr>
<tr>
<td>Valle d'Aosta</td>
<td>12,163</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,230,042</strong></td>
</tr>
</tbody>
</table>
### Summary by territorial area

#### All Activities, Nord Est: Graphic Exhibition
Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover: regional incidence

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emilia-Romagna</td>
<td>379,042</td>
<td>26,881,759</td>
<td>6,450,629</td>
<td>289,792,740,42</td>
<td>515,013,531,12</td>
<td>776,992,081,08</td>
</tr>
<tr>
<td>Friuli- Venezia Giulia</td>
<td>121,602</td>
<td>5,016,021</td>
<td>2,350,338</td>
<td>48,405,455,87</td>
<td>102,422,090,96</td>
<td>143,686,859,73</td>
</tr>
<tr>
<td>Trentino-Alto Adige</td>
<td>65,290</td>
<td>3,351,152</td>
<td>4,616,543</td>
<td>30,710,641,26</td>
<td>79,856,109,53</td>
<td>105,446,270,70</td>
</tr>
<tr>
<td>Veneto</td>
<td>331,944</td>
<td>24,387,436</td>
<td>7,544,386</td>
<td>311,353,795,31</td>
<td>561,550,173,13</td>
<td>710,577,204,36</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>897,878</strong></td>
<td><strong>59,636,368</strong></td>
<td><strong>20,961,896</strong></td>
<td><strong>680,262,632,86</strong></td>
<td><strong>1,258,841,904,74</strong></td>
<td><strong>1,736,702,415,87</strong></td>
</tr>
</tbody>
</table>

### Region-Based Comparison

- **Emilia-Romagna**: Number of shows 42.22%, Admissions 45.08%, Attendance 30.77%, Expenditure at the B.O. 42.60%, Audience expenditure 40.91%, Turnover 44.74%
- **Friuli- Venezia Giulia**: Number of shows 13.54%, Admissions 61.73%, Attendance 11.21%, Expenditure at the B.O. 7.12%, Audience expenditure 8.14%, Turnover 8.27%
- **Trentino-Alto Adige**: Number of shows 7.27%, Admissions 5.62%, Attendance 22.02%, Expenditure at the B.O. 4.51%, Audience expenditure 5.34%, Turnover 6.07%
- **Veneto**: Number of shows 36.97%, Admissions 40.89%, Attendance 35.99%, Expenditure at the B.O. 45.77%, Audience expenditure 44.61%, Turnover 40.92%
Summary by territorial area

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lazio</td>
<td>558.660</td>
<td>28.702.939</td>
<td>3.698.719</td>
<td>346.403.255.90</td>
<td>498.629.402.50</td>
<td>571.159.351.30</td>
</tr>
<tr>
<td>Marche</td>
<td>158.001</td>
<td>6.331.846</td>
<td>3.886.546</td>
<td>55.140.761.92</td>
<td>105.877.676.98</td>
<td>157.410.599.89</td>
</tr>
<tr>
<td>Toscana</td>
<td>338.846</td>
<td>18.656.667</td>
<td>5.039.453</td>
<td>198.141.218.06</td>
<td>339.805.472.34</td>
<td>539.954.444.28</td>
</tr>
<tr>
<td>Umbria</td>
<td>81.108</td>
<td>3.484.421</td>
<td>1.496.877</td>
<td>27.864.086.33</td>
<td>54.510.423.69</td>
<td>75.731.135.57</td>
</tr>
<tr>
<td>Total</td>
<td>1.136.615</td>
<td>57.175.873</td>
<td>14.121.595</td>
<td>627.549.322.21</td>
<td>998.822.975.51</td>
<td>1.344.255.531.04</td>
</tr>
</tbody>
</table>

Summary by macro area

Table 37: All Activities. Centro. Graphic Exhibition

Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover: regional incidence.
### Summary by territorial area

#### All Activities. Sud. Graphic Exhibition
Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience Expenditure, Turnover: regional incidence

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abruzzo</td>
<td>116,077</td>
<td>3,779,134</td>
<td>1,450,975</td>
<td>30,001,598,23</td>
<td>63,192,158,77</td>
<td>88,963,417,51</td>
</tr>
<tr>
<td>Basilicata</td>
<td>25,480</td>
<td>882,371</td>
<td>292,423</td>
<td>6,378,054,63</td>
<td>22,525,787,19</td>
<td>25,836,153,74</td>
</tr>
<tr>
<td>Calabria</td>
<td>52,104</td>
<td>2,259,560</td>
<td>830,323</td>
<td>22,668,015,00</td>
<td>35,220,637,15</td>
<td>77,623,396,87</td>
</tr>
<tr>
<td>Campania</td>
<td>289,820</td>
<td>14,189,282</td>
<td>2,771,800</td>
<td>144,111,516,40</td>
<td>228,495,773,73</td>
<td>325,259,089,83</td>
</tr>
<tr>
<td>Molise</td>
<td>10,983</td>
<td>269,784</td>
<td>234,633</td>
<td>2,048,006,47</td>
<td>4,225,949,80</td>
<td>6,826,874,93</td>
</tr>
<tr>
<td>Puglia</td>
<td>229,171</td>
<td>10,143,341</td>
<td>3,370,965</td>
<td>77,722,538,22</td>
<td>171,234,209,66</td>
<td>188,200,755,49</td>
</tr>
</tbody>
</table>

**Total**

<table>
<thead>
<tr>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>723,635</td>
<td>31,523,472</td>
<td>8,951,119</td>
<td>282,929,728,95</td>
<td>524,894,516,30</td>
<td>712,709,688,37</td>
</tr>
</tbody>
</table>

### Summary by macro area

#### Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience Expenditure, Turnover: regional incidence

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abruzzo</td>
<td>16,04</td>
<td>3,52</td>
<td>7,20</td>
<td>40,05</td>
<td>1,52</td>
<td>31,67</td>
</tr>
<tr>
<td>Basilicata</td>
<td>3,52</td>
<td>61,73</td>
<td>7,17</td>
<td>45,01</td>
<td>0,86</td>
<td>32,18</td>
</tr>
<tr>
<td>Calabria</td>
<td>7,20</td>
<td>7,17</td>
<td>9,28</td>
<td>30,97</td>
<td>2,62</td>
<td>37,66</td>
</tr>
<tr>
<td>Campania</td>
<td>40,05</td>
<td>45,01</td>
<td>30,97</td>
<td>50,94</td>
<td>0,72</td>
<td>27,47</td>
</tr>
<tr>
<td>Molise</td>
<td>1,52</td>
<td>0,86</td>
<td>2,62</td>
<td>0,81</td>
<td>0,96</td>
<td>32,52</td>
</tr>
<tr>
<td>Puglia</td>
<td>31,67</td>
<td>32,18</td>
<td>37,66</td>
<td>27,47</td>
<td>32,52</td>
<td>26,41</td>
</tr>
</tbody>
</table>

**Total**

<table>
<thead>
<tr>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>100,00</td>
<td>100,00</td>
<td>100,00</td>
<td>100,00</td>
<td>100,00</td>
<td>100,00</td>
</tr>
</tbody>
</table>
### Summary by territorial area

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sardegna</td>
<td>79,988</td>
<td>3,607,724</td>
<td>2,169,538</td>
<td>33,569,296,83</td>
<td>71,391,430,37</td>
<td>91,692,524,83</td>
</tr>
<tr>
<td>Sicilia</td>
<td>260,397</td>
<td>11,981,195</td>
<td>4,545,669</td>
<td>99,482,598,93</td>
<td>206,322,920,18</td>
<td>241,175,250,99</td>
</tr>
<tr>
<td>Total</td>
<td>340,385</td>
<td>15,588,919</td>
<td>6,715,207</td>
<td>133,051,895,76</td>
<td>277,714,350,55</td>
<td>332,867,775,82</td>
</tr>
</tbody>
</table>

### Chart

- **Number of shows**: 23.50% Sardegna, 76.50% Sicilia
- **Admissions**: 23.14% Sardegna, 61.73% Sicilia
- **Attendance**: 32.31% Sardegna, 67.69% Sicilia
- **Expenditure at the B.O.**: 25.23% Sardegna, 74.77% Sicilia
- **Audience expenditure**: 25.71% Sardegna, 74.29% Sicilia
- **Turnover**: 27.55% Sardegna, 72.45% Sicilia
### A. Film Activities

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liguria</td>
<td>97,561</td>
<td>2,755,023</td>
<td>20,334</td>
<td>17,654,075.69</td>
<td>20,570,740.34</td>
<td>20,581,019.64</td>
</tr>
<tr>
<td>Lombardia</td>
<td>513,193</td>
<td>18,489,428</td>
<td>135,316</td>
<td>126,371,852.07</td>
<td>155,231,790.35</td>
<td>155,596,426.88</td>
</tr>
<tr>
<td>Piemonte</td>
<td>226,364</td>
<td>8,808,003</td>
<td>174,352</td>
<td>46,599,228.16</td>
<td>53,766,334.87</td>
<td>53,989,938.54</td>
</tr>
<tr>
<td>Valle d’Aosta</td>
<td>7,535</td>
<td>228,724</td>
<td></td>
<td>1,401,103.00</td>
<td>1,907,203.80</td>
<td>1,907,664.30</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>844,653</strong></td>
<td><strong>30,281,178</strong></td>
<td><strong>330,002</strong></td>
<td><strong>192,026,258.92</strong></td>
<td><strong>231,476,069.36</strong></td>
<td><strong>231,986,049.36</strong></td>
</tr>
</tbody>
</table>

### NORD OVEST

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emilia-Romagna</td>
<td>262,196</td>
<td>9,847,594</td>
<td>9,516</td>
<td>63,486,036.73</td>
<td>75,473,508.96</td>
<td>75,564,596.60</td>
</tr>
<tr>
<td>Friuli– Venezia Giulia</td>
<td>90,861</td>
<td>2,435,374</td>
<td>1,277</td>
<td>14,649,393.51</td>
<td>18,547,297.50</td>
<td>18,617,182.38</td>
</tr>
<tr>
<td>Trentino–Alto Adige</td>
<td>32,955</td>
<td>1,248,584</td>
<td>33,654</td>
<td>8,428,610.96</td>
<td>10,080,260.24</td>
<td>10,137,224.34</td>
</tr>
<tr>
<td>Veneto</td>
<td>226,716</td>
<td>8,055,260</td>
<td>38,172</td>
<td>49,978,505.93</td>
<td>63,600,907.20</td>
<td>63,675,927.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>612,728</strong></td>
<td><strong>21,586,812</strong></td>
<td><strong>82,619</strong></td>
<td><strong>136,542,547.13</strong></td>
<td><strong>167,701,973.90</strong></td>
<td><strong>167,994,930.32</strong></td>
</tr>
</tbody>
</table>

### NORD EST

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lazio</td>
<td>464,577</td>
<td>12,651,197</td>
<td>14,054</td>
<td>85,940,057.50</td>
<td>97,359,233.07</td>
<td>97,676,417.44</td>
</tr>
<tr>
<td>Marche</td>
<td>110,433</td>
<td>2,869,965</td>
<td>1,451</td>
<td>16,267,535.13</td>
<td>19,844,903.20</td>
<td>19,937,060.03</td>
</tr>
<tr>
<td>Toscana</td>
<td>214,197</td>
<td>6,692,912</td>
<td>2,423</td>
<td>43,657,703.81</td>
<td>50,644,294.95</td>
<td>50,798,291.17</td>
</tr>
<tr>
<td>Umbria</td>
<td>57,550</td>
<td>1,476,107</td>
<td></td>
<td>8,934,905.94</td>
<td>11,434,322.65</td>
<td>11,453,656.15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>846,757</strong></td>
<td><strong>23,690,181</strong></td>
<td><strong>17,928</strong></td>
<td><strong>155,160,202.38</strong></td>
<td><strong>179,282,753.87</strong></td>
<td><strong>179,865,424.79</strong></td>
</tr>
</tbody>
</table>

### CENTRO

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abruzzo</td>
<td>92,156</td>
<td>2,166,944</td>
<td>3,461</td>
<td>13,078,166.82</td>
<td>15,458,306.58</td>
<td>15,466,368.58</td>
</tr>
<tr>
<td>Basilicata</td>
<td>19,570</td>
<td>422,468</td>
<td>192</td>
<td>2,328,724.66</td>
<td>2,822,394.28</td>
<td>2,825,191.58</td>
</tr>
<tr>
<td>Calabria</td>
<td>44,779</td>
<td>1,118,943</td>
<td>404</td>
<td>6,983,768.60</td>
<td>7,747,373.30</td>
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<tr>
<td>Campania</td>
<td>233,531</td>
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<tr>
<td>Molise</td>
<td>7,106</td>
<td>167,397</td>
<td>-</td>
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<tr>
<td>Puglia</td>
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<td>68,143</td>
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<td>31,635,726.55</td>
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<tr>
<td><strong>Total</strong></td>
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<td><strong>16,372,907</strong></td>
<td><strong>72,688</strong></td>
<td><strong>93,822,710.28</strong></td>
<td><strong>107,837,508.09</strong></td>
<td><strong>107,988,608.13</strong></td>
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### SUD

<table>
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<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sardegna</td>
<td>61,928</td>
<td>1,763,029</td>
<td>204</td>
<td>10,323,342.76</td>
<td>11,843,968.83</td>
<td>11,860,269.03</td>
</tr>
<tr>
<td>Sicilia</td>
<td>198,022</td>
<td>5,927,309</td>
<td>38,772</td>
<td>31,544,062.38</td>
<td>34,947,330.63</td>
<td>35,021,629.73</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>259,950</strong></td>
<td><strong>7,690,338</strong></td>
<td><strong>38,976</strong></td>
<td><strong>41,867,405.14</strong></td>
<td><strong>46,791,299.46</strong></td>
<td><strong>46,881,898.76</strong></td>
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</tbody>
</table>

### ISOLE

<table>
<thead>
<tr>
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<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sardegna</td>
<td>61,928</td>
<td>1,763,029</td>
<td>204</td>
<td>10,323,342.76</td>
<td>11,843,968.83</td>
<td>11,860,269.03</td>
</tr>
<tr>
<td>Sicilia</td>
<td>198,022</td>
<td>5,927,309</td>
<td>38,772</td>
<td>31,544,062.38</td>
<td>34,947,330.63</td>
<td>35,021,629.73</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>259,950</strong></td>
<td><strong>7,690,338</strong></td>
<td><strong>38,976</strong></td>
<td><strong>41,867,405.14</strong></td>
<td><strong>46,791,299.46</strong></td>
<td><strong>46,881,898.76</strong></td>
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**Grand Total**

<table>
<thead>
<tr>
<th>Number of shows</th>
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<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
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<tbody>
<tr>
<td>3,142,790</td>
<td>99,621,416</td>
<td>542,213</td>
<td>619,419,123.85</td>
<td>732,889,604.68</td>
<td>734,716,911.36</td>
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</table>
### Table 41

#### B. Theatre Activities

Number of shows, Admissions, Attendance, Expenditure at the box office, Audience Expenditure, Turnover

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NORD OVEST</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Valle d’Aosta</td>
<td>171</td>
<td>32.223</td>
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<td>361.551,80</td>
<td>439.665,90</td>
<td>514.913,30</td>
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<td><strong>Total</strong></td>
<td>36.265</td>
<td>6.372.597</td>
<td>212.517</td>
<td>125.971.018,83</td>
<td>149.759.167,86</td>
<td>154.913.527,01</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NORD EST</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emilia-Romagna</td>
<td>13.426</td>
<td>2.010.127</td>
<td>112.524</td>
<td>26.197.571,15</td>
<td>31.129.424,63</td>
<td>32.276.957,84</td>
</tr>
<tr>
<td>Veneto</td>
<td>11.168</td>
<td>2.084.333</td>
<td>122.719</td>
<td>53.362.582,45</td>
<td>59.102.365,26</td>
<td>59.936.588,06</td>
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<tr>
<td><strong>Total</strong></td>
<td>31.912</td>
<td>5.204.414</td>
<td>417.935</td>
<td>93.685.936,73</td>
<td>107.915.257,40</td>
<td>110.711.239,30</td>
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</table>

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CENTRO</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lazio</td>
<td>18.192</td>
<td>3.003.935</td>
<td>38.268</td>
<td>58.580.488,27</td>
<td>63.316.526,81</td>
<td>64.591.860,43</td>
</tr>
<tr>
<td>Marche</td>
<td>3.293</td>
<td>618.340</td>
<td>50.119</td>
<td>10.130.617,91</td>
<td>11.413.447,87</td>
<td>12.029.992,29</td>
</tr>
<tr>
<td>Toscana</td>
<td>10.983</td>
<td>1.848.498</td>
<td>36.145</td>
<td>30.524.779,73</td>
<td>35.938.892,79</td>
<td>36.594.211,23</td>
</tr>
<tr>
<td>Umbria</td>
<td>1.949</td>
<td>285.404</td>
<td>21.946</td>
<td>3.470.979,74</td>
<td>3.911.563,00</td>
<td>4.074.928,73</td>
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<td><strong>Total</strong></td>
<td>34.417</td>
<td>5.756.177</td>
<td>146.478</td>
<td>102.706.865,65</td>
<td>114.580.430,47</td>
<td>117.290.992,68</td>
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</table>

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SUD</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Basilicata</td>
<td>881</td>
<td>115.054</td>
<td>4.059</td>
<td>1.074.239,50</td>
<td>1.189.856,85</td>
<td>1.208.791,85</td>
</tr>
<tr>
<td>Molise</td>
<td>220</td>
<td>26.941</td>
<td>2.969</td>
<td>278.509,16</td>
<td>292.671,78</td>
<td>312.996,78</td>
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<tr>
<td><strong>Total</strong></td>
<td>19.671</td>
<td>3.066.235</td>
<td>118.262</td>
<td>43.971.816,34</td>
<td>47.870.634,70</td>
<td>49.579.235,61</td>
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<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ISOLE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sardegna</td>
<td>3.140</td>
<td>479.751</td>
<td>100.659</td>
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<td>6.155.807,06</td>
<td>6.273.095,90</td>
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<td><strong>Total</strong></td>
<td>12.706</td>
<td>2.096.371</td>
<td>596.480</td>
<td>23.858.286,84</td>
<td>27.129.700,61</td>
<td>27.927.917,67</td>
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<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Grand Total</strong></td>
<td>134.971</td>
<td>22.495.794</td>
<td>1.491.672</td>
<td>390.193.924,39</td>
<td>447.255.191,04</td>
<td>460.422.912,27</td>
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</table>
## Theatre Activities

### NORD OVEST

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lombardia</td>
<td>14.678</td>
<td>2.598.907</td>
<td>37.800</td>
<td>36.829.992.14</td>
<td>44.707.796.10</td>
<td>47.057.687.66</td>
</tr>
<tr>
<td>Piemonte</td>
<td>6.171</td>
<td>996.551</td>
<td>45.136</td>
<td>13.502.908.02</td>
<td>14.219.646.08</td>
<td>14.810.806.28</td>
</tr>
<tr>
<td>Valle d’Aosta</td>
<td>67</td>
<td>18.054</td>
<td>236</td>
<td>143.587.80</td>
<td>148.791.25</td>
<td>182.532.25</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>23.253</strong></td>
<td><strong>4.089.643</strong></td>
<td><strong>85.619</strong></td>
<td><strong>57.353.064.47</strong></td>
<td><strong>67.054.660.67</strong></td>
<td><strong>70.231.940.27</strong></td>
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</table>

### NORD EST

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
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<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emilia-Romagna</td>
<td>8.075</td>
<td>1.366.141</td>
<td>46.250</td>
<td>15.835.632.25</td>
<td>17.148.641.22</td>
<td>17.710.795.37</td>
</tr>
<tr>
<td>Friuli- Venezia Giulia</td>
<td>2.479</td>
<td>427.428</td>
<td>145.829</td>
<td>6.288.077.34</td>
<td>8.393.947.35</td>
<td>8.707.503.57</td>
</tr>
<tr>
<td>Veneto</td>
<td>5.234</td>
<td>1.045.873</td>
<td>23.806</td>
<td>11.512.342.11</td>
<td>12.085.969.22</td>
<td>12.387.541.44</td>
</tr>
<tr>
<td><strong>Total</strong></td>
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<td><strong>226.536</strong></td>
<td><strong>37.030.612.88</strong></td>
<td><strong>41.341.880.50</strong></td>
<td><strong>42.865.914.51</strong></td>
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### CENTRO

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<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marche</td>
<td>2.231</td>
<td>374.080</td>
<td>12.664</td>
<td>15.734.350.68</td>
<td>17.284.907.60</td>
<td>17.518.080.10</td>
</tr>
<tr>
<td>Toscana</td>
<td>7.009</td>
<td>1.079.822</td>
<td>12.664</td>
<td>15.734.350.68</td>
<td>17.284.907.60</td>
<td>17.518.080.10</td>
</tr>
<tr>
<td>Umbria</td>
<td>1.181</td>
<td>170.557</td>
<td>17.232</td>
<td>2.086.188.69</td>
<td>2.285.713.61</td>
<td>2.329.186.03</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>23.354</strong></td>
<td><strong>3.748.295</strong></td>
<td><strong>94.892</strong></td>
<td><strong>58.954.350.33</strong></td>
<td><strong>64.053.097.16</strong></td>
<td><strong>66.357.508.78</strong></td>
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### SUD

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
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<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abruzzo</td>
<td>1.114</td>
<td>206.898</td>
<td>12.386</td>
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<td>2.901.717.46</td>
<td>2.956.461.59</td>
</tr>
<tr>
<td>Basilicata</td>
<td>515</td>
<td>83.129</td>
<td>1.375</td>
<td>2.651.022.87</td>
<td>2.901.717.46</td>
<td>2.956.461.59</td>
</tr>
<tr>
<td>Calabria</td>
<td>978</td>
<td>170.766</td>
<td>1.355</td>
<td>2.018.203.26</td>
<td>2.082.088.94</td>
<td>2.165.126.40</td>
</tr>
<tr>
<td>Campania</td>
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<td>1.022.233</td>
<td>44.242</td>
<td>15.567.181.59</td>
<td>17.415.151.43</td>
<td>18.135.115.71</td>
</tr>
<tr>
<td>Molise</td>
<td>145</td>
<td>18.368</td>
<td>399</td>
<td>2.244.965.36</td>
<td>2.346.186.78</td>
<td>2.366.066.78</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>12.143</strong></td>
<td><strong>2.057.589</strong></td>
<td><strong>67.775</strong></td>
<td><strong>27.644.002.39</strong></td>
<td><strong>30.123.371.14</strong></td>
<td><strong>31.255.316.55</strong></td>
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</tbody>
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### Isole

<table>
<thead>
<tr>
<th>Region</th>
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<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sardegna</td>
<td>2.162</td>
<td>264.892</td>
<td>1.686</td>
<td>1.956.061.01</td>
<td>1.999.161.32</td>
<td>2.021.278.92</td>
</tr>
<tr>
<td>Sicilia</td>
<td>5.691</td>
<td>1.086.832</td>
<td>47.212</td>
<td>13.746.731.21</td>
<td>14.372.269.24</td>
<td>14.560.551.72</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>7.853</strong></td>
<td><strong>1.351.724</strong></td>
<td><strong>48.898</strong></td>
<td><strong>15.702.792.22</strong></td>
<td><strong>16.371.430.56</strong></td>
<td><strong>16.581.830.64</strong></td>
</tr>
</tbody>
</table>

| **Grand Total**    | **84.787**      | **14.456.969** | **523.720** | **196.684.823.29**      | **219.844.440.03**   | **227.292.510.75** |
### Table 43

**B2. Opera**

Number of shows, Admissions, Attendance, Expenditure at the box office, Audience expenditure, Turnover

#### Theatre Activities

**B2 - Opera**

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
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<tbody>
<tr>
<td><strong>NORD OVEST</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Liguria</td>
<td>121</td>
<td>56,915</td>
<td>-</td>
<td>1,622,441,50</td>
<td>1,662,912,00</td>
<td>1,674,243,00</td>
</tr>
<tr>
<td>Lombardia</td>
<td>518</td>
<td>419,322</td>
<td>-</td>
<td>30,379,731,87</td>
<td>33,331,031,02</td>
<td>34,110,639,48</td>
</tr>
<tr>
<td>Piemonte</td>
<td>172</td>
<td>125,721</td>
<td>-</td>
<td>5,524,847,24</td>
<td>5,600,709,29</td>
<td>5,986,016,80</td>
</tr>
<tr>
<td>Valle d’Aosta</td>
<td>5</td>
<td>104</td>
<td>-</td>
<td>1,036,00</td>
<td>1,036,00</td>
<td>1,036,00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>816</strong></td>
<td><strong>602,062</strong></td>
<td>-</td>
<td><strong>37,528,056,61</strong></td>
<td><strong>40,595,688,31</strong></td>
<td><strong>41,765,835,28</strong></td>
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<tr>
<td><strong>NORD EST</strong></td>
<td></td>
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</tr>
<tr>
<td>Emilia-Romagna</td>
<td>475</td>
<td>147,469</td>
<td>772</td>
<td>3,304,523,99</td>
<td>3,350,001,95</td>
<td>3,761,031,51</td>
</tr>
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### Theatre Activities

#### NORD OVEST

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<th>Attendance</th>
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<th>Turnover</th>
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#### NORD EST

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#### CENTRO

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#### SUD

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| **Grand Total** | **2,824**       | **1,437,989**| **6,824**  | **34,044,774,01**        | **38,649,273,61**    | **39,215,923,31** |
### Theatre Activities

#### NORD OVEST

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<th>Turnover</th>
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<th>Turnover</th>
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<th>Turnover</th>
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#### SUD

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<th>Turnover</th>
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<td>Abruzzo</td>
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#### ISOLE

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<th>Turnover</th>
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<tbody>
<tr>
<td>Sardegna</td>
<td>247</td>
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<td>10</td>
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<td>479,190,09</td>
<td>495,154,09</td>
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<tr>
<td>Sicilia</td>
<td>433</td>
<td>98,936</td>
<td>5,853</td>
<td>843,561,65</td>
<td>912,610,09</td>
<td>990,945,09</td>
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<td><strong>Total</strong></td>
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<td><strong>5,863</strong></td>
<td><strong>1,306,036,39</strong></td>
<td><strong>1,391,809,18</strong></td>
<td><strong>1,486,099,18</strong></td>
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**Grand Total** | **8,526** | **2,167,511** | **42,651** | **35,437,325,52** | **38,059,193,29** | **39,332,964,62**
### Theatre Activities: Puppets and Marionettes

#### Summary by Territorial Area

<table>
<thead>
<tr>
<th>Region</th>
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<th>Turnover</th>
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<tr>
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<td>-</td>
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#### Theatre Activities: Puppets and Marionettes

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<th>Turnover</th>
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<tbody>
<tr>
<td>Emilia-Romagna</td>
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<td>14.159</td>
<td>926</td>
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<td>61.593,75</td>
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#### Theatre Activities: Puppets and Marionettes

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<tbody>
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<td>38.778,50</td>
<td>38.818,50</td>
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#### Theatre Activities: Puppets and Marionettes

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<td>30.279,00</td>
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<td>896,00</td>
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<td>3.759,00</td>
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<td>-</td>
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<tr>
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<td>-</td>
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<td>2.114,00</td>
<td>2.114,00</td>
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<tr>
<td>Puglia</td>
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#### Theatre Activities: Puppets and Marionettes

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#### Grand Total

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<th>Turnover</th>
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Table B6. Performing Arts

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<th>Audience expenditure</th>
<th>Turnover</th>
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<tr>
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<td>15.151</td>
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<td>Piemonte</td>
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<td>3.056.117,96</td>
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**NORD OVEST**

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<th>Audience expenditure</th>
<th>Turnover</th>
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<tr>
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**NORD EST**

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<th>Turnover</th>
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<tr>
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**CENTRO**

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<tr>
<td>Abruzzo</td>
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<td>39.299,90</td>
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**SUD**

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**ISOLE**

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<td>957.364,60</td>
<td>957.444,60</td>
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<tr>
<td><strong>Total</strong></td>
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<td><strong>28.715</strong></td>
<td><strong>532.577</strong></td>
<td><strong>346.498,98</strong></td>
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<td><strong>2.449.285,52</strong></td>
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**Grand Total**

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<th>Turnover</th>
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### Theatre Activities

#### B7 - Circus

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<th>Turnover</th>
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**Macroaggregate and Aggregate by kind of show: summary by macro area**
### Concert Activities

#### NORD OVEST

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liguria</td>
<td>1,027</td>
<td>287,536</td>
<td>19,636</td>
<td>6,219,898,89</td>
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<td>2,893</td>
<td>1,004,720</td>
<td>130,622</td>
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<td>29,027,426,53</td>
<td>30,376,705,54</td>
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<tr>
<td>Valle d’Aosta</td>
<td>84</td>
<td>11,472</td>
<td>14,192</td>
<td>308,705,05</td>
<td>379,659,00</td>
<td>435,948,50</td>
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<td><strong>547,524</strong></td>
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<td><strong>150,369,944,36</strong></td>
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#### NORD EST

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<tr>
<th>Region</th>
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<th>Turnover</th>
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</thead>
<tbody>
<tr>
<td>Emilia-Romagna</td>
<td>3,959</td>
<td>1,389,519</td>
<td>301,644</td>
<td>47,067,085,58</td>
<td>55,295,504,19</td>
<td>58,078,651,56</td>
</tr>
<tr>
<td>Friuli- Venezia Giulia</td>
<td>967</td>
<td>275,991</td>
<td>41,263</td>
<td>5,870,481,27</td>
<td>6,804,139,42</td>
<td>7,032,973,59</td>
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<td>Trentino- Alto Adige</td>
<td>1,254</td>
<td>241,138</td>
<td>44,356</td>
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<td>5,940,069,20</td>
<td>6,947,530,54</td>
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<td>Veneto</td>
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<td><strong>94,423,477,26</strong></td>
<td><strong>110,186,509,86</strong></td>
<td><strong>115,372,669,55</strong></td>
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#### CENTRO

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
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<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lazio</td>
<td>4,224</td>
<td>1,589,999</td>
<td>166,645</td>
<td>51,227,707,64</td>
<td>58,285,814,49</td>
<td>61,664,090,37</td>
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<tr>
<td>Marche</td>
<td>1,613</td>
<td>319,476</td>
<td>113,486</td>
<td>5,901,536,61</td>
<td>7,425,904,32</td>
<td>7,966,290,27</td>
</tr>
<tr>
<td>Toscana</td>
<td>4,161</td>
<td>1,202,194</td>
<td>87,873</td>
<td>40,011,817,66</td>
<td>46,751,778,51</td>
<td>47,398,660,18</td>
</tr>
<tr>
<td>Umbria</td>
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<td>189,920</td>
<td>24,596</td>
<td>3,292,881,91</td>
<td>4,054,101,95</td>
<td>5,432,848,42</td>
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<td><strong>3,301,589</strong></td>
<td><strong>392,600</strong></td>
<td><strong>100,433,943,92</strong></td>
<td><strong>116,517,599,27</strong></td>
<td><strong>122,461,889,24</strong></td>
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#### SUD

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<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
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<tbody>
<tr>
<td>Abruzzo</td>
<td>732</td>
<td>180,645</td>
<td>21,666</td>
<td>2,694,485,38</td>
<td>3,241,085,57</td>
<td>3,362,659,20</td>
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<tr>
<td>Basilicata</td>
<td>182</td>
<td>32,043</td>
<td>3,067</td>
<td>344,172,53</td>
<td>370,238,96</td>
<td>390,941,46</td>
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<td>Calabria</td>
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<td>137,118</td>
<td>2,050</td>
<td>2,419,449,69</td>
<td>2,721,850,99</td>
<td>2,772,776,55</td>
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<tr>
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<td>610,215</td>
<td>53,556</td>
<td>12,561,738,14</td>
<td>14,344,687,30</td>
<td>15,356,628,70</td>
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<tr>
<td>Molise</td>
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<td>10,117</td>
<td>465</td>
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<td>109,711,40</td>
<td>135,120,40</td>
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<tr>
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<td><strong>28,431,128,15</strong></td>
<td><strong>32,954,169,02</strong></td>
<td><strong>34,572,459,99</strong></td>
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#### ISOLE

<table>
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<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
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<tbody>
<tr>
<td>Sardegna</td>
<td>626</td>
<td>175,519</td>
<td>4,255</td>
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<td><strong>21,802,437,54</strong></td>
<td><strong>22,243,539,60</strong></td>
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**Grand Total**

|               | **39,709** | **13,356,929** | **1,621,373** | **364,214,400,38** | **427,481,387,03** | **445,020,502,74** |
## Concert Activities

### C1 - Classical Concerts

### Macroaggregate and Aggregate by kind of show: summary by macro area

#### Table 50

**C1. Classical Concerts**

<table>
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<tr>
<th>Region</th>
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<th>Admissions</th>
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<th>Turnover</th>
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<tbody>
<tr>
<td><strong>NORD OVEST</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Liguria</td>
<td>345</td>
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<td>197</td>
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<td>2.343</td>
<td>691.120</td>
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<td>10.917.307,34</td>
<td>11.998.118,02</td>
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<td>Piemonte</td>
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<tr>
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<td>3.349</td>
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<td>26.804,90</td>
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#### NORD EST

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<th>Audience expenditure</th>
<th>Turnover</th>
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<td>Emilia-Romagna</td>
<td>1.135</td>
<td>274.485</td>
<td>7.263</td>
<td>4.532.290,84</td>
<td>4.693.571,85</td>
<td>5.142.777,41</td>
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<tr>
<td>Friuli- Venezia Giulia</td>
<td>430</td>
<td>83.623</td>
<td>1.641</td>
<td>778.477,50</td>
<td>806.738,89</td>
<td>846.597,89</td>
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<tr>
<td>Trentino-Alto Adige</td>
<td>585</td>
<td>100.912</td>
<td>2.062</td>
<td>1.193.297,41</td>
<td>1.346.560,90</td>
<td>2.062.893,57</td>
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#### CENTRO

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<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
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<tbody>
<tr>
<td>Lazio</td>
<td>1.869</td>
<td>399.796</td>
<td>1.733</td>
<td>7.065.322,08</td>
<td>7.142.418,02</td>
<td>7.316.753,47</td>
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<tr>
<td>Marche</td>
<td>455</td>
<td>81.978</td>
<td>4.699</td>
<td>841.269,63</td>
<td>1.151.124,52</td>
<td>1.236.987,92</td>
</tr>
<tr>
<td>Toscana</td>
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<td>280.271</td>
<td>1.109</td>
<td>3.926.515,70</td>
<td>4.095.313,46</td>
<td>4.430.769,40</td>
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<tr>
<td>Umbria</td>
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<td>47.440</td>
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<td>674.242,10</td>
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<td>13.658.752,89</td>
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#### SUD

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<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
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<tbody>
<tr>
<td>Abruzzo</td>
<td>359</td>
<td>71.907</td>
<td>41</td>
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<td>532.059,05</td>
<td>560.172,65</td>
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<td>Basilicata</td>
<td>70</td>
<td>10.572</td>
<td>-</td>
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<td>75.219,50</td>
<td>76.498,50</td>
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<td>38.824</td>
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<td>140.526,19</td>
<td>145.522,19</td>
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<tr>
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<tr>
<td>Molise</td>
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<td>58.115,90</td>
<td>58.248,90</td>
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<tr>
<td>Puglia</td>
<td>687</td>
<td>123.492</td>
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<td>4.204.453,97</td>
<td>4.521.191,01</td>
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#### ISOLE

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<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
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</thead>
<tbody>
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<td>240</td>
<td>47.925</td>
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<td>131.816,40</td>
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<td>152.965,90</td>
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<tr>
<td>Sicilia</td>
<td>1.245</td>
<td>254.937</td>
<td>967</td>
<td>3.696.617,90</td>
<td>3.816.625,58</td>
<td>3.946.451,67</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1.485</td>
<td>302.862</td>
<td>1.067</td>
<td>3.828.434,30</td>
<td>3.957.571,48</td>
<td>4.099.417,57</td>
</tr>
</tbody>
</table>

**Grand Total**

<table>
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<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>16.624</td>
<td>3.315.839</td>
<td>52.349</td>
<td>46.588.652,61</td>
<td>49.033.307,71</td>
<td>53.124.413,31</td>
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</table>
### C2. Pop Music Concerts

**Macroaggregate and Aggregate by kind of show: summary by macro area**

**Table 51**

<table>
<thead>
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<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NORD OVEST</strong></td>
<td></td>
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<tr>
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<td>189,325</td>
<td>16,615</td>
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<td>96,911,907,02</td>
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<tr>
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<td>113,746</td>
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<td>25,769,500,17</td>
<td>26,835,706,11</td>
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<tr>
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<td>50</td>
<td>7,424</td>
<td>12,087</td>
<td>276,912,00</td>
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<td>359,495,82</td>
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<tr>
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<td>130,644,749,56</td>
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</table>

| **NORD EST**    |                 |            |            |                         |                      |           |
| Emilia-Romagna  | 2,115           | 1,071,639  | 259,087    | 41,846,137,08           | 49,331,230,77       | 51,601,739,16 |
| Friuli- Venezia Giulia | 448     | 179,604    | 38,437     | 4,893,314,27            | 5,777,938,03        | 5,958,905,28 |
| Trentino- Alto Adige | 516       | 129,940    | 38,152     | 3,220,220,50            | 4,361,306,64        | 4,584,790,92 |
| Veneto          | 940             | 916,749    | 39,026     | 29,903,427,91           | 34,555,356,93       | 35,294,543,48 |
| **Total**       | 4,019           | 2,297,932  | 374,702    | 79,863,099,56           | 94,025,832,37       | 97,439,978,84 |

| **CENTRO**      |                 |            |            |                         |                      |           |
| Lazio           | 1,900           | 1,138,488  | 154,739    | 43,326,186,48           | 50,129,707,36       | 53,281,764,82 |
| Marche          | 966             | 212,113    | 106,787    | 4,718,318,09            | 5,888,788,15        | 6,331,591,70 |
| Toscana         | 1,815           | 889,369    | 79,543     | 35,705,638,13           | 42,241,640,23       | 42,540,183,26 |
| Umbria          | 571             | 120,422    | 22,547     | 2,340,390,57            | 3,013,817,14        | 3,700,584,11 |
| **Total**       | 5,252           | 2,360,392  | 363,616    | 86,090,533,27           | 101,273,952,88      | 105,654,123,89 |

| **SUD**         |                 |            |            |                         |                      |           |
| Abruzzo         | 299             | 89,058     | 21,108     | 1,984,801,33            | 2,512,649,92        | 2,583,671,95 |
| Basilicata      | 76              | 18,069     | 1,092      | 237,561,03              | 253,175,49          | 271,532,99   |
| Calabria        | 140             | 82,227     | 1,590      | 2,165,094,06            | 2,444,943,94        | 2,488,686,41 |
| Campania        | 791             | 445,458    | 38,291     | 10,194,227,94           | 11,775,431,71       | 12,534,646,29 |
| Molise          | 27              | 2,591      | 365        | 27,639,00               | 48,423,80           | 71,799,80    |
| Puglia          | 863             | 423,577    | 96,434     | 8,744,608,74            | 10,475,328,73       | 10,778,900,18 |
| **Total**       | 2,196           | 1,060,980  | 158,880    | 23,353,932,10           | 27,509,953,59       | 28,729,137,62 |

| **ISOLE**       |                 |            |            |                         |                      |           |
| Sardegna        | 216             | 94,749     | 4,077      | 2,114,864,99            | 4,073,560,61        | 4,097,551,43 |
| Sicilia         | 701             | 353,980    | 42,184     | 11,097,151,37           | 12,760,842,14       | 13,005,584,40 |
| **Total**       | 917             | 448,729    | 46,261     | 13,212,016,36           | 16,834,402,75       | 17,103,135,83 |

**Grand Total** | 18,204          | 9,461,062  | 1,445,860  | 309,021,212,63          | 367,410,577,85      | 379,771,125,74 |
## Macroaggregate and Aggregate by kind of show: summary by macro area

### Concert Activities

#### C3 - Jazz Music Concerts

#### Number of shows, Admissions, Attendance, Expenditure at the box office, Audience expenditure, Turnover

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
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<tbody>
<tr>
<td><strong>NORD OVEST</strong></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Liguria</td>
<td>155</td>
<td>9,004</td>
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<td>29,671</td>
<td>13,641</td>
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<td>552,965,49</td>
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<td>699</td>
<td>855</td>
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<table>
<thead>
<tr>
<th>Region</th>
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<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
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<tbody>
<tr>
<td><strong>NORD EST</strong></td>
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<td></td>
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<td></td>
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</tr>
<tr>
<td>Emilia-Romagna</td>
<td>709</td>
<td>43,395</td>
<td>35,294</td>
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<td>1,270,701,57</td>
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<td>Friuli- Venezia Giulia</td>
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<td>1,185</td>
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<td>1,178,182,51</td>
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<td>57,101</td>
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<td>2,871,276,24</td>
<td>3,039,533,97</td>
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<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
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<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
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</thead>
<tbody>
<tr>
<td><strong>CENTRO</strong></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Lazio</td>
<td>455</td>
<td>51,715</td>
<td>10,173</td>
<td>836,199,08</td>
<td>1,013,689,11</td>
<td>1,065,572,08</td>
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<td>Marche</td>
<td>192</td>
<td>25,385</td>
<td>2,000</td>
<td>341,948,89</td>
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<td>397,710,65</td>
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<tr>
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<td>274</td>
<td>32,554</td>
<td>7,221</td>
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<td>427,707,52</td>
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<td>848</td>
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<tr>
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<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
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<tbody>
<tr>
<td><strong>SUD</strong></td>
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<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Abruzzo</td>
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<td>19,680</td>
<td>517</td>
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<td>196,376,60</td>
<td>208,714,60</td>
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<td>3,402</td>
<td>1,975</td>
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<td>41,843,97</td>
<td>42,918,97</td>
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<td>460</td>
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<td>138,567,95</td>
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<td>425,034,94</td>
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<td>767</td>
<td>100</td>
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<td>3,171,70</td>
<td>5,071,70</td>
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<td>1,322,131,36</td>
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<table>
<thead>
<tr>
<th>Region</th>
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<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
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<tbody>
<tr>
<td><strong>ISOLE</strong></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Sardegna</td>
<td>170</td>
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<td>78</td>
<td>329,220,76</td>
<td>346,872,93</td>
<td>353,371,43</td>
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<tr>
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<td>47,139</td>
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<td>663,590,38</td>
<td>687,614,77</td>
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<table>
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<th>Expenditure at the B.O.</th>
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<th>Turnover</th>
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## Sports Activities

### NORD OVEST

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<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
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<tbody>
<tr>
<td>Liguria</td>
<td>2,206</td>
<td>1,234,481</td>
<td>3</td>
<td>12,472,782.56</td>
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<td>Lombardia</td>
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<td>107,430,793.09</td>
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<td>959,298,101.97</td>
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<td>Piemonte</td>
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<td>71,863,193.25</td>
<td>115,598,593.50</td>
<td>403,136,423.72</td>
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<tr>
<td>Valle d’Aosta</td>
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<td>16,865</td>
<td>3</td>
<td>142,587,50</td>
<td>251,123,42</td>
<td>547,120,84</td>
</tr>
<tr>
<td><strong>Total</strong></td>
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<td><strong>18,322</strong></td>
<td><strong>191,909,536.40</strong></td>
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<td><strong>1,474,983,177.80</strong></td>
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### NORD EST

<table>
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<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
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<tbody>
<tr>
<td>Emilia-Romagna</td>
<td>11,604</td>
<td>3,373,361</td>
<td>21,695</td>
<td>46,257,792.33</td>
<td>72,508,296.94</td>
<td>318,323,964.77</td>
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<td>Friuli- Venezia Giulia</td>
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<td>774,395</td>
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<td>10,330,002.90</td>
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<td>Trentino-Alto Adige</td>
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### CENTRO

<table>
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<th>Turnover</th>
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<td>180,032,108.74</td>
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<td>544,572</td>
<td>263</td>
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<td>7,143,573.71</td>
<td>25,265,636.76</td>
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### SUD

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<th>Audience expenditure</th>
<th>Turnover</th>
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</thead>
<tbody>
<tr>
<td>Abruzzo</td>
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<td>477,137</td>
<td>1,333</td>
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<td>37,425,673.66</td>
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<tr>
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<tr>
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<tr>
<td>Molise</td>
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<td>728</td>
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<tr>
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<td><strong>98,163,565.45</strong></td>
<td><strong>278,974,474.71</strong></td>
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### ISOLE

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<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sardegna</td>
<td>1,368</td>
<td>504,363</td>
<td>-</td>
<td>6,751,305.98</td>
<td>11,133,713.34</td>
<td>31,063,111.58</td>
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<tr>
<td>Sicilia</td>
<td>1,340</td>
<td>823,761</td>
<td>18,040</td>
<td>6,013,145.64</td>
<td>45,280,736.98</td>
<td>77,948,128.63</td>
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<tr>
<td><strong>Total</strong></td>
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<td><strong>1,328,124</strong></td>
<td><strong>18,040</strong></td>
<td><strong>12,764,451.62</strong></td>
<td><strong>56,414,450.32</strong></td>
<td><strong>109,011,240.21</strong></td>
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</table>

| Grand Total     | **140,143**     | **30,590,371** | **117,255** | **459,667,857.70**      | **904,961,365.95**   | **2,976,766,536.13** |
### Sports Activities

**D1 - Soccer**

#### Number of shows, Admissions, Attendance, Expenditure at the box office, Audience expenditure, Turnover

**Macroaggregate and Aggregate by kind of show: summary by macro area**

**Table 54**

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Liguria</strong></td>
<td>1.648</td>
<td>1.204.742</td>
<td>-</td>
<td>12.302.859,06</td>
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<td>107.433.835,88</td>
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<tr>
<td><strong>Lombardia</strong></td>
<td>27.926</td>
<td>4.747.343</td>
<td>3.752</td>
<td>82.808.265,71</td>
<td>154.593.619,14</td>
<td>753.590.430,63</td>
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<tr>
<td><strong>Piemonte</strong></td>
<td>15.405</td>
<td>2.707.582</td>
<td>620</td>
<td>68.805.103,21</td>
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<td>372.831.025,90</td>
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<tr>
<td><strong>Valle d’Aosta</strong></td>
<td>310</td>
<td>10.986</td>
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<td>132.752.22</td>
<td>310.215,01</td>
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<td>321.930.716,58</td>
<td>1.234.165.507,42</td>
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<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
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<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
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<tbody>
<tr>
<td><strong>Emilia-Romagna</strong></td>
<td>7.912</td>
<td>2.141.982</td>
<td>11.115</td>
<td>25.913.976,70</td>
<td>47.137.516,98</td>
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<tr>
<td><strong>Friuli- Venezia Giulia</strong></td>
<td>4.114</td>
<td>508.788</td>
<td>5</td>
<td>8.120.599,50</td>
<td>23.979.741,36</td>
<td>58.811.514,85</td>
</tr>
<tr>
<td><strong>Trentino-Alto Adige</strong></td>
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<td>98.988</td>
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<td>92.060.815,61</td>
<td>418.554.022,74</td>
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<table>
<thead>
<tr>
<th>Region</th>
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<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
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<tbody>
<tr>
<td><strong>Lazio</strong></td>
<td>1.578</td>
<td>2.165.714</td>
<td>258</td>
<td>52.973.346,94</td>
<td>96.804.584,79</td>
<td>150.089.708,84</td>
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<tr>
<td><strong>Toscana</strong></td>
<td>28.324</td>
<td>2.736.814</td>
<td>3.826</td>
<td>20.567.299,40</td>
<td>47.356.913,61</td>
<td>212.089.173,34</td>
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<td><strong>Umbria</strong></td>
<td>2.171</td>
<td>448.119</td>
<td>4</td>
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<td>5.476.001,89</td>
<td>16.782.527,47</td>
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<td>5.851.983</td>
<td>7.033</td>
<td>80.020.756,54</td>
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<td>410.807.041,88</td>
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<table>
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<tr>
<th>Region</th>
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<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Abruzzo</strong></td>
<td>1.643</td>
<td>390.731</td>
<td>669</td>
<td>2.750.346,05</td>
<td>10.933.342,25</td>
<td>31.317.536,79</td>
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<tr>
<td><strong>Basilicata</strong></td>
<td>509</td>
<td>119.972</td>
<td>-</td>
<td>842.487,44</td>
<td>1.467.016,76</td>
<td>3.901.340,31</td>
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<tr>
<td><strong>Calabria</strong></td>
<td>545</td>
<td>435.809</td>
<td>2.850</td>
<td>6.612.862,12</td>
<td>9.807.155,47</td>
<td>49.276.157,65</td>
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<tr>
<td><strong>Campania</strong></td>
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<td>1.966.560</td>
<td>800</td>
<td>37.240.241,27</td>
<td>57.162.453,59</td>
<td>134.642.970,59</td>
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<td><strong>Molise</strong></td>
<td>169</td>
<td>15.986</td>
<td>-</td>
<td>176.660,21</td>
<td>182.153,21</td>
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<td><strong>Puglia</strong></td>
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<td>1.135.274</td>
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<tr>
<td><strong>Total</strong></td>
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<td>4.534</td>
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<td>91.523.394,37</td>
<td>240.873.390,57</td>
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<table>
<thead>
<tr>
<th>Region</th>
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<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
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<tbody>
<tr>
<td><strong>Sardegna</strong></td>
<td>1.103</td>
<td>376.370</td>
<td>-</td>
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<td><strong>Sicilia</strong></td>
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<td>695.997</td>
<td>3.963</td>
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<td>41.958.799,50</td>
<td>68.277.158,35</td>
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<tr>
<td><strong>Total</strong></td>
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<td>1.072.367</td>
<td>3.963</td>
<td>9.893.477,60</td>
<td>50.602.986,74</td>
<td>93.439.317,80</td>
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</table>

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
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<tbody>
<tr>
<td><strong>Grand Total</strong></td>
<td>108.930</td>
<td>23.611.961</td>
<td>35.793</td>
<td>356.544.672,52</td>
<td>712.293.822,84</td>
<td>2.397.839.280,41</td>
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### Sports Activities

#### NORD OVEST

<table>
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<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liguria</td>
<td>120</td>
<td>2,888</td>
<td>3</td>
<td>10,644,00</td>
<td>232,472,38</td>
<td>767,032,56</td>
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<tr>
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<td>937,257</td>
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<td>14,789,267,21</td>
<td>70,629,129,30</td>
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<tr>
<td>Piemonte</td>
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<td>271,946</td>
<td>27</td>
<td>1,962,455,24</td>
<td>3,349,341,20</td>
<td>18,282,120,15</td>
</tr>
<tr>
<td>Valle d’Aosta</td>
<td>6</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>11,101,84</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>5,057</strong></td>
<td><strong>1,212,091</strong></td>
<td><strong>1,711</strong></td>
<td><strong>9,883,868,90</strong></td>
<td><strong>18,371,080,79</strong></td>
<td><strong>89,689,383,85</strong></td>
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#### NORD EST

<table>
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<tr>
<th>Region</th>
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<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
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<tbody>
<tr>
<td>Emilia-Romagna</td>
<td>1,905</td>
<td>722,810</td>
<td>5,838</td>
<td>9,534,216,28</td>
<td>12,285,342,65</td>
<td>44,389,974,47</td>
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<tr>
<td>Friuli- Venezia Giulia</td>
<td>426</td>
<td>158,733</td>
<td>-</td>
<td>1,656,371,00</td>
<td>1,910,843,45</td>
<td>4,718,329,84</td>
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<td>190,379</td>
<td>400</td>
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<td>526,486</td>
<td>935</td>
<td>3,795,435,19</td>
<td>5,758,647,73</td>
<td>45,294,984,55</td>
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<tr>
<td><strong>Total</strong></td>
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<td><strong>1,598,408</strong></td>
<td><strong>7,173</strong></td>
<td><strong>16,824,915,47</strong></td>
<td><strong>22,960,718,92</strong></td>
<td><strong>106,128,507,11</strong></td>
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#### CENTRO

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<tr>
<th>Region</th>
<th>Number of shows</th>
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<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lazio</td>
<td>509</td>
<td>243,969</td>
<td>-</td>
<td>4,655,683,90</td>
<td>4,958,812,36</td>
<td>13,309,443,33</td>
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<tr>
<td>Marche</td>
<td>859</td>
<td>225,595</td>
<td>18</td>
<td>2,261,055,30</td>
<td>3,983,630,20</td>
<td>17,461,436,69</td>
</tr>
<tr>
<td>Toscana</td>
<td>1,697</td>
<td>227,793</td>
<td>-</td>
<td>2,114,355,74</td>
<td>3,529,024,43</td>
<td>20,884,530,34</td>
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<tr>
<td>Umbria</td>
<td>301</td>
<td>79,695</td>
<td>-</td>
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<td>924,210,48</td>
<td>5,657,984,47</td>
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<tr>
<td><strong>Total</strong></td>
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<td><strong>777,052</strong></td>
<td><strong>18</strong></td>
<td><strong>9,806,723,25</strong></td>
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#### SUD

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<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abruzzo</td>
<td>360</td>
<td>82,759</td>
<td>50</td>
<td>495,067,00</td>
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<td>3,536,639,43</td>
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<tr>
<td>Basilicata</td>
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<td>5,398</td>
<td>-</td>
<td>20,652,00</td>
<td>20,652,00</td>
<td>775,728,60</td>
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<tr>
<td>Calabria</td>
<td>121</td>
<td>27,750</td>
<td>-</td>
<td>222,984,30</td>
<td>341,678,24</td>
<td>2,960,057,31</td>
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<tr>
<td>Campania</td>
<td>331</td>
<td>113,558</td>
<td>192</td>
<td>1,410,661,15</td>
<td>2,048,507,12</td>
<td>16,656,352,31</td>
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<tr>
<td>Molise</td>
<td>89</td>
<td>2,077</td>
<td>-</td>
<td>6,086,50</td>
<td>8,086,50</td>
<td>1,193,911,70</td>
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<tr>
<td>Puglia</td>
<td>548</td>
<td>106,724</td>
<td>110</td>
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<td>1,041,713,82</td>
<td>6,879,563,23</td>
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<tr>
<td><strong>Total</strong></td>
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<td><strong>338,266</strong></td>
<td><strong>352</strong></td>
<td><strong>3,169,634,85</strong></td>
<td><strong>4,230,264,92</strong></td>
<td><strong>32,002,252,58</strong></td>
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#### ISOLE

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<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sardegna</td>
<td>153</td>
<td>101,765</td>
<td>-</td>
<td>1,714,337,50</td>
<td>1,945,147,09</td>
<td>4,241,734,93</td>
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<tr>
<td>Sicilia</td>
<td>233</td>
<td>103,341</td>
<td>13,712</td>
<td>779,632,24</td>
<td>1,439,226,91</td>
<td>7,053,653,87</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>386</strong></td>
<td><strong>205,106</strong></td>
<td><strong>13,712</strong></td>
<td><strong>2,493,969,74</strong></td>
<td><strong>3,384,374,00</strong></td>
<td><strong>11,295,388,80</strong></td>
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</table>

**Grand Total**  
14,070 | 4,130,923 | 22,966 | 42,179,112,21 | 62,342,116,10 | 296,428,927,17
### Sports Activities D3 - Individual Sports

#### NORD OVEST

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
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<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liguria</td>
<td>91</td>
<td>5.896</td>
<td>-</td>
<td>33.297,00</td>
<td>157.653,17</td>
<td>892.675,18</td>
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<tr>
<td>Lombardia</td>
<td>1.957</td>
<td>405.194</td>
<td>56</td>
<td>14.634.564,45</td>
<td>51.780.434,39</td>
<td>114.917.169,93</td>
</tr>
<tr>
<td>Piemonte</td>
<td>677</td>
<td>9.182</td>
<td>1.534</td>
<td>124.989,00</td>
<td>1.426.185,26</td>
<td>6.142.633,17</td>
</tr>
<tr>
<td>Valle d'Aosta</td>
<td>1</td>
<td>235</td>
<td>-</td>
<td>4.882,00</td>
<td>4.882,00</td>
<td>4.882,00</td>
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<tr>
<td><strong>Total</strong></td>
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<td><strong>1.590</strong></td>
<td><strong>14.797.732,45</strong></td>
<td><strong>53.369.154,82</strong></td>
<td><strong>121.957.360,28</strong></td>
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</table>

#### NORD EST

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friuli- Venezia Giulia</td>
<td>240</td>
<td>6.398</td>
<td>-</td>
<td>73.819,00</td>
<td>282.596,42</td>
<td>1.675.702,36</td>
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<tr>
<td>Trentino-Alto Adige</td>
<td>130</td>
<td>47.221</td>
<td>1.421</td>
<td>493.822,00</td>
<td>992.040,78</td>
<td>2.534.861,58</td>
</tr>
<tr>
<td>Veneto</td>
<td>539</td>
<td>26.203</td>
<td>-</td>
<td>389.113,36</td>
<td>735.023,57</td>
<td>6.526.051,53</td>
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<tr>
<td><strong>Total</strong></td>
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<td><strong>1.471</strong></td>
<td><strong>10.401.626,71</strong></td>
<td><strong>12.997.178,25</strong></td>
<td><strong>33.371.497,51</strong></td>
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#### CENTRO

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<th>Region</th>
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<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marche</td>
<td>323</td>
<td>10.328</td>
<td>691</td>
<td>78.909,00</td>
<td>591.774,53</td>
<td>4.621.505,86</td>
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<tr>
<td>Umbria</td>
<td>180</td>
<td>6.802</td>
<td>-</td>
<td>54.898,00</td>
<td>209.790,12</td>
<td>1.817.317,36</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2.114</strong></td>
<td><strong>644.863</strong></td>
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<td><strong>28.026.945,01</strong></td>
<td><strong>46.092.134,37</strong></td>
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</tbody>
</table>

#### SUD

<table>
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<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abruzzo</td>
<td>134</td>
<td>386</td>
<td>28</td>
<td>12.540,00</td>
<td>188.849,01</td>
<td>1.567.223,88</td>
</tr>
<tr>
<td>Basilicata</td>
<td>11</td>
<td>-</td>
<td>2.000</td>
<td>-</td>
<td>-</td>
<td>31.578,60</td>
</tr>
<tr>
<td>Calabria</td>
<td>5</td>
<td>761</td>
<td>-</td>
<td>6.960,00</td>
<td>43.859,00</td>
<td>100.073,12</td>
</tr>
<tr>
<td>Campania</td>
<td>79</td>
<td>6.586</td>
<td>-</td>
<td>41.075,00</td>
<td>59.683,80</td>
<td>796.229,13</td>
</tr>
<tr>
<td>Molise</td>
<td>14</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3.135,40</td>
</tr>
<tr>
<td>Puglia</td>
<td>81</td>
<td>3.949</td>
<td>-</td>
<td>16.185,00</td>
<td>217.998,13</td>
<td>713.050,19</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>324</strong></td>
<td><strong>11.682</strong></td>
<td><strong>2.028</strong></td>
<td><strong>76.760,00</strong></td>
<td><strong>513.525,34</strong></td>
<td><strong>3.299.553,32</strong></td>
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</table>

#### ISOLE

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sardegna</td>
<td>56</td>
<td>15.394</td>
<td>-</td>
<td>136.089,28</td>
<td>179.409,24</td>
<td>966.441,33</td>
</tr>
<tr>
<td>Sicilia</td>
<td>36</td>
<td>173</td>
<td>-</td>
<td>1.360,00</td>
<td>1.397.510,93</td>
<td>1.779.728,67</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>92</strong></td>
<td><strong>15.567</strong></td>
<td><strong>-</strong></td>
<td><strong>137.449,28</strong></td>
<td><strong>1.576.920,17</strong></td>
<td><strong>2.746.170,00</strong></td>
</tr>
</tbody>
</table>

| **Grand Total** | **7.195** | **1.493.729** | **6.401**  | **47.392.653,76**        | **96.483.723,59**    | **207.466.715,48** |

---

Summary by territorial area  
Macroaggregate and Aggregate by kind of show: summary by macro area  

Table 56  
D3. Individual sports  
Number of shows, Admissions, Attendance, Expenditure at the box office, Audience expenditure, Turnover  

---
## Table D4. Other sports

### Number of shows, Admissions, Attendance, Expenditure at the box office, Audience expenditure, Turnover

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Nord Ovest</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Liguria</td>
<td>347</td>
<td>20.955</td>
<td>-</td>
<td>125.982,50</td>
<td>2.161.162,47</td>
<td>2.907.087,65</td>
</tr>
<tr>
<td>Piemonte</td>
<td>1.081</td>
<td>104.553</td>
<td>1.161</td>
<td>970.645,80</td>
<td>3.180.146,35</td>
<td>5.880.644,50</td>
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<tr>
<td>Valle d’Aosta</td>
<td>26</td>
<td>5.644</td>
<td>-</td>
<td>88.248,00</td>
<td>113.489,20</td>
<td>220.921,99</td>
</tr>
<tr>
<td><strong>Nord Est</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emilia-Romagna</td>
<td>757</td>
<td>187.281</td>
<td>4.692</td>
<td>1.364.727,00</td>
<td>2.097.919,83</td>
<td>5.353.369,72</td>
</tr>
<tr>
<td>Friuli- Venezia Giulia</td>
<td>246</td>
<td>100.476</td>
<td>1.641</td>
<td>479.213,40</td>
<td>1.085.489,96</td>
<td>1.671.482,34</td>
</tr>
<tr>
<td>Veneto</td>
<td>756</td>
<td>100.588</td>
<td>10.455</td>
<td>1.092.834,90</td>
<td>1.740.493,03</td>
<td>7.026.709,38</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2.474</td>
<td>629.870</td>
<td>27.434</td>
<td>6.362.601,49</td>
<td>10.082.949,13</td>
<td>26.322.200,68</td>
</tr>
<tr>
<td><strong>Centro</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lazio</td>
<td>312</td>
<td>72.467</td>
<td>1.890</td>
<td>784.246,60</td>
<td>1.299.939,11</td>
<td>2.391.412,36</td>
</tr>
<tr>
<td>Marche</td>
<td>583</td>
<td>59.272</td>
<td>4.019</td>
<td>710.956,50</td>
<td>1.543.432,24</td>
<td>4.981.430,41</td>
</tr>
<tr>
<td>Toscana</td>
<td>1.067</td>
<td>120.709</td>
<td>433</td>
<td>1.405.381,90</td>
<td>4.381.687,13</td>
<td>6.828.194,06</td>
</tr>
<tr>
<td>Umbria</td>
<td>229</td>
<td>9.956</td>
<td>263</td>
<td>85.423,50</td>
<td>533.571,22</td>
<td>1.007.807,46</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2.191</td>
<td>262.404</td>
<td>6.605</td>
<td>2.986.008,50</td>
<td>7.758.629,70</td>
<td>15.208.844,29</td>
</tr>
<tr>
<td><strong>Sud</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Abruzzo</td>
<td>101</td>
<td>3.261</td>
<td>586</td>
<td>28.615,00</td>
<td>732.183,01</td>
<td>1.004.173,56</td>
</tr>
<tr>
<td>Basilicata</td>
<td>40</td>
<td>2.457</td>
<td>2.000</td>
<td>15.625,00</td>
<td>147.274,84</td>
<td>153.726,84</td>
</tr>
<tr>
<td>Calabria</td>
<td>16</td>
<td>3.208</td>
<td>-</td>
<td>17.135,00</td>
<td>17.135,00</td>
<td>17.135,00</td>
</tr>
<tr>
<td>Campania</td>
<td>107</td>
<td>46.916</td>
<td>4.056</td>
<td>549.926,65</td>
<td>881.563,06</td>
<td>1.316.030,34</td>
</tr>
<tr>
<td>Molise</td>
<td>49</td>
<td>1.173</td>
<td>-</td>
<td>7.074,00</td>
<td>26.267,11</td>
<td>164.558,90</td>
</tr>
<tr>
<td>Puglia</td>
<td>90</td>
<td>19.077</td>
<td>403</td>
<td>82.629,00</td>
<td>91.957,80</td>
<td>143.653,60</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>403</td>
<td>76.092</td>
<td>7.045</td>
<td>701.004,65</td>
<td>1.896.380,82</td>
<td>2.799.278,24</td>
</tr>
<tr>
<td><strong>Isole</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sardegna</td>
<td>56</td>
<td>10.834</td>
<td>-</td>
<td>95.233,00</td>
<td>364.969,77</td>
<td>692.775,87</td>
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<tr>
<td>Sicilia</td>
<td>94</td>
<td>24.250</td>
<td>365</td>
<td>144.322,00</td>
<td>485.199,64</td>
<td>837.587,74</td>
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<td><strong>Total</strong></td>
<td>150</td>
<td>35.084</td>
<td>365</td>
<td>239.555,00</td>
<td>950.169,41</td>
<td>1.530.363,61</td>
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<td><strong>Grand Total</strong></td>
<td>9.948</td>
<td>1.353.758</td>
<td>52.095</td>
<td>13.551.419,21</td>
<td>33.841.703,42</td>
<td>75.031.613,07</td>
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</tbody>
</table>

**Note:**
- NORD OVEST includes Liguria, Lombardia, Piemonte, and Valle d’Aosta.
- NORD EST includes Emilia-Romagna, Friuli-Venezia Giulia, Trentino-Alto Adige, and Veneto.
- CENTRO includes Lazio, Marche, Toscana, and Umbria.
- SUD includes Abruzzo, Basilicata, Calabria, Campania, Molise, and Puglia.
- ISOLE includes Sardegna and Sicilia.

**Summary by territorial area**

**Macroaggregate and Aggregate by kind of show: summary by macro area**
Dance Activities and Concertinos

### NORD OVEST

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Piemonte</td>
<td>63.300</td>
<td>2.184.666</td>
<td>4.307.801</td>
<td>19.813.566,75</td>
<td>76.736.590,96</td>
<td>77.883.870,06</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>232.124</strong></td>
<td><strong>8.886.249</strong></td>
<td><strong>14.073.872</strong></td>
<td><strong>82.402.905,03</strong></td>
<td><strong>311.232.379,29</strong></td>
<td><strong>314.625.152,98</strong></td>
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### NORD EST

<table>
<thead>
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<th>Region</th>
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<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emilia-Romagna</td>
<td>71.558</td>
<td>3.464.070</td>
<td>4.379.833</td>
<td>34.359.488,85</td>
<td>101.970.374,71</td>
<td>102.985.839,52</td>
</tr>
<tr>
<td>Friuli- Venezia Giulia</td>
<td>15.482</td>
<td>344.595</td>
<td>1.063.312</td>
<td>3.786.568,81</td>
<td>15.161.812,26</td>
<td>15.347.224,92</td>
</tr>
<tr>
<td>Veneto</td>
<td>61.826</td>
<td>1.897.338</td>
<td>4.871.601</td>
<td>18.171.827,05</td>
<td>93.778.535,87</td>
<td>93.146.659,81</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>170.647</strong></td>
<td><strong>6.009.861</strong></td>
<td><strong>12.644.872</strong></td>
<td><strong>59.605.745,21</strong></td>
<td><strong>241.552.378,25</strong></td>
<td><strong>243.651.276,83</strong></td>
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### CENTRO

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<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lazio</td>
<td>57.415</td>
<td>2.390.034</td>
<td>3.002.012</td>
<td>24.912.577,42</td>
<td>76.568.493,93</td>
<td>78.362.576,50</td>
</tr>
<tr>
<td>Marche</td>
<td>31.467</td>
<td>1.185.015</td>
<td>2.292.950</td>
<td>12.959.336,44</td>
<td>41.480.445,59</td>
<td>42.035.175,43</td>
</tr>
<tr>
<td>Toscana</td>
<td>65.726</td>
<td>2.245.621</td>
<td>3.940.988</td>
<td>21.480.375,33</td>
<td>81.772.929,01</td>
<td>83.032.632,67</td>
</tr>
<tr>
<td>Umbria</td>
<td>12.756</td>
<td>510.763</td>
<td>570.504</td>
<td>4.425.135,23</td>
<td>12.518.074,00</td>
<td>12.738.643,68</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>167.364</strong></td>
<td><strong>6.331.433</strong></td>
<td><strong>9.806.454</strong></td>
<td><strong>63.777.424,42</strong></td>
<td><strong>212.339.942,53</strong></td>
<td><strong>216.169.028,28</strong></td>
</tr>
</tbody>
</table>

### SUD

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abruzzo</td>
<td>17.206</td>
<td>330.604</td>
<td>990.214</td>
<td>3.266.298,50</td>
<td>19.124.842,46</td>
<td>19.278.867,87</td>
</tr>
<tr>
<td>Basilicata</td>
<td>3.743</td>
<td>46.821</td>
<td>236.793</td>
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<td>15.101.379,04</td>
<td>15.110.078,04</td>
</tr>
<tr>
<td>Calabria</td>
<td>4.058</td>
<td>106.246</td>
<td>808.019</td>
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<td>8.033.517,75</td>
<td>8.082.609,45</td>
</tr>
<tr>
<td>Campania</td>
<td>39.042</td>
<td>882.907</td>
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<td>55.496.305,14</td>
<td>55.950.702,18</td>
</tr>
<tr>
<td>Molise</td>
<td>2.850</td>
<td>34.075</td>
<td>183.099</td>
<td>439.085,50</td>
<td>2.342.590,28</td>
<td>2.360.773,28</td>
</tr>
<tr>
<td>Puglia</td>
<td>33.776</td>
<td>829.708</td>
<td>2.758.258</td>
<td>8.655.368,59</td>
<td>90.371.740,66</td>
<td>90.544.674,44</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.675</strong></td>
<td><strong>2.230.361</strong></td>
<td><strong>7.290.787</strong></td>
<td><strong>25.483.134,41</strong></td>
<td><strong>190.470.375,93</strong></td>
<td><strong>191.327.705,26</strong></td>
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</table>

### ISOLE

<table>
<thead>
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<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sardegna</td>
<td>11.282</td>
<td>393.020</td>
<td>2.051.972</td>
<td>5.264.150,43</td>
<td>32.746.750,36</td>
<td>32.921.599,26</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>55.272</strong></td>
<td><strong>1.795.076</strong></td>
<td><strong>5.844.635</strong></td>
<td><strong>17.903.492,09</strong></td>
<td><strong>97.855.142,22</strong></td>
<td><strong>98.639.243,79</strong></td>
</tr>
</tbody>
</table>

**Grand Total**

<table>
<thead>
<tr>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>726.082</td>
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<td>49.660.620</td>
<td>249.172.701,16</td>
<td>1.053.450.218,22</td>
<td>1.064.412.407,14</td>
</tr>
</tbody>
</table>

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**Summary by territorial area**

**Macroaggregate and Aggregate by kind of show: summary by macro area**

**Table 58**

E. Dance Activities and Concertinos

Number of shows, Admissions, Attendance, Expenditure at the box office, Audience expenditure, Turnover
### Dance Activities and Concertinos

#### NORD OVEST

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liguria</td>
<td>11,411</td>
<td>592,517</td>
<td>976,833</td>
<td>6,248,267,16</td>
<td>20,133,485,15</td>
<td>20,583,122,91</td>
</tr>
<tr>
<td>Lombardia</td>
<td>63,046</td>
<td>6,003,651</td>
<td>3,443,466</td>
<td>55,218,594,62</td>
<td>136,511,018,22</td>
<td>138,076,107,16</td>
</tr>
<tr>
<td>Piemonte</td>
<td>39,097</td>
<td>2,156,034</td>
<td>2,939,587</td>
<td>19,375,120,57</td>
<td>60,808,454,57</td>
<td>61,873,371,63</td>
</tr>
<tr>
<td>Valle d’Aosta</td>
<td>1,497</td>
<td>39,670</td>
<td>187,118</td>
<td>396,699,00</td>
<td>2,475,409,40</td>
<td>2,496,388,80</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>115,051</td>
<td>8,791,872</td>
<td>7,547,004</td>
<td>81,238,691,35</td>
<td>219,928,367,34</td>
<td>223,028,990,50</td>
</tr>
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</table>

#### NORD EST

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emilia-Romagna</td>
<td>30,852</td>
<td>3,434,375</td>
<td>1,990,472</td>
<td>34,083,481,17</td>
<td>75,694,102,42</td>
<td>76,662,930,56</td>
</tr>
<tr>
<td>Friuli- Venezia Giulia</td>
<td>5,219</td>
<td>339,965</td>
<td>479,567</td>
<td>3,734,532,81</td>
<td>9,395,729,14</td>
<td>9,429,032,01</td>
</tr>
<tr>
<td>Trentino- Alto Adige</td>
<td>11,658</td>
<td>254,737</td>
<td>1,760,463</td>
<td>2,778,572,50</td>
<td>23,241,695,85</td>
<td>23,427,723,62</td>
</tr>
<tr>
<td>Veneto</td>
<td>20,373</td>
<td>1,874,531</td>
<td>1,659,910</td>
<td>17,884,699,52</td>
<td>52,141,460,40</td>
<td>52,658,178,31</td>
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<tr>
<td><strong>Total</strong></td>
<td>68,102</td>
<td>5,903,608</td>
<td>5,890,412</td>
<td>58,481,519,03</td>
<td>160,412,887,81</td>
<td>162,177,864,50</td>
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</tbody>
</table>

#### CENTRO

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<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lazio</td>
<td>24,233</td>
<td>2,306,386</td>
<td>1,184,252</td>
<td>24,156,242,95</td>
<td>50,071,415,12</td>
<td>51,388,179,10</td>
</tr>
<tr>
<td>Marche</td>
<td>18,398</td>
<td>1,154,806</td>
<td>1,487,056</td>
<td>12,823,128,44</td>
<td>33,166,304,73</td>
<td>33,680,671,51</td>
</tr>
<tr>
<td>Toscana</td>
<td>30,665</td>
<td>2,203,803</td>
<td>2,017,875</td>
<td>20,915,691,94</td>
<td>59,239,284,00</td>
<td>60,234,072,80</td>
</tr>
<tr>
<td>Umbria</td>
<td>6,739</td>
<td>507,246</td>
<td>256,343</td>
<td>4,389,828,23</td>
<td>8,882,256,89</td>
<td>9,071,867,62</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>80,035</td>
<td>6,172,241</td>
<td>4,945,526</td>
<td>62,284,891,56</td>
<td>151,359,260,74</td>
<td>154,374,791,03</td>
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#### SUD

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<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abruzzo</td>
<td>8,283</td>
<td>325,730</td>
<td>457,894</td>
<td>3,198,058,50</td>
<td>13,726,947,00</td>
<td>13,869,326,00</td>
</tr>
<tr>
<td>Basilicata</td>
<td>1,969</td>
<td>45,551</td>
<td>137,325</td>
<td>666,330,50</td>
<td>13,981,293,97</td>
<td>13,989,992,97</td>
</tr>
<tr>
<td>Calabria</td>
<td>2,000</td>
<td>104,603</td>
<td>592,640</td>
<td>1,145,798,00</td>
<td>3,857,086,25</td>
<td>3,903,715,95</td>
</tr>
<tr>
<td>Campania</td>
<td>15,748</td>
<td>851,523</td>
<td>920,347</td>
<td>10,880,966,62</td>
<td>32,876,811,45</td>
<td>33,296,491,97</td>
</tr>
<tr>
<td>Molise</td>
<td>932</td>
<td>33,468</td>
<td>54,335</td>
<td>422,662,00</td>
<td>1,199,161,75</td>
<td>1,217,344,75</td>
</tr>
<tr>
<td>Puglia</td>
<td>14,298</td>
<td>809,355</td>
<td>1,253,719</td>
<td>8,492,678,59</td>
<td>75,319,748,34</td>
<td>75,463,498,43</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>43,230</td>
<td>2,170,230</td>
<td>3,416,260</td>
<td>24,796,494,41</td>
<td>140,961,048,76</td>
<td>141,740,374,07</td>
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#### ISOLE

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sardegna</td>
<td>3,452</td>
<td>379,657</td>
<td>551,214</td>
<td>4,983,390,59</td>
<td>16,919,138,62</td>
<td>17,058,155,12</td>
</tr>
<tr>
<td>Sicilia</td>
<td>15,881</td>
<td>1,362,421</td>
<td>1,404,584</td>
<td>12,167,500,81</td>
<td>33,422,630,29</td>
<td>33,986,911,43</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>19,333</td>
<td>1,742,078</td>
<td>1,955,798</td>
<td>17,150,891,40</td>
<td>50,341,766,91</td>
<td>51,045,066,55</td>
</tr>
</tbody>
</table>

**Grand Total** | 325,751         | 24,780,029 | 23,755,000 | 243,952,487,75          | 723,003,333,56       | 732,367,086,65   |
### Dance Activities and Concertinos

#### E2 - Concertinos

### Table 60

**Macroaggregate and Aggregate by kind of show: summary by macro area**

**Number of shows, Admissions, Attendance, Expenditure at the box office, Audience expenditure, Turnover**

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Liguria</strong></td>
<td>16.671</td>
<td>7.295</td>
<td>814.410</td>
<td>116.091,50</td>
<td>11.121.573,34</td>
<td>11.160.041,55</td>
</tr>
<tr>
<td><strong>Lombardia</strong></td>
<td>75.031</td>
<td>58.450</td>
<td>4.272.205</td>
<td>609.686,00</td>
<td>63.411.905,71</td>
<td>63.580.399,63</td>
</tr>
<tr>
<td><strong>Valle d’Aosta</strong></td>
<td>1.168</td>
<td>-</td>
<td>72.039</td>
<td>-</td>
<td>842.396,51</td>
<td>845.222,87</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>117.073</td>
<td>94.377</td>
<td>6.526.868</td>
<td>1.164.213,68</td>
<td>91.304.011,95</td>
<td>91.596.162,48</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Emilia-Romagna</strong></td>
<td>40.706</td>
<td>29.695</td>
<td>2.389.361</td>
<td>276.007,68</td>
<td>26.276.272,29</td>
<td>26.322.908,96</td>
</tr>
<tr>
<td><strong>Friuli-Venezia Giulia</strong></td>
<td>10.263</td>
<td>4.630</td>
<td>583.745</td>
<td>52.036,00</td>
<td>5.826.083,12</td>
<td>5.918.192,91</td>
</tr>
<tr>
<td><strong>Trentino-Alto Adige</strong></td>
<td>10.123</td>
<td>49.121</td>
<td>569.663</td>
<td>509.288,00</td>
<td>8.031.935,62</td>
<td>8.111.952,90</td>
</tr>
<tr>
<td><strong>Veneto</strong></td>
<td>41.453</td>
<td>22.807</td>
<td>3.211.691</td>
<td>286.894,50</td>
<td>845.222,87</td>
<td>845.222,87</td>
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<tr>
<td><strong>Total</strong></td>
<td>102.545</td>
<td>106.253</td>
<td>6.754.460</td>
<td>1.124.226,18</td>
<td>81.139.490,44</td>
<td>81.473.412,33</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lazio</strong></td>
<td>33.182</td>
<td>83.648</td>
<td>1.817.760</td>
<td>756.334,47</td>
<td>26.497.078,81</td>
<td>26.974.397,40</td>
</tr>
<tr>
<td><strong>Marche</strong></td>
<td>13.069</td>
<td>30.209</td>
<td>805.894</td>
<td>564.683,39</td>
<td>22.533.645,01</td>
<td>22.798.559,87</td>
</tr>
<tr>
<td><strong>Toscana</strong></td>
<td>35.061</td>
<td>41.818</td>
<td>1.923.113</td>
<td>22.533.645,01</td>
<td>22.533.645,01</td>
<td>22.798.559,87</td>
</tr>
<tr>
<td><strong>Umbria</strong></td>
<td>6.017</td>
<td>3.517</td>
<td>314.161</td>
<td>35.307,00</td>
<td>3.635.817,11</td>
<td>3.666.776,06</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>87.329</td>
<td>159.192</td>
<td>4.860.928</td>
<td>1.492.532,86</td>
<td>60.980.681,79</td>
<td>61.794.237,25</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Abruzzo</strong></td>
<td>8.923</td>
<td>4.874</td>
<td>532.320</td>
<td>68.240,00</td>
<td>5.397.895,46</td>
<td>5.409.541,87</td>
</tr>
<tr>
<td><strong>Basilicata</strong></td>
<td>1.774</td>
<td>1.270</td>
<td>99.468</td>
<td>19.039,00</td>
<td>4.178.889,50</td>
<td>4.178.889,50</td>
</tr>
<tr>
<td><strong>Calabria</strong></td>
<td>2.058</td>
<td>1.643</td>
<td>215.379</td>
<td>19.039,00</td>
<td>4.178.889,50</td>
<td>4.178.889,50</td>
</tr>
<tr>
<td><strong>Campania</strong></td>
<td>23.294</td>
<td>31.384</td>
<td>1.394.057</td>
<td>19.039,00</td>
<td>4.178.889,50</td>
<td>4.178.889,50</td>
</tr>
<tr>
<td><strong>Molise</strong></td>
<td>1.918</td>
<td>607</td>
<td>128.764</td>
<td>19.039,00</td>
<td>4.178.889,50</td>
<td>4.178.889,50</td>
</tr>
<tr>
<td><strong>Puglia</strong></td>
<td>19.478</td>
<td>20.353</td>
<td>1.504.539</td>
<td>15.051.992,32</td>
<td>15.081.176,01</td>
<td>15.081.176,01</td>
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<tr>
<td><strong>Total</strong></td>
<td>57.445</td>
<td>60.131</td>
<td>3.874.527</td>
<td>49.509.327,17</td>
<td>49.587.331,19</td>
<td>49.587.331,19</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sardegna</strong></td>
<td>7.830</td>
<td>13.363</td>
<td>1.500.758</td>
<td>280.759,84</td>
<td>15.827.611,74</td>
<td>15.863.444,14</td>
</tr>
<tr>
<td><strong>Sicilia</strong></td>
<td>28.109</td>
<td>39.635</td>
<td>2.388.079</td>
<td>471.840,85</td>
<td>31.685.761,57</td>
<td>31.730.733,10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>35.939</td>
<td>52.998</td>
<td>3.888.837</td>
<td>752.600,00</td>
<td>47.513.373,31</td>
<td>47.594.177,24</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Grand Total</strong></td>
<td>400.331</td>
<td>472.951</td>
<td>25.905.620</td>
<td>5.220.213,41</td>
<td>330.446.884,66</td>
<td>332.045.320,49</td>
</tr>
</tbody>
</table>
Table 61

F. Touring amusement activities

Summary by territorial area

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liguria</td>
<td>188</td>
<td>161.410</td>
<td>-</td>
<td>2.442.276,70</td>
<td>3.240.477,01</td>
<td>3.240.477,01</td>
</tr>
<tr>
<td>Lombardia</td>
<td>4.162</td>
<td>3.494.951</td>
<td>74.272</td>
<td>32.999.920,46</td>
<td>52.421.840,67</td>
<td>52.498.472,15</td>
</tr>
<tr>
<td>Valle d’Aosta</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>6.412</strong></td>
<td><strong>4.774.618</strong></td>
<td><strong>85.325</strong></td>
<td><strong>45.683.558,72</strong></td>
<td><strong>70.421.935,30</strong></td>
<td><strong>70.504.528,03</strong></td>
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</table>

NORD OVEST

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
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<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friuli-Venezia Giulia</td>
<td>184</td>
<td>95.908</td>
<td>12.725</td>
<td>1.593.489,29</td>
<td>2.251.913,34</td>
<td>2.254.223,34</td>
</tr>
<tr>
<td>Trentino-Alto Adige</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2.906,50</td>
<td>2.906,50</td>
</tr>
<tr>
<td>Veneto</td>
<td>2.737</td>
<td>4.104.386</td>
<td>-</td>
<td>93.144.737,06</td>
<td>140.851.074,82</td>
<td>140.909.858,97</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>7.291</strong></td>
<td><strong>7.571.928</strong></td>
<td><strong>45.482</strong></td>
<td><strong>143.573.584,50</strong></td>
<td><strong>222.808.324,41</strong></td>
<td><strong>224.341.736,42</strong></td>
</tr>
</tbody>
</table>

NORD EST

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lazio</td>
<td>3.157</td>
<td>2.924.738</td>
<td>88.116</td>
<td>29.649.822,82</td>
<td>38.363.960,11</td>
<td>38.504.359,26</td>
</tr>
<tr>
<td>Marche</td>
<td>368</td>
<td>118.255</td>
<td>24.473</td>
<td>963.476,60</td>
<td>1.179.309,61</td>
<td>1.179.309,61</td>
</tr>
<tr>
<td>Toscana</td>
<td>1.165</td>
<td>723.546</td>
<td>141.249</td>
<td>6.506.832,00</td>
<td>9.460.332,11</td>
<td>9.539.373,33</td>
</tr>
<tr>
<td>Umbria</td>
<td>584</td>
<td>130.895</td>
<td>827</td>
<td>1.070.834,30</td>
<td>1.170.793,78</td>
<td>1.176.903,28</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5.274</strong></td>
<td><strong>3.897.434</strong></td>
<td><strong>254.665</strong></td>
<td><strong>38.190.965,72</strong></td>
<td><strong>50.174.395,61</strong></td>
<td><strong>50.399.945,48</strong></td>
</tr>
</tbody>
</table>

CENTRO

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abruzzo</td>
<td>291</td>
<td>236.857</td>
<td>8.841</td>
<td>3.725.639,30</td>
<td>5.138.113,50</td>
<td>5.138.113,50</td>
</tr>
<tr>
<td>Basilicata</td>
<td>225</td>
<td>101.291</td>
<td>-</td>
<td>881.206,50</td>
<td>994.958,00</td>
<td>994.958,00</td>
</tr>
<tr>
<td>Calabria</td>
<td>314</td>
<td>125.879</td>
<td>13.392</td>
<td>1.921.662,30</td>
<td>2.569.821,64</td>
<td>2.569.821,64</td>
</tr>
<tr>
<td>Campania</td>
<td>1.962</td>
<td>767.882</td>
<td>1.993</td>
<td>7.980.890,35</td>
<td>9.643.064,00</td>
<td>9.643.064,00</td>
</tr>
<tr>
<td>Molise</td>
<td>74</td>
<td>448</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>4.824</strong></td>
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<td><strong>26.605.687,10</strong></td>
<td><strong>26.770.875,10</strong></td>
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</tbody>
</table>

SUD

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sardegna</td>
<td>676</td>
<td>188.296</td>
<td>5.863</td>
<td>2.985.107,70</td>
<td>3.806.084,90</td>
<td>3.806.084,90</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1.843</strong></td>
<td><strong>908.238</strong></td>
<td><strong>96.566</strong></td>
<td><strong>14.306.520,35</strong></td>
<td><strong>21.185.772,05</strong></td>
<td><strong>21.185.772,05</strong></td>
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</table>

ISOLE

<table>
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<th>Turnover</th>
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<tbody>
<tr>
<td>Sardegna</td>
<td>676</td>
<td>188.296</td>
<td>5.863</td>
<td>2.985.107,70</td>
<td>3.806.084,90</td>
<td>3.806.084,90</td>
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<td><strong>Total</strong></td>
<td><strong>1.843</strong></td>
<td><strong>908.238</strong></td>
<td><strong>96.566</strong></td>
<td><strong>14.306.520,35</strong></td>
<td><strong>21.185.772,05</strong></td>
<td><strong>21.185.772,05</strong></td>
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Grand Total       | **25.644**      | **19.081.700** | **527.155** | **262.608.191,74**       | **393.202.857,08**   | **393.202.857,08**|
## Table 62

### F1. Touring amusement

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<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liguria</td>
<td>72</td>
<td>34.650</td>
<td>8</td>
<td>240.567,06</td>
<td>240.567,06</td>
<td>240.567,06</td>
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<tr>
<td>Lombardia</td>
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<td>172</td>
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<tr>
<td>Piemonte</td>
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<td>36</td>
<td>458.055,00</td>
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<td>680.431,23</td>
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### NORD EST

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<th>Turnover</th>
</tr>
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<td>Emilia-Romagna</td>
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<td>83.868</td>
<td>16.340</td>
<td>884.480,60</td>
<td>1.528.043,37</td>
<td>1.528.619,37</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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</tr>
<tr>
<td>Trentino–Alto Adige</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>2.906,50</td>
<td>2.906,50</td>
<td>2.906,50</td>
</tr>
<tr>
<td>Veneto</td>
<td>789</td>
<td>109.488</td>
<td>36</td>
<td>1.896.672,00</td>
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<td>6.544.098,94</td>
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<td>193.356</td>
<td>58.833</td>
<td>2.781.152,60</td>
<td>8.075.048,81</td>
<td>8.075.624,81</td>
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### CENTRO

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<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
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<tbody>
<tr>
<td>Lazio</td>
<td>1.234</td>
<td>1.367</td>
<td>36.419</td>
<td>8.337,00</td>
<td>336.169,80</td>
<td>336.169,80</td>
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<tr>
<td>Marche</td>
<td>64</td>
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<td>21.551</td>
<td>23.850,00</td>
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<td>531.044,62</td>
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<td>Toscana</td>
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<td>36</td>
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### SUD

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<th>Audience expenditure</th>
<th>Turnover</th>
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<tbody>
<tr>
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<td>41</td>
<td>-</td>
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<td>-</td>
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<td>47.031,00</td>
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<tr>
<td>Basilicata</td>
<td>13</td>
<td>348</td>
<td>-</td>
<td>2.989,00</td>
<td>40.411,06</td>
<td>40.411,06</td>
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<tr>
<td>Calabria</td>
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<td>3.687</td>
<td>13.392</td>
<td>13.488,00</td>
<td>55.419,44</td>
<td>55.419,44</td>
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<td>1.762.687,20</td>
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<tr>
<td>Molise</td>
<td>73</td>
<td>1.614</td>
<td>-</td>
<td>4.795,00</td>
<td>4.795,00</td>
<td>4.795,00</td>
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<tr>
<td>Puglia</td>
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<td>37.712</td>
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<td>397.663,00</td>
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### ISOLE

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<thead>
<tr>
<th>Region</th>
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<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
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<tbody>
<tr>
<td>Sardegna</td>
<td>17</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<td>26.059,00</td>
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<tr>
<td>Sicilia</td>
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<td>-</td>
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<td>-</td>
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<td>-</td>
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### NORD OVEST

### NORD EST

### CENTRO

### SUD

### ISOLE
### Table 63

#### F2. Amusement Parks

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<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
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<tr>
<td>Liguria</td>
<td>116</td>
<td>126.760</td>
<td>-</td>
<td>2.201.709,64</td>
<td>2.999.099,95</td>
<td>2.999.099,95</td>
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<td>Lombardia</td>
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<td>49.473.342,65</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<table>
<thead>
<tr>
<th>Region</th>
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<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
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<tbody>
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<td><strong>NORD EST</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Emilia-Romagna</td>
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<td>78.174.386,38</td>
<td>79.646.128,24</td>
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<tr>
<td>Friuli- Venezia Giulia</td>
<td>184</td>
<td>95.908</td>
<td>12.725</td>
<td>1.593.489,29</td>
<td>2.251.913,34</td>
<td>2.254.223,34</td>
</tr>
<tr>
<td>Trentino- Alto Adige</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Veneto</td>
<td>1.948</td>
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<td>-</td>
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<td>134.306.975,88</td>
<td>134.365.760,03</td>
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<td><strong>Total</strong></td>
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<td>7.378.572</td>
<td>29.142</td>
<td>140.792.431,90</td>
<td>214.733.275,60</td>
<td>216.266.111,61</td>
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</table>

<table>
<thead>
<tr>
<th>Region</th>
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<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
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<td><strong>CENTRO</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Lazio</td>
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<td>2.923.371</td>
<td>51.697</td>
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<td>38.027.790,31</td>
<td>38.168.189,46</td>
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<tr>
<td>Marche</td>
<td>304</td>
<td>108.715</td>
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<td>2.251.913,34</td>
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<td>1.064.736,58</td>
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<td><strong>Total</strong></td>
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<td>37.827.879,92</td>
<td>49.087.343,95</td>
<td>49.306.553,82</td>
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<table>
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<tr>
<th>Region</th>
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<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
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<tbody>
<tr>
<td><strong>SUD</strong></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Abruzzo</td>
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<td>5.091.082,50</td>
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<td>2.514.402,20</td>
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<td>3.584,00</td>
<td>3.584,00</td>
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<tr>
<td>Puglia</td>
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<td>6.935.957,39</td>
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<table>
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<td>188.296</td>
<td>5.863</td>
<td>2.985.107,70</td>
<td>3.777.560,90</td>
<td>3.780.925,90</td>
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<table>
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<th>Attendance</th>
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### Fairs and Exhibitions

#### NORD OVEST

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<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liguria</td>
<td>2,692</td>
<td>628,483</td>
<td>17,474</td>
<td>4,967,156.09</td>
<td>5,102,908.25</td>
<td>5,265,911.25</td>
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<tr>
<td>Lombardia</td>
<td>15,167</td>
<td>7,947,761</td>
<td>55,842</td>
<td>55,133,686.88</td>
<td>238,116,397.92</td>
<td>243,339,016.45</td>
</tr>
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<td>Piemonte</td>
<td>5,740</td>
<td>2,219,586</td>
<td>27,459</td>
<td>11,044,228.36</td>
<td>15,037,914.35</td>
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<td>Valle d’Aosta</td>
<td>1,186</td>
<td>142,712</td>
<td>2,165</td>
<td>717,629.00</td>
<td>735,660.26</td>
<td>781,163.26</td>
</tr>
<tr>
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<td><strong>24,785</strong></td>
<td><strong>10,938,542</strong></td>
<td><strong>102,940</strong></td>
<td><strong>71,862,700.33</strong></td>
<td><strong>258,992,880.78</strong></td>
<td><strong>268,278,895.79</strong></td>
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#### NORD EST

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<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
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<tr>
<td>Emilia-Romagna</td>
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<td>3,153,386</td>
<td>12,683</td>
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<td>90,017,680.75</td>
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<td>Friuli- Venezia Giulia</td>
<td>1,683</td>
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<td>7,173,442.80</td>
<td>7,330,356.30</td>
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<tr>
<td>Trentino- Alto Adige</td>
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<td>358,411</td>
<td>33,753</td>
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<td>5,206,540.35</td>
<td>8,643,177.93</td>
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<tr>
<td>Veneto</td>
<td>7,598</td>
<td>142,712</td>
<td>2,165</td>
<td>717,629.00</td>
<td>735,660.26</td>
<td>781,163.26</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15,348</strong></td>
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<td><strong>55,601</strong></td>
<td><strong>67,494,380.03</strong></td>
<td><strong>201,113,597.63</strong></td>
<td><strong>215,393,310.69</strong></td>
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#### CENTRO

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<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lazio</td>
<td>7,109</td>
<td>3,298,960</td>
<td>12,017</td>
<td>26,556,683.61</td>
<td>46,016,607.15</td>
<td>46,528,255.86</td>
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<tr>
<td>Marche</td>
<td>1,974</td>
<td>303,761</td>
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<td>1,791,669.48</td>
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<tr>
<td>Toscana</td>
<td>6,078</td>
<td>2,106,762</td>
<td>3,074</td>
<td>16,880,191.37</td>
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<tr>
<td>Umbria</td>
<td>1,355</td>
<td>311,950</td>
<td>357</td>
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<td><strong>Total</strong></td>
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<td><strong>47,076,128.98</strong></td>
<td><strong>83,299,274.68</strong></td>
<td><strong>85,005,672.33</strong></td>
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#### SUD

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<th>Audience expenditure</th>
<th>Turnover</th>
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<tbody>
<tr>
<td>Abruzzo</td>
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<td>-</td>
<td>86,271.50</td>
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<td>197,720.73</td>
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<td>-</td>
<td>92,515.00</td>
<td>544,409.73</td>
<td>573,066.77</td>
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<tr>
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<td>1,038,624</td>
<td>25,375</td>
<td>7,068,459.49</td>
<td>11,910,631.11</td>
<td>12,129,998.29</td>
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<tr>
<td>Molise</td>
<td>107</td>
<td>10,394</td>
<td>-</td>
<td>48,404.00</td>
<td>48,404.00</td>
<td>49,604.00</td>
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<tr>
<td>Puglia</td>
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<td>564,371</td>
<td>255</td>
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<td>1,925,560.11</td>
<td>1,999,670.13</td>
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<td><strong>31,787</strong></td>
<td><strong>8,337,581.69</strong></td>
<td><strong>15,666,631.68</strong></td>
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#### ISOLE

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<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sardegna</td>
<td>935</td>
<td>90,939</td>
<td>-</td>
<td>422,712.20</td>
<td>858,204.60</td>
<td>862,107.60</td>
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<td>3,847</td>
<td>832,569</td>
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<td><strong>923,508</strong></td>
<td><strong>3,356</strong></td>
<td><strong>4,223,276.05</strong></td>
<td><strong>5,843,059.15</strong></td>
<td><strong>6,125,980.65</strong></td>
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</table>

**Grand Total** | **66,106** | **28,478,499** | **211,712** | **199,494,067.08** | **564,915,443.92** | **590,850,284.05**
### Macroaggregate and Aggregate by kind of show: summary by macro area

#### Fairs and Exhibitions

**G1 - Fairs**

#### NORD OVEST

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liguria</td>
<td>48</td>
<td>124.039</td>
<td>5.176</td>
<td>538.057,75</td>
<td>552.528,71</td>
<td>566.141,71</td>
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<tr>
<td>Lombardia</td>
<td>881</td>
<td>3.851.017</td>
<td>29.548</td>
<td>18.459.590,29</td>
<td>198.298.224,85</td>
<td>202.264.192,64</td>
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<tr>
<td>Piemonte</td>
<td>371</td>
<td>756.244</td>
<td>9.445</td>
<td>3.890.532,25</td>
<td>7.697.262,72</td>
<td>8.044.517,49</td>
</tr>
<tr>
<td>Valle d’Aosta</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1.300</td>
<td>4.731.300</td>
<td>44.169</td>
<td>22.888.180,29</td>
<td>206.548.016,28</td>
<td>210.874.851,84</td>
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#### NORD EST

<table>
<thead>
<tr>
<th>Region</th>
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<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emilia-Romagna</td>
<td>741</td>
<td>2.163.450</td>
<td>1.607</td>
<td>13.787.209,07</td>
<td>74.117.847,89</td>
<td>80.982.732,68</td>
</tr>
<tr>
<td>Friuli- Venezia Giulia</td>
<td>131</td>
<td>259.561</td>
<td>-</td>
<td>1.371.517,10</td>
<td>5.968.910,63</td>
<td>6.074.222,13</td>
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<tr>
<td>Veneto</td>
<td>439</td>
<td>1.630.301</td>
<td>7.777</td>
<td>9.948.888,40</td>
<td>73.584.747,77</td>
<td>75.629.646,05</td>
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<td>41.676</td>
<td>26.468.486,67</td>
<td>158.476.135,04</td>
<td>170.889.231,09</td>
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#### CENTRO

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<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lazio</td>
<td>377</td>
<td>678.307</td>
<td>1.737</td>
<td>5.059.495,50</td>
<td>22.168.681,17</td>
<td>22.349.825,38</td>
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<tr>
<td>Marche</td>
<td>105</td>
<td>128.820</td>
<td>-</td>
<td>1.360.872,10</td>
<td>4.804.628,75</td>
<td>8.202.630,23</td>
</tr>
<tr>
<td>Toscana</td>
<td>318</td>
<td>885.751</td>
<td>487</td>
<td>6.240.538,21</td>
<td>13.942.228,15</td>
<td>14.119.822,31</td>
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<tr>
<td>Umbria</td>
<td>37</td>
<td>100.557</td>
<td>-</td>
<td>931.843,50</td>
<td>1.831.299,69</td>
<td>1.850.460,69</td>
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<td><strong>Total</strong></td>
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<td>1.793.435</td>
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<td>12.800.824,21</td>
<td>38.612.659,05</td>
<td>39.095.108,42</td>
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#### SUD

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
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<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abruzzo</td>
<td>60</td>
<td>77.959</td>
<td>107</td>
<td>389.044,70</td>
<td>866.782,55</td>
<td>881.231,55</td>
</tr>
<tr>
<td>Basilicata</td>
<td>29</td>
<td>17.725</td>
<td>-</td>
<td>42.542,50</td>
<td>140.997,73</td>
<td>143.582,73</td>
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<tr>
<td>Calabria</td>
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<td>10.201</td>
<td>-</td>
<td>10.265,50</td>
<td>399.820,23</td>
<td>427.399,27</td>
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<tr>
<td>Campania</td>
<td>483</td>
<td>551.899</td>
<td>15.644</td>
<td>3.614.168,75</td>
<td>6.183.326,38</td>
<td>6.258.515,86</td>
</tr>
<tr>
<td>Molise</td>
<td>2</td>
<td>5.000</td>
<td>-</td>
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<td>25.200,00</td>
<td>26.400,00</td>
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<tr>
<td>Puglia</td>
<td>84</td>
<td>410.708</td>
<td>50</td>
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<td>1.433.789,01</td>
<td>1.505.449,03</td>
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<td><strong>Total</strong></td>
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<td>15.801</td>
<td>4.668.254,45</td>
<td>9.049.915,90</td>
<td>9.242.578,44</td>
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#### ISOLE

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sardegna</td>
<td>18</td>
<td>44.633</td>
<td>-</td>
<td>171.719,00</td>
<td>273.386,11</td>
<td>277.014,11</td>
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<tr>
<td>Sicilia</td>
<td>104</td>
<td>185.869</td>
<td>-</td>
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<td>1.896.286,85</td>
<td>1.915.066,85</td>
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<td>-</td>
<td>902.009,00</td>
<td>2.169.672,96</td>
<td>2.192.080,96</td>
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**Grand Total**

<table>
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<tr>
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<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
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<tbody>
<tr>
<td>4.410</td>
<td>12.214.927</td>
<td>105.934</td>
<td>67.727.754,62</td>
<td>414.856.399,23</td>
<td>432.293.850,75</td>
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### Table 66: G2. Exhibitions

#### Fairs and Exhibitions

**Macroaggregate and Aggregate by kind of show: summary by macro area**

<table>
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<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
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<tbody>
<tr>
<td><strong>NORD OVEST</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Liguria</td>
<td>2,644</td>
<td>504,444</td>
<td>12,298</td>
<td>4,429,098,34</td>
<td>4,550,379,54</td>
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<td>41,074,823,81</td>
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<td>5,399</td>
<td>1,463,342</td>
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<td>7,340,651,63</td>
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<tr>
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<td>1,186</td>
<td>142,712</td>
<td>2,165</td>
<td>717,629,00</td>
<td>735,660,26</td>
<td>781,163,26</td>
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<tr>
<td><strong>Total</strong></td>
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<td>Emilia-Romagna</td>
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<td>8,121,184,70</td>
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<td>9,034,948,07</td>
</tr>
<tr>
<td>Friuli - Venezia Giulia</td>
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<td>1,256,134,17</td>
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<td>33,772,449,66</td>
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<td>42,637,462,59</td>
<td>44,504,079,60</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lazio</td>
<td>6,732</td>
<td>2,620,653</td>
<td>10,280</td>
<td>21,497,188,11</td>
<td>23,847,925,98</td>
<td>24,178,430,48</td>
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<td>Marche</td>
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<td>174,941</td>
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<td>949,387,50</td>
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<tr>
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<td>16,471,122,41</td>
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</tr>
<tr>
<td>Abruzzo</td>
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<td>19,259</td>
<td>6,050</td>
<td>138,444,00</td>
<td>185,748,45</td>
<td>215,133,12</td>
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<tr>
<td>Basilicata</td>
<td>82</td>
<td>11,004</td>
<td>-</td>
<td>43,729,00</td>
<td>44,098,00</td>
<td>54,138,00</td>
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<tr>
<td>Calabria</td>
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<td>35,353</td>
<td>-</td>
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<td>145,667,50</td>
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<tr>
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<td>5,871,482,43</td>
</tr>
<tr>
<td>Molise</td>
<td>105</td>
<td>5,394</td>
<td>-</td>
<td>23,204,00</td>
<td>23,204,00</td>
<td>23,204,00</td>
</tr>
<tr>
<td>Puglia</td>
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<td>494,221,10</td>
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<tr>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sardegna</td>
<td>917</td>
<td>46,306</td>
<td>-</td>
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<td>585,093,49</td>
</tr>
<tr>
<td>Sicilia</td>
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</tr>
<tr>
<td><strong>Total</strong></td>
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<td>3,673,386,19</td>
<td>3,933,899,69</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td>61,696</td>
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<td>131,766,312,46</td>
<td>150,059,044,69</td>
<td>158,556,433,30</td>
</tr>
</tbody>
</table>
## Multi-genre Activities

### NORD OVEST

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liguria</td>
<td>938</td>
<td>1,465</td>
<td>232,452</td>
<td>5,813,00</td>
<td>2,628,042,29</td>
<td>2,659,191,29</td>
</tr>
<tr>
<td>Lombardia</td>
<td>10,347</td>
<td>158,921</td>
<td>2,745,436</td>
<td>1,556,256,62</td>
<td>24,599,418,53</td>
<td>26,077,971,41</td>
</tr>
<tr>
<td>Piemonte</td>
<td>5,641</td>
<td>141,595</td>
<td>1,290,702</td>
<td>1,107,135,19</td>
<td>13,470,168,03</td>
<td>15,231,755,59</td>
</tr>
<tr>
<td>Valle d'Aosta</td>
<td>179</td>
<td>26,698</td>
<td>49,476</td>
<td>112,941,00</td>
<td>588,560,33</td>
<td>788,495,11</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>17,105</td>
<td>328,679</td>
<td>4,318,066</td>
<td>2,782,145,81</td>
<td>41,286,189,18</td>
<td>44,757,413,40</td>
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</table>

### NORD EST

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emilia-Romagna</td>
<td>6,312</td>
<td>272,068</td>
<td>1,580,047</td>
<td>1,681,013,86</td>
<td>16,180,395,88</td>
<td>18,569,827,43</td>
</tr>
<tr>
<td>Friuli- Venezia Giulia</td>
<td>3,449</td>
<td>22,004</td>
<td>1,073,084</td>
<td>154,366,20</td>
<td>12,747,731,72</td>
<td>13,377,676,52</td>
</tr>
<tr>
<td>Trentino- Alto Adige</td>
<td>3,389</td>
<td>132,909</td>
<td>2,132,440</td>
<td>1,741,911,50</td>
<td>11,715,179,21</td>
<td>12,466,778,06</td>
</tr>
<tr>
<td>Veneto</td>
<td>8,419</td>
<td>236,717</td>
<td>2,432,196</td>
<td>2,112,055,50</td>
<td>28,818,894,57</td>
<td>30,446,742,71</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>21,569</td>
<td>663,698</td>
<td>7,217,767</td>
<td>5,689,347,06</td>
<td>69,462,201,38</td>
<td>74,861,024,72</td>
</tr>
</tbody>
</table>

### CENTRO

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lazio</td>
<td>1,302</td>
<td>43,498</td>
<td>375,459</td>
<td>256,220,84</td>
<td>2,686,205,48</td>
<td>3,799,682,70</td>
</tr>
<tr>
<td>Marche</td>
<td>3,025</td>
<td>120,503</td>
<td>1,393,810</td>
<td>666,733,63</td>
<td>10,156,750,69</td>
<td>13,274,811,04</td>
</tr>
<tr>
<td>Toscana</td>
<td>4,122</td>
<td>442,513</td>
<td>822,821</td>
<td>4,013,623,06</td>
<td>15,300,114,08</td>
<td>16,322,356,97</td>
</tr>
<tr>
<td>Umbria</td>
<td>2,917</td>
<td>34,810</td>
<td>878,384</td>
<td>474,640,00</td>
<td>9,128,347,11</td>
<td>10,244,312,16</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>11,366</td>
<td>641,324</td>
<td>3,470,474</td>
<td>5,411,217,53</td>
<td>37,271,417,36</td>
<td>43,641,162,87</td>
</tr>
</tbody>
</table>

### SUD

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abruzzo</td>
<td>1,241</td>
<td>3,781</td>
<td>399,142</td>
<td>32,363,00</td>
<td>2,619,149,60</td>
<td>3,196,341,95</td>
</tr>
<tr>
<td>Basilicata</td>
<td>158</td>
<td>8,138</td>
<td>44,312</td>
<td>98,700,00</td>
<td>228,020,73</td>
<td>246,097,73</td>
</tr>
<tr>
<td>Calabria</td>
<td>4</td>
<td>1,200</td>
<td>-</td>
<td>-</td>
<td>800,00</td>
<td>5,800,00</td>
</tr>
<tr>
<td>Campania</td>
<td>770</td>
<td>4,577</td>
<td>302,603</td>
<td>23,470,00</td>
<td>1,385,376,07</td>
<td>1,903,588,32</td>
</tr>
<tr>
<td>Molise</td>
<td>186</td>
<td>1,176</td>
<td>46,486</td>
<td>10,961,00</td>
<td>94,509,34</td>
<td>233,463,74</td>
</tr>
<tr>
<td>Puglia</td>
<td>435</td>
<td>79,921</td>
<td>398,542</td>
<td>410,620,50</td>
<td>1,198,088,59</td>
<td>1,874,613,24</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2,794</td>
<td>97,593</td>
<td>1,192,285</td>
<td>576,114,50</td>
<td>5,525,944,33</td>
<td>7,449,904,98</td>
</tr>
</tbody>
</table>

### ISOLE

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sardegna</td>
<td>33</td>
<td>12,807</td>
<td>6,585</td>
<td>194,477,56</td>
<td>287,986,84</td>
<td>301,467,80</td>
</tr>
<tr>
<td>Sicilia</td>
<td>243</td>
<td>2,882</td>
<td>61,208</td>
<td>20,794,00</td>
<td>413,339,36</td>
<td>550,715,29</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>276</td>
<td>15,689</td>
<td>67,793</td>
<td>215,271,56</td>
<td>701,326,20</td>
<td>852,183,09</td>
</tr>
</tbody>
</table>

| Grand Total | 53,110 | 1,746,983 | 16,266,385 | 14,674,096,46 | 154,247,078,45 | 171,561,689,06 |
## Table 68: NORD-OVEST. All Regions

### Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover

<table>
<thead>
<tr>
<th>Province</th>
<th>Nr. of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Genova</td>
<td>71,622</td>
<td>4,211,087</td>
<td>532,377</td>
<td>41,565,834,96</td>
<td>101,624,569,34</td>
<td>145,573,312,41</td>
</tr>
<tr>
<td>Imperia</td>
<td>19,961</td>
<td>476,919</td>
<td>556,670</td>
<td>4,846,395,57</td>
<td>13,165,213,32</td>
<td>14,243,885,37</td>
</tr>
<tr>
<td>La Spezia</td>
<td>19,737</td>
<td>731,109</td>
<td>229,730</td>
<td>5,347,954,73</td>
<td>10,023,139,38</td>
<td>14,454,247,82</td>
</tr>
<tr>
<td>Savona</td>
<td>25,186</td>
<td>925,276</td>
<td>780,656</td>
<td>9,407,385,84</td>
<td>19,861,307,37</td>
<td>21,823,977,97</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>136,506</strong></td>
<td><strong>6,344,391</strong></td>
<td><strong>2,099,433</strong></td>
<td><strong>61,167,571,10</strong></td>
<td><strong>144,674,229,41</strong></td>
<td><strong>196,095,423,57</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Province</th>
<th>Nr. of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bergamo</td>
<td>75,545</td>
<td>5,929,605</td>
<td>1,638,602</td>
<td>49,505,183,85</td>
<td>89,633,364,00</td>
<td>180,233,294,36</td>
</tr>
<tr>
<td>Brescia</td>
<td>85,320</td>
<td>4,524,631</td>
<td>1,790,816</td>
<td>39,011,390,11</td>
<td>88,451,626,66</td>
<td>138,859,332,07</td>
</tr>
<tr>
<td>Como</td>
<td>42,415</td>
<td>1,570,009</td>
<td>769,806</td>
<td>12,744,569,83</td>
<td>33,947,200,85</td>
<td>40,391,917,29</td>
</tr>
<tr>
<td>Cremona</td>
<td>27,345</td>
<td>1,427,105</td>
<td>324,591</td>
<td>11,033,369,41</td>
<td>24,206,335,21</td>
<td>44,695,489,22</td>
</tr>
<tr>
<td>Lecco</td>
<td>8,100</td>
<td>536,396</td>
<td>360,317</td>
<td>4,131,750,25</td>
<td>9,597,120,84</td>
<td>13,297,232,42</td>
</tr>
<tr>
<td>Lodi</td>
<td>10,752</td>
<td>487,771</td>
<td>198,612</td>
<td>2,599,378,70</td>
<td>4,807,087,27</td>
<td>6,278,203,68</td>
</tr>
<tr>
<td>Mantova</td>
<td>29,830</td>
<td>1,304,827</td>
<td>713,676</td>
<td>11,652,370,28</td>
<td>23,550,001,13</td>
<td>35,377,593,17</td>
</tr>
<tr>
<td>Milano</td>
<td>308,561</td>
<td>25,771,943</td>
<td>2,947,815</td>
<td>344,665,146,69</td>
<td>693,077,119,05</td>
<td>1,228,912,670,72</td>
</tr>
<tr>
<td>Monza – Brianza</td>
<td>62,941</td>
<td>3,700,830</td>
<td>701,688</td>
<td>50,476,845,17</td>
<td>95,928,542,76</td>
<td>40,315,990,01</td>
</tr>
<tr>
<td>Pavia</td>
<td>39,111</td>
<td>1,582,559</td>
<td>774,353</td>
<td>12,413,032,22</td>
<td>21,670,778,15</td>
<td>25,968,679,94</td>
</tr>
<tr>
<td>Sondrio</td>
<td>12,689</td>
<td>350,936</td>
<td>333,465</td>
<td>2,935,129,20</td>
<td>8,860,765,75</td>
<td>10,773,541,14</td>
</tr>
<tr>
<td>Varese</td>
<td>44,212</td>
<td>2,494,951</td>
<td>688,662</td>
<td>19,657,399,95</td>
<td>33,451,389,84</td>
<td>43,302,152,28</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>746,821</strong></td>
<td><strong>49,681,563</strong></td>
<td><strong>11,242,403</strong></td>
<td><strong>560,825,565,66</strong></td>
<td><strong>1,117,181,331,51</strong></td>
<td><strong>1,862,404,096,30</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Province</th>
<th>Nr. of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alessandria</td>
<td>36,142</td>
<td>1,257,175</td>
<td>731,198</td>
<td>9,353,524,91</td>
<td>20,938,515,83</td>
<td>25,918,790,81</td>
</tr>
<tr>
<td>Asti</td>
<td>13,665</td>
<td>512,706</td>
<td>425,876</td>
<td>4,011,839,88</td>
<td>9,049,901,15</td>
<td>9,890,068,43</td>
</tr>
<tr>
<td>Biella</td>
<td>7,811</td>
<td>452,282</td>
<td>257,392</td>
<td>3,396,614,98</td>
<td>6,982,059,49</td>
<td>10,519,828,22</td>
</tr>
<tr>
<td>Cuneo</td>
<td>44,575</td>
<td>1,917,646</td>
<td>1,059,685</td>
<td>15,777,571,58</td>
<td>36,236,369,01</td>
<td>46,536,949,07</td>
</tr>
<tr>
<td>Novara</td>
<td>27,330</td>
<td>1,711,197</td>
<td>405,394</td>
<td>14,597,793,26</td>
<td>27,750,663,17</td>
<td>41,633,849,26</td>
</tr>
<tr>
<td>Torino</td>
<td>183,561</td>
<td>13,243,485</td>
<td>2,226,414</td>
<td>154,116,815,71</td>
<td>223,842,490,87</td>
<td>480,934,302,79</td>
</tr>
<tr>
<td>Verbano-Cusio-Ossola</td>
<td>8,624</td>
<td>263,693</td>
<td>326,031</td>
<td>2,663,854,19</td>
<td>6,694,632,74</td>
<td>8,286,462,63</td>
</tr>
<tr>
<td>Vercelli</td>
<td>12,844</td>
<td>817,538</td>
<td>588,162</td>
<td>6,296,615,41</td>
<td>15,143,948,86</td>
<td>19,900,000,67</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>334,552</strong></td>
<td><strong>20,175,722</strong></td>
<td><strong>6,020,152</strong></td>
<td><strong>210,216,429,92</strong></td>
<td><strong>346,638,581,12</strong></td>
<td><strong>643,802,251,88</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Province</th>
<th>Nr. of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aosta</td>
<td>12,163</td>
<td>498,364</td>
<td>326,580</td>
<td>3,441,216,30</td>
<td>7,619,677,62</td>
<td>8,316,916,98</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>12,163</strong></td>
<td><strong>498,364</strong></td>
<td><strong>326,580</strong></td>
<td><strong>3,441,216,30</strong></td>
<td><strong>7,619,677,62</strong></td>
<td><strong>8,316,916,98</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Province</th>
<th>Nr. of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand total</td>
<td><strong>1,230,042</strong></td>
<td><strong>76,700,040</strong></td>
<td><strong>19,688,568</strong></td>
<td><strong>835,650,782,98</strong></td>
<td><strong>1,616,113,819,66</strong></td>
<td><strong>2,710,418,688,73</strong></td>
</tr>
<tr>
<td>Province</td>
<td>Nr. of shows</td>
<td>Admissions</td>
<td>Attendance</td>
<td>Expenditure at the Box Office</td>
<td>Audience expenditure</td>
<td>Turnover</td>
</tr>
<tr>
<td>--------------</td>
<td>--------------</td>
<td>------------</td>
<td>------------</td>
<td>------------------------------</td>
<td>----------------------</td>
<td>----------</td>
</tr>
<tr>
<td>Genova</td>
<td>71,622</td>
<td>4,211,087</td>
<td>532,377</td>
<td>41,565,834,96</td>
<td>101,624,569,34</td>
<td>145,573,312,41</td>
</tr>
<tr>
<td>Imperia</td>
<td>19,961</td>
<td>476,919</td>
<td>556,670</td>
<td>4,846,395,57</td>
<td>13,165,213,32</td>
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</tr>
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<td>731,109</td>
<td>229,730</td>
<td>5,347,954,73</td>
<td>10,023,139,38</td>
<td>14,454,247,82</td>
</tr>
<tr>
<td>Savona</td>
<td>25,186</td>
<td>925,276</td>
<td>780,656</td>
<td>9,407,385,84</td>
<td>19,861,307,37</td>
<td>21,823,977,97</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>136,506</strong></td>
<td><strong>6,344,391</strong></td>
<td><strong>2,099,433</strong></td>
<td><strong>61,167,571,10</strong></td>
<td><strong>144,674,229,41</strong></td>
<td><strong>196,095,423,57</strong></td>
</tr>
</tbody>
</table>

**Summary by territorial area**

**Liguria**

- **Nr. of shows**: 1,000
- **Admissions**: 1,000
- **Attendance**: 1,000
- **Expenditure at the Box Office**: 1,000
- **Audience expenditure**: 1,000
- **Turnover**: 1,000

**Graphic Exhibition**

- Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience Expenditure, Turnover

**Nord-Ovest**

- Yearbook of the Entertainment Activity

Page 147
### Summary by territorial area

#### Table 70

**Nord-Ovest. Lombardia. Graphic Exhibition**

<table>
<thead>
<tr>
<th>Province</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bergamo</td>
<td>75,545</td>
<td>5,929,605</td>
<td>1,638,602</td>
<td>49,505,183.85</td>
<td>89,633,364.00</td>
<td>180,233,294.36</td>
</tr>
<tr>
<td>Brescia</td>
<td>85,320</td>
<td>4,524,631</td>
<td>1,790,816</td>
<td>39,011,390.11</td>
<td>88,451,626.66</td>
<td>138,859,332.07</td>
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<tr>
<td>Como</td>
<td>42,415</td>
<td>1,570,099</td>
<td>769,806</td>
<td>12,744,569.83</td>
<td>33,947,200.85</td>
<td>40,391,917.29</td>
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<tr>
<td>Cremona</td>
<td>27,345</td>
<td>1,427,105</td>
<td>324,591</td>
<td>11,033,369.41</td>
<td>24,206,335.21</td>
<td>44,695,489.22</td>
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<tr>
<td>Lecco</td>
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<td>536,396</td>
<td>360,317</td>
<td>4,131,750.25</td>
<td>9,597,120.84</td>
<td>13,296,232.42</td>
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<tr>
<td>Lodi</td>
<td>10,752</td>
<td>487,771</td>
<td>198,612</td>
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<td>4,807,087.27</td>
<td>6,278,203.68</td>
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<tr>
<td>Mantova</td>
<td>29,830</td>
<td>1,304,827</td>
<td>713,688</td>
<td>11,652,370.28</td>
<td>23,550,001.13</td>
<td>35,377,593.17</td>
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<tr>
<td>Milano</td>
<td>308,561</td>
<td>25,771,943</td>
<td>2,947,815</td>
<td>344,665,146.69</td>
<td>693,077,119.05</td>
<td>1,228,912,670.72</td>
</tr>
<tr>
<td>Monza - Brianza</td>
<td>62,941</td>
<td>3,700,830</td>
<td>701,688</td>
<td>50,476,845.17</td>
<td>85,928,542.76</td>
<td>94,315,990.01</td>
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<tr>
<td>Pavia</td>
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<td>3,062,559</td>
<td>774,353</td>
<td>12,413,032.22</td>
<td>21,670,778.15</td>
<td>25,968,679.94</td>
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<tr>
<td>Sondrio</td>
<td>29,830</td>
<td>1,304,827</td>
<td>713,688</td>
<td>11,652,370.28</td>
<td>23,550,001.13</td>
<td>35,377,593.17</td>
</tr>
<tr>
<td>Varese</td>
<td>308,561</td>
<td>25,771,943</td>
<td>2,947,815</td>
<td>344,665,146.69</td>
<td>693,077,119.05</td>
<td>1,228,912,670.72</td>
</tr>
<tr>
<td>Total</td>
<td>746,821</td>
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<td>11,242,403</td>
<td>560,825,565.66</td>
<td>1,117,181,331.51</td>
<td>1,862,404,096.30</td>
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**Details by Province**

- **Yearbook of the Entertainment Activity**
- **Expenditure, Turnover**
- **Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover**
- **2017**

![Graphic Exhibition](image)
### Details by Province

**Nord-Ovest: Piemonte**

#### Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover

<table>
<thead>
<tr>
<th>Province</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alessandria</td>
<td>36.142</td>
<td>1.257.175</td>
<td>731.198</td>
<td>9.353.524.91</td>
<td>20.938.515.83</td>
<td>25.918.790.81</td>
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<tr>
<td>Cuneo</td>
<td>44.575</td>
<td>1.917.646</td>
<td>1.059.685</td>
<td>15.777.571.58</td>
<td>36.238.369.01</td>
<td>46.536.949.07</td>
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<tr>
<td>Novara</td>
<td>27.330</td>
<td>1.711.197</td>
<td>405.394</td>
<td>14.597.793.26</td>
<td>27.750.663.17</td>
<td>41.633.849.26</td>
</tr>
<tr>
<td>Verbano-Cusio-Ossola</td>
<td>8.624</td>
<td>263.693</td>
<td>326.031</td>
<td>2.663.654.19</td>
<td>6.694.632.74</td>
<td>8.268.462.63</td>
</tr>
<tr>
<td>Vercelli</td>
<td>12.844</td>
<td>817.538</td>
<td>588.162</td>
<td>6.296.615.41</td>
<td>15.143.948.86</td>
<td>19.900.000.67</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>334.552</strong></td>
<td><strong>20.175.722</strong></td>
<td><strong>6.020.152</strong></td>
<td><strong>210.216.429.92</strong></td>
<td><strong>346.638.581.12</strong></td>
<td><strong>643.602.251.88</strong></td>
</tr>
</tbody>
</table>

#### Province Details

- **Alessandria**: 10.0% shows, 6.2% admissions, 12.1% attendance, 4.4% expenditure at the Box Office, 6.0% audience expenditure, 4.0% turnover.
- **Asti**: 4.0% shows, 2.5% admissions, 7.0% attendance, 1.9% expenditure at the Box Office, 2.6% audience expenditure, 1.5% turnover.
- **Biella**: 2.3% shows, 2.2% admissions, 4.2% attendance, 1.6% expenditure at the Box Office, 2.0% audience expenditure, 1.6% turnover.
- **Cuneo**: 13.3% shows, 9.5% admissions, 17.6% attendance, 7.5% expenditure at the Box Office, 10.4% audience expenditure, 7.2% turnover.
- **Novara**: 8.1% shows, 8.5% admissions, 6.7% attendance, 6.9% expenditure at the Box Office, 8.0% audience expenditure, 6.5% turnover.
- **Torino**: 54.9% shows, 65.6% admissions, 36.9% attendance, 73.3% expenditure at the Box Office, 64.6% audience expenditure, 74.7% turnover.
- **Verbano-Cusio-Ossola**: 2.6% shows, 1.3% admissions, 5.4% attendance, 1.3% expenditure at the Box Office, 1.9% audience expenditure, 1.3% turnover.
- **Vercelli**: 3.8% shows, 4.0% admissions, 9.7% attendance, 3.0% expenditure at the Box Office, 4.4% audience expenditure, 3.1% turnover.

#### Summary by Territorial Area

- **Piemonte**: 10.8% shows, 6.2% admissions, 12.1% attendance, 4.4% expenditure at the Box Office, 6.0% audience expenditure, 4.0% turnover.

2014 Yearbook of the Entertainment Activity
### Emilia-Romagna

<table>
<thead>
<tr>
<th>Province</th>
<th>Nr. of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bologna</td>
<td>80.130</td>
<td>6.642.151</td>
<td>1.187.588</td>
<td>84.020.987.20</td>
<td>111.124.536.04</td>
<td>181.775.063.27</td>
</tr>
<tr>
<td>Ferrara</td>
<td>34.494</td>
<td>1.677.945</td>
<td>398.570</td>
<td>16.127.519.99</td>
<td>23.759.143.05</td>
<td>45.327.896.67</td>
</tr>
<tr>
<td>Forlì-Cesena</td>
<td>44.862</td>
<td>2.361.203</td>
<td>618.611</td>
<td>16.896.546.64</td>
<td>29.455.664.88</td>
<td>41.780.345.49</td>
</tr>
<tr>
<td>Modena</td>
<td>38.981</td>
<td>2.804.707</td>
<td>533.950</td>
<td>34.520.605.13</td>
<td>56.797.102.50</td>
<td>146.753.547.98</td>
</tr>
<tr>
<td>Parma</td>
<td>33.374</td>
<td>2.064.924</td>
<td>493.594</td>
<td>16.643.082.95</td>
<td>42.786.096.60</td>
<td>57.827.230.31</td>
</tr>
<tr>
<td>Piacenza</td>
<td>24.124</td>
<td>1.071.878</td>
<td>453.387</td>
<td>8.649.365.47</td>
<td>17.082.627.82</td>
<td>24.553.673.30</td>
</tr>
<tr>
<td>Ravenna</td>
<td>37.553</td>
<td>3.502.660</td>
<td>1.039.025</td>
<td>38.451.229.01</td>
<td>76.046.803.23</td>
<td>86.726.315.00</td>
</tr>
<tr>
<td>Reggio Emilia</td>
<td>41.002</td>
<td>2.488.837</td>
<td>501.387</td>
<td>22.912.937.44</td>
<td>35.484.926.51</td>
<td>60.290.118.24</td>
</tr>
<tr>
<td>Rimini</td>
<td>44.522</td>
<td>4.267.454</td>
<td>1.224.517</td>
<td>51.570.466.59</td>
<td>122.476.630.49</td>
<td>131.957.890.82</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>379.042</td>
<td>26.881.759</td>
<td>6.450.629</td>
<td>289.792.740.42</td>
<td>515.013.531.12</td>
<td>776.992.081.08</td>
</tr>
</tbody>
</table>

### Friuli-Venezia Giulia

<table>
<thead>
<tr>
<th>Province</th>
<th>Nr. of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pordenone</td>
<td>19.918</td>
<td>1.039.527</td>
<td>665.488</td>
<td>8.112.529.99</td>
<td>18.940.280.70</td>
<td>21.477.190.32</td>
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<tr>
<td>Udine</td>
<td>52.472</td>
<td>2.296.360</td>
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<td>58.708.535.83</td>
<td>94.866.761.24</td>
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<td>102.422.090.96</td>
<td>143.666.859.73</td>
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</table>

### Trentino-Alto Adige

<table>
<thead>
<tr>
<th>Province</th>
<th>Nr. of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bolzano - Bozen</td>
<td>36.619</td>
<td>1.793.377</td>
<td>3.384.960</td>
<td>18.663.886.91</td>
<td>48.165.084.95</td>
<td>56.003.545.89</td>
</tr>
<tr>
<td>Trento</td>
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<td>1.557.775</td>
<td>1.231.583</td>
<td>12.046.754.35</td>
<td>31.691.024.58</td>
<td>49.442.724.81</td>
</tr>
<tr>
<td><strong>Total</strong></td>
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<td>4.616.543</td>
<td>30.710.641.26</td>
<td>79.856.109.53</td>
<td>105.446.270.70</td>
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### Veneto

<table>
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<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
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<tbody>
<tr>
<td>Padova</td>
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<td>3.428.059</td>
<td>702.560</td>
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<td>47.159.693.37</td>
<td>61.690.352.05</td>
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<td>7.183.948.10</td>
<td>10.312.744.51</td>
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<td>Treviso</td>
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<td>2.923.136</td>
<td>1.864.434</td>
<td>23.941.797.12</td>
<td>52.871.900.92</td>
<td>79.822.801.18</td>
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<tr>
<td>Venezia</td>
<td>74.222</td>
<td>5.404.311</td>
<td>2.009.333</td>
<td>64.582.040.91</td>
<td>110.301.935.61</td>
<td>131.954.275.89</td>
</tr>
<tr>
<td>Verona</td>
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<td>1.729.537</td>
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<td>289.456.787.72</td>
<td>353.887.368.15</td>
</tr>
<tr>
<td>Vicenza</td>
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<td>54.603.647.59</td>
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<td>311.353.795.31</td>
<td>561.550.173.13</td>
<td>710.577.204.36</td>
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**Grand total** 897.878 59.636.368 20.961.896 680.262.532.86 1.258.841.904.74 1.736.702.415.87
### Details by Province

**Table 73**

Nord-Est. Emilia-Romagna. Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover

#### Summary by territorial area

<table>
<thead>
<tr>
<th>Province</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
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<td>29.455.664.88</td>
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<td>2.804.707</td>
<td>533.950</td>
<td>34.520.605.13</td>
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<tr>
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<td>2.064.924</td>
<td>493.594</td>
<td>16.643.082.95</td>
<td>42.786.096.60</td>
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<td>1.071.878</td>
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<td>3.502.660</td>
<td>1.039.025</td>
<td>38.451.229.01</td>
<td>76.046.803.23</td>
<td>86.726.315.00</td>
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<td>35.484.926.51</td>
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</tr>
<tr>
<td>Rimini</td>
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</tr>
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<td><strong>6.450.629</strong></td>
<td><strong>289.792.740.42</strong></td>
<td><strong>515.013.531.12</strong></td>
<td><strong>776.992.081.08</strong></td>
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#### Number of shows

<table>
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<th>Number of shows</th>
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<tr>
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<td>Parma</td>
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<td>Ravenna</td>
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<td>Reggio Emilia</td>
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<tr>
<td>Rimini</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100,00</strong></td>
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</table>

#### Admissions

<table>
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<th>Admissions</th>
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<td>Piacenza</td>
<td>3,99</td>
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<tr>
<td>Ravenna</td>
<td>13,03</td>
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<td>Reggio Emilia</td>
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<tr>
<td>Rimini</td>
<td>15,87</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100,00</strong></td>
</tr>
</tbody>
</table>

#### Attendance

<table>
<thead>
<tr>
<th>Province</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
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<td>Ferrara</td>
<td>6,18</td>
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<tr>
<td>Forlì-Cesena</td>
<td>8,28</td>
</tr>
<tr>
<td>Modena</td>
<td>7,03</td>
</tr>
<tr>
<td>Parma</td>
<td>16,11</td>
</tr>
<tr>
<td>Piacenza</td>
<td>7,77</td>
</tr>
<tr>
<td>Ravenna</td>
<td>18,98</td>
</tr>
<tr>
<td>Reggio Emilia</td>
<td>12,70</td>
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<td>Rimini</td>
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<td><strong>100,00</strong></td>
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</table>

#### Expenditure at the Box Office

<table>
<thead>
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<th>Province</th>
<th>Expenditure at the Box Office</th>
</tr>
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<tbody>
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<td>28,99</td>
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<td>Ferrara</td>
<td>5,57</td>
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<tr>
<td>Forlì-Cesena</td>
<td>11,91</td>
</tr>
<tr>
<td>Modena</td>
<td>5,74</td>
</tr>
<tr>
<td>Parma</td>
<td>3,99</td>
</tr>
<tr>
<td>Piacenza</td>
<td>13,27</td>
</tr>
<tr>
<td>Ravenna</td>
<td>7,91</td>
</tr>
<tr>
<td>Reggio Emilia</td>
<td>17,80</td>
</tr>
<tr>
<td>Rimini</td>
<td>23,78</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100,00</strong></td>
</tr>
</tbody>
</table>

#### Audience expenditure

<table>
<thead>
<tr>
<th>Province</th>
<th>Audience expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bologna</td>
<td>21,58</td>
</tr>
<tr>
<td>Ferrara</td>
<td>6,61</td>
</tr>
<tr>
<td>Forlì-Cesena</td>
<td>11,03</td>
</tr>
<tr>
<td>Modena</td>
<td>8,31</td>
</tr>
<tr>
<td>Parma</td>
<td>14,77</td>
</tr>
<tr>
<td>Piacenza</td>
<td>6,89</td>
</tr>
<tr>
<td>Ravenna</td>
<td>23,78</td>
</tr>
<tr>
<td>Reggio Emilia</td>
<td>11,16</td>
</tr>
<tr>
<td>Rimini</td>
<td>7,76</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100,00</strong></td>
</tr>
</tbody>
</table>

#### Turnover

<table>
<thead>
<tr>
<th>Province</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bologna</td>
<td>23,39</td>
</tr>
<tr>
<td>Ferrara</td>
<td>5,83</td>
</tr>
<tr>
<td>Forlì-Cesena</td>
<td>5,38</td>
</tr>
<tr>
<td>Modena</td>
<td>18,89</td>
</tr>
<tr>
<td>Parma</td>
<td>7,44</td>
</tr>
<tr>
<td>Piacenza</td>
<td>3,16</td>
</tr>
<tr>
<td>Ravenna</td>
<td>11,16</td>
</tr>
<tr>
<td>Reggio Emilia</td>
<td>7,76</td>
</tr>
<tr>
<td>Rimini</td>
<td>16,98</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100,00</strong></td>
</tr>
</tbody>
</table>
Table 74

Friuli-Venezia Giulia

Graphic Exhibition

Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover

<table>
<thead>
<tr>
<th>Province</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Udine</td>
<td>52.472</td>
<td>2.296.360</td>
<td>1.188.885</td>
<td>24.790.547,31</td>
<td>58.708.535,83</td>
<td>94.866.761,24</td>
</tr>
</tbody>
</table>

Total: 121.602 | 5.016.021 | 2.350.338 | 48.405.455,87 | 102.422.090,96 | 143.686.859,73

Nord-Est. Friuli-Venezia Giulia

Summary by territorial area

Province: Gorizia, Pordenone, Trieste, Udine

- Number of shows
- Admissions
- Attendance
- Expenditure at the Box Office
- Audience expenditure
- Turnover
### Details by Province

**Table 75**

<table>
<thead>
<tr>
<th>Province</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bolzano - Bozen</td>
<td>36.619</td>
<td>1.793.377</td>
<td>3.384.960</td>
<td>18.663.886,91</td>
<td>46.165.084,95</td>
<td>56.003.545,89</td>
</tr>
<tr>
<td>Trento</td>
<td>28.671</td>
<td>1.557.775</td>
<td>1.231.583</td>
<td>12.046.754,35</td>
<td>31.691.024,58</td>
<td>49.442.724,81</td>
</tr>
<tr>
<td>Total</td>
<td>65.290</td>
<td>3.351.152</td>
<td>4.616.543</td>
<td>30.710.641,26</td>
<td>79.856.109,53</td>
<td>105.446.270,70</td>
</tr>
</tbody>
</table>

- **Bolzano - Bozen**
  - Number of shows: 56.09
  - Admissions: 53.52
  - Attendance: 73.32
  - Expenditure at the Box Office: 60.77
  - Audience expenditure: 60.31
  - Turnover: 53.11

- **Trento**
  - Number of shows: 43.91
  - Admissions: 46.48
  - Attendance: 26.68
  - Expenditure at the Box Office: 39.23
  - Audience expenditure: 39.69
  - Turnover: 46.89

---

**Graphical Representation**

- **Number of shows**
  - Bolzano - Bozen: 56.09
  - Trento: 43.91

- **Admissions**
  - Bolzano - Bozen: 53.52
  - Trento: 46.48

- **Attendance**
  - Bolzano - Bozen: 73.32
  - Trento: 26.68

- **Expenditure at the Box Office**
  - Bolzano - Bozen: 60.77
  - Trento: 39.23

- **Audience expenditure**
  - Bolzano - Bozen: 60.31
  - Trento: 39.69

- **Turnover**
  - Bolzano - Bozen: 53.11
  - Trento: 46.89

---

**Summary by territorial area**

**Nord-Est Trentino-Alto Adige**

- Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover
### Table 76

**Nord-Est. Veneto Graphic Exhibition**

<table>
<thead>
<tr>
<th>Province</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Padova</td>
<td>59.196</td>
<td>3.428.059</td>
<td>702.560</td>
<td>30.897.432,91</td>
<td>47.159.693,37</td>
<td>61.690.352,05</td>
</tr>
<tr>
<td>Rovigo</td>
<td>13.686</td>
<td>578.673</td>
<td>168.994</td>
<td>3.858.369,20</td>
<td>7.183.948,10</td>
<td>10.312.744,51</td>
</tr>
<tr>
<td>Treviso</td>
<td>59.152</td>
<td>2.923.136</td>
<td>1.864.434</td>
<td>23.941.797,12</td>
<td>52.871.900,92</td>
<td>79.822.801,18</td>
</tr>
<tr>
<td>Venezia</td>
<td>74.222</td>
<td>5.404.311</td>
<td>2.009.333</td>
<td>64.582.040,91</td>
<td>110.301.935,61</td>
<td>131.954.275,89</td>
</tr>
<tr>
<td>Verona</td>
<td>61.288</td>
<td>8.685.199</td>
<td>1.279.537</td>
<td>269.456.787,72</td>
<td>355.887.366,15</td>
<td>54.603.647,59</td>
</tr>
<tr>
<td>Vicenza</td>
<td>53.287</td>
<td>2.965.340</td>
<td>1.044.331</td>
<td>23.658.250,20</td>
<td>42.557.791,97</td>
<td>54.603.647,59</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>331.944</strong></td>
<td><strong>24.387.436</strong></td>
<td><strong>7.544.386</strong></td>
<td><strong>311.353.795,31</strong></td>
<td><strong>561.550.173,13</strong></td>
<td><strong>710.577.204,36</strong></td>
</tr>
</tbody>
</table>

### Bar Chart

- Number of shows: 3.35, 17.83, 4.12, 17.82, 22.36, 18.46, 16.05
- Admissions: 1.65, 14.06, 2.37, 11.99, 22.16, 35.61, 12.16
- Expenditure at the Box Office: 9.92, 1.24, 7.69, 20.74, 51.79, 7.60
- Audience expenditure: 2.14, 1.28, 9.42, 19.64, 51.55, 7.58
- Turnover: 2.29, 1.45, 11.23, 18.57, 50.08, 7.88
## Details by Province

<table>
<thead>
<tr>
<th>Province</th>
<th>Nr. of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latina</td>
<td>42.583</td>
<td>1.160.111</td>
<td>365.283</td>
<td>7.888.030.75</td>
<td>14.421.972.88</td>
<td>24.036.250.23</td>
</tr>
<tr>
<td>Rieti</td>
<td>6.759</td>
<td>175.645</td>
<td>53.511</td>
<td>1.524.591.09</td>
<td>1.988.273.44</td>
<td>2.865.434.98</td>
</tr>
<tr>
<td>Roma</td>
<td>465.366</td>
<td>25.832.559</td>
<td>2.539.643</td>
<td>325.384.087.40</td>
<td>460.750.083.89</td>
<td>506.040.017.57</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>558.660</strong></td>
<td><strong>28.702.939</strong></td>
<td><strong>3.698.719</strong></td>
<td><strong>346.403.255.90</strong></td>
<td><strong>498.629.402.50</strong></td>
<td><strong>571.159.351.30</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Province</th>
<th>Nr. of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ancona</td>
<td>46.942</td>
<td>1.967.305</td>
<td>1.052.246</td>
<td>16.746.368.89</td>
<td>33.772.614.88</td>
<td>49.228.489.05</td>
</tr>
<tr>
<td>Fermo</td>
<td>21.556</td>
<td>722.187</td>
<td>514.882</td>
<td>5.215.602.11</td>
<td>10.120.816.11</td>
<td>16.714.418.10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>158.001</strong></td>
<td><strong>6.331.846</strong></td>
<td><strong>3.886.546</strong></td>
<td><strong>55.140.762</strong></td>
<td><strong>105.877.676.98</strong></td>
<td><strong>157.410.599.89</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Province</th>
<th>Nr. of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firenze</td>
<td>108.439</td>
<td>7.085.530</td>
<td>1.268.114</td>
<td>89.742.728.07</td>
<td>143.411.304.69</td>
<td>290.109.080.51</td>
</tr>
<tr>
<td>Grosseto</td>
<td>23.350</td>
<td>829.847</td>
<td>526.365</td>
<td>6.166.076.53</td>
<td>18.240.329.92</td>
<td>30.569.466.87</td>
</tr>
<tr>
<td>Livorno</td>
<td>27.358</td>
<td>1.933.618</td>
<td>440.152</td>
<td>16.839.134.78</td>
<td>27.216.805.96</td>
<td>30.232.317.40</td>
</tr>
<tr>
<td>Massa-Carrara</td>
<td>12.013</td>
<td>701.516</td>
<td>245.845</td>
<td>7.143.522.06</td>
<td>10.921.589.26</td>
<td>14.177.514.78</td>
</tr>
<tr>
<td>Pisa</td>
<td>39.690</td>
<td>1.977.529</td>
<td>540.764</td>
<td>16.352.555.39</td>
<td>27.676.345.00</td>
<td>40.285.121.31</td>
</tr>
<tr>
<td>Pistoia</td>
<td>17.716</td>
<td>810.110</td>
<td>400.352</td>
<td>7.906.741.54</td>
<td>13.004.649.64</td>
<td>16.058.302.37</td>
</tr>
<tr>
<td>Siena</td>
<td>28.852</td>
<td>1.012.641</td>
<td>238.128</td>
<td>7.789.807.31</td>
<td>14.710.078.16</td>
<td>22.275.612.65</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>338.846</strong></td>
<td><strong>18.656.667</strong></td>
<td><strong>5.039.453</strong></td>
<td><strong>198.141.218.06</strong></td>
<td><strong>339.805.472.34</strong></td>
<td><strong>539.954.444.28</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Province</th>
<th>Nr. of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perugia</td>
<td>57.681</td>
<td>2.736.886</td>
<td>1.290.835</td>
<td>22.574.372.59</td>
<td>43.903.719.30</td>
<td>60.070.219.12</td>
</tr>
<tr>
<td>Terni</td>
<td>23.427</td>
<td>747.553</td>
<td>206.042</td>
<td>5.289.713.74</td>
<td>10.606.704.39</td>
<td>15.660.916.45</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>81.108</strong></td>
<td><strong>3.484.421</strong></td>
<td><strong>1.496.877</strong></td>
<td><strong>27.864.086.33</strong></td>
<td><strong>54.510.423.69</strong></td>
<td><strong>75.731.135.57</strong></td>
</tr>
</tbody>
</table>

| Grand total | **1.136.615** | **57.175.873** | **14.121.595** | **627.549.322.21** | **998.822.975.51** | **1.344.255.531.04** |
### Summary by territorial area

<table>
<thead>
<tr>
<th>Province</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frosinone</td>
<td>24,198</td>
<td>884,517</td>
<td>424,616</td>
<td>6,425,834,11</td>
<td>11,623,439,32</td>
<td>23,950,569,75</td>
</tr>
<tr>
<td>Latina</td>
<td>42,583</td>
<td>1,160,111</td>
<td>365,283</td>
<td>7,888,030,75</td>
<td>14,421,972,88</td>
<td>24,036,250,23</td>
</tr>
<tr>
<td>Rieti</td>
<td>6,759</td>
<td>175,645</td>
<td>53,511</td>
<td>1,524,591,09</td>
<td>1,988,273,44</td>
<td>2,865,434,98</td>
</tr>
<tr>
<td>Roma</td>
<td>465,366</td>
<td>25,832,559</td>
<td>2,539,643</td>
<td>325,384,087,40</td>
<td>460,750,083,89</td>
<td>506,040,017,57</td>
</tr>
<tr>
<td>Viterbo</td>
<td>19,754</td>
<td>650,107</td>
<td>315,666</td>
<td>5,180,712,55</td>
<td>9,845,632,97</td>
<td>14,267,078,77</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>558,660</strong></td>
<td><strong>28,702,939</strong></td>
<td><strong>3,698,719</strong></td>
<td><strong>346,403,255,90</strong></td>
<td><strong>498,629,402,50</strong></td>
<td><strong>571,159,351,30</strong></td>
</tr>
</tbody>
</table>

**Centro, Lazio**

**Graphic Exhibition**

**Details by Province**

**Province**

- **Frosinone**: Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover
- **Latina**: Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover
- **Rieti**: Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover
- **Roma**: Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover
- **Viterbo**: Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover

- **Total**: Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover

**Lazio**

**Central Region**
<table>
<thead>
<tr>
<th>Province</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ancona</td>
<td>46.942</td>
<td>1,967,305</td>
<td>1,052,246</td>
<td>16,746,368.89</td>
<td>33,772,614.88</td>
<td>49,228,243.05</td>
</tr>
<tr>
<td>Ascoli Piceno</td>
<td>29.127</td>
<td>883,294</td>
<td>530,503</td>
<td>6,889,291.97</td>
<td>14,721,316.14</td>
<td>20,685,482.42</td>
</tr>
<tr>
<td>Fermo</td>
<td>21.556</td>
<td>722,187</td>
<td>514,882</td>
<td>5,215,602.11</td>
<td>10,120,816.11</td>
<td>16,714,118.10</td>
</tr>
<tr>
<td>Macerata</td>
<td>29.535</td>
<td>1,388,854</td>
<td>1,022,961</td>
<td>13,898,018.32</td>
<td>25,611,862.49</td>
<td>40,550,138.92</td>
</tr>
<tr>
<td>Pesaro e Urbino</td>
<td>30.841</td>
<td>1,370,206</td>
<td>765,954</td>
<td>12,391,480.63</td>
<td>21,651,067.36</td>
<td>30,232,317.40</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>158,001</strong></td>
<td><strong>6,331,846</strong></td>
<td><strong>3,886,546</strong></td>
<td><strong>55,140,761.92</strong></td>
<td><strong>105,877,676.98</strong></td>
<td><strong>157,410,599.89</strong></td>
</tr>
</tbody>
</table>

**Note:**
- The table above provides a summary of the entertainment activity by province in the Marche region. It includes details such as the number of shows, admissions, attendance, expenditure at the box office, and turnover.
- The data is presented in a tabular format for easy comparison between provinces.

**Charts:**
- Bar charts for each category (Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover) show the percentage distribution by province.
### Centro, Toscana
**Graphic Exhibition**

**Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover**

<table>
<thead>
<tr>
<th>Province</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arezzo</td>
<td>29,104</td>
<td>1,198,363</td>
<td>426,960</td>
<td>9,161,867,93</td>
<td>20,055,317,56</td>
<td>29,722,489,11</td>
</tr>
<tr>
<td>Firenze</td>
<td>108,439</td>
<td>7,085,530</td>
<td>1,268,114</td>
<td>89,742,728,07</td>
<td>143,411,304,69</td>
<td>290,109,080,51</td>
</tr>
<tr>
<td>Grosseto</td>
<td>23,350</td>
<td>829,847</td>
<td>526,365</td>
<td>6,166,076,53</td>
<td>18,240,329,92</td>
<td>22,116,619,91</td>
</tr>
<tr>
<td>Livorno</td>
<td>27,358</td>
<td>1,933,618</td>
<td>440,152</td>
<td>16,839,134,78</td>
<td>27,216,805,96</td>
<td>30,569,466,87</td>
</tr>
<tr>
<td>Lucca</td>
<td>25,363</td>
<td>2,044,702</td>
<td>850,181</td>
<td>31,897,538,19</td>
<td>53,989,618,93</td>
<td>60,120,884,85</td>
</tr>
<tr>
<td>Massa-Carrara</td>
<td>12,013</td>
<td>701,516</td>
<td>245,845</td>
<td>5,143,522,06</td>
<td>10,921,589,26</td>
<td>14,177,514,78</td>
</tr>
<tr>
<td>Pisa</td>
<td>39,690</td>
<td>1,977,529</td>
<td>540,764</td>
<td>16,352,555,39</td>
<td>27,676,345,00</td>
<td>40,285,121,31</td>
</tr>
<tr>
<td>Pistoia</td>
<td>17,716</td>
<td>810,110</td>
<td>400,352</td>
<td>7,906,741,54</td>
<td>13,004,649,64</td>
<td>16,058,302,37</td>
</tr>
<tr>
<td>Prato</td>
<td>26,961</td>
<td>1,062,811</td>
<td>102,592</td>
<td>7,141,246,26</td>
<td>10,579,433,22</td>
<td>14,519,351,92</td>
</tr>
<tr>
<td>Siena</td>
<td>28,852</td>
<td>1,012,641</td>
<td>238,128</td>
<td>7,789,807,31</td>
<td>14,710,078,16</td>
<td>22,275,612,65</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>338,846</strong></td>
<td><strong>18,656,667</strong></td>
<td><strong>5,039,453</strong></td>
<td><strong>198,141,218,06</strong></td>
<td><strong>339,805,472,34</strong></td>
<td><strong>539,954,444,28</strong></td>
</tr>
</tbody>
</table>

- **Number of shows**
- **Admissions**
- **Attendance**
- **Expenditure at the Box Office**
- **Audience expenditure**
- **Turnover**

**Central Toscana**

- **Arezzo**
- **Firenze**
- **Grosseto**
- **Livorno**
- **Lucca**
- **Massa-Carrara**
- **Pisa**
- **Pistoia**
- **Prato**
- **Siena**

---

<table>
<thead>
<tr>
<th>Province</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arezzo</td>
<td>8,59</td>
<td>32,00</td>
<td>25,16</td>
<td>3,88</td>
<td>5,43</td>
<td>7,94</td>
</tr>
<tr>
<td>Firenze</td>
<td>32,00</td>
<td>37,98</td>
<td>10,36</td>
<td>4,55</td>
<td>5,70</td>
<td>2,43</td>
</tr>
<tr>
<td>Grosseto</td>
<td>6,89</td>
<td>4,45</td>
<td>10,96</td>
<td>4,45</td>
<td>4,34</td>
<td>2,69</td>
</tr>
<tr>
<td>Livorno</td>
<td>8,07</td>
<td>10,36</td>
<td>3,76</td>
<td>3,09</td>
<td>2,43</td>
<td>2,13</td>
</tr>
<tr>
<td>Lucca</td>
<td>7,49</td>
<td>10,73</td>
<td>16,87</td>
<td>7,94</td>
<td>2,43</td>
<td>2,13</td>
</tr>
<tr>
<td>Massa-Carrara</td>
<td>8,51</td>
<td>5,43</td>
<td>7,94</td>
<td>3,09</td>
<td>2,43</td>
<td>2,13</td>
</tr>
<tr>
<td>Pisa</td>
<td>11,71</td>
<td>10,73</td>
<td>8,25</td>
<td>3,93</td>
<td>3,60</td>
<td>2,29</td>
</tr>
<tr>
<td>Pistoia</td>
<td>5,23</td>
<td>4,34</td>
<td>7,94</td>
<td>3,09</td>
<td>2,43</td>
<td>2,13</td>
</tr>
<tr>
<td>Prato</td>
<td>7,96</td>
<td>3,60</td>
<td>3,11</td>
<td>3,60</td>
<td>2,29</td>
<td>2,13</td>
</tr>
<tr>
<td>Siena</td>
<td>8,51</td>
<td>4,34</td>
<td>3,11</td>
<td>3,60</td>
<td>2,29</td>
<td>2,13</td>
</tr>
</tbody>
</table>

**Total**

- **8,59**
- **6,42**
- **8,47**
- **6,89**
- **7,49**
- **3,55**
- **11,71**
- **5,23**
- **5,43**

---

**Central Toscana**

- **Arezzo**
- **Firenze**
- **Grosseto**
- **Livorno**
- **Lucca**
- **Massa-Carrara**
- **Pisa**
- **Pistoia**
- **Prato**
- **Siena**

---

**Table 80**

**2017 Yearbook of the Entertainment Activity**
### Details by Province

**Summary by territorial area**

<table>
<thead>
<tr>
<th>Province</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perugia</td>
<td>57,681</td>
<td>2,736,868</td>
<td>1,290,835</td>
<td>22,574,372,59</td>
<td>43,903,719,30</td>
<td>60,070,219,12</td>
</tr>
<tr>
<td>Terni</td>
<td>23,427</td>
<td>747,553</td>
<td>206,042</td>
<td>5,289,713,74</td>
<td>10,606,704,39</td>
<td>15,660,916,45</td>
</tr>
<tr>
<td>Total</td>
<td>81,108</td>
<td>3,484,421</td>
<td>1,496,877</td>
<td>27,864,086,33</td>
<td>54,510,423,69</td>
<td>75,731,135,57</td>
</tr>
</tbody>
</table>

### Centro. Umbria. Graphic Exhibition

Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover

![Graph showing the distribution of various entertainment metrics between Perugia and Terni in Centro, Umbria.](image-url)

- **Perugia**
  - Number of shows: 71.12
  - Admissions: 78.55
  - Attendance: 86.24
  - Expenditure at the Box Office: 81.02
  - Audience expenditure: 80.54
  - Turnover: 79.32

- **Terni**
  - Number of shows: 28.88
  - Admissions: 21.45
  - Attendance: 13.76
  - Expenditure at the Box Office: 18.98
  - Audience expenditure: 19.46
  - Turnover: 20.68

2017 Yearbook of the Entertainment Activity
## Sud. All Regions

<table>
<thead>
<tr>
<th>Province</th>
<th>Nr. of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chieti</td>
<td>27,422</td>
<td>945,186</td>
<td>483,158</td>
<td>7,932,422.21</td>
<td>14,109,505.98</td>
<td>17,335,308.30</td>
</tr>
<tr>
<td>L’Aquila</td>
<td>23,072</td>
<td>630,105</td>
<td>220,769</td>
<td>4,228,176.23</td>
<td>9,041,867.60</td>
<td>9,812,769.85</td>
</tr>
<tr>
<td>Pescara</td>
<td>39,921</td>
<td>1,420,039</td>
<td>260,392</td>
<td>11,040,778.81</td>
<td>23,207,117.56</td>
<td>35,083,595.64</td>
</tr>
<tr>
<td>Teramo</td>
<td>25,662</td>
<td>783,804</td>
<td>486,656</td>
<td>6,800,220.98</td>
<td>16,833,667.63</td>
<td>26,731,743.72</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>116,077</strong></td>
<td><strong>3,779,134</strong></td>
<td><strong>1,450,975</strong></td>
<td><strong>30,001,598.23</strong></td>
<td><strong>63,192,158.77</strong></td>
<td><strong>88,963,417.51</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Province</th>
<th>Nr. of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Matera</td>
<td>12,429</td>
<td>384,580</td>
<td>109,245</td>
<td>2,905,533.83</td>
<td>11,511,377.67</td>
<td>12,979,239.39</td>
</tr>
<tr>
<td>Potenza</td>
<td>13,051</td>
<td>497,791</td>
<td>183,178</td>
<td>3,472,520.80</td>
<td>11,014,409.52</td>
<td>12,856,914.35</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>25,480</strong></td>
<td><strong>882,371</strong></td>
<td><strong>292,423</strong></td>
<td><strong>6,378,054.63</strong></td>
<td><strong>22,525,787.19</strong></td>
<td><strong>25,836,153.74</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Province</th>
<th>Nr. of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avellino</td>
<td>23,222</td>
<td>641,749</td>
<td>258,388</td>
<td>4,883,441.74</td>
<td>9,384,098.56</td>
<td>27,117,163.95</td>
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<tr>
<td>Benevento</td>
<td>17,643</td>
<td>758,690</td>
<td>172,114</td>
<td>8,853,632.65</td>
<td>13,411,843.77</td>
<td>30,396,728.17</td>
</tr>
<tr>
<td>Caserta</td>
<td>51,023</td>
<td>1,837,076</td>
<td>464,961</td>
<td>12,048,958.04</td>
<td>19,061,090.18</td>
<td>21,934,997.38</td>
</tr>
<tr>
<td>Napoli</td>
<td>146,917</td>
<td>8,692,170</td>
<td>1,025,651</td>
<td>97,578,512.18</td>
<td>141,954,939.49</td>
<td>192,199,444.24</td>
</tr>
<tr>
<td>Salerno</td>
<td>51,015</td>
<td>2,259,595</td>
<td>850,686</td>
<td>20,746,971.79</td>
<td>44,683,801.73</td>
<td>53,610,756.09</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>289,820</strong></td>
<td><strong>14,189,282</strong></td>
<td><strong>2,771,800</strong></td>
<td><strong>144,111,516.40</strong></td>
<td><strong>228,495,773.73</strong></td>
<td><strong>325,259,089.83</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Province</th>
<th>Nr. of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campobasso</td>
<td>9,435</td>
<td>229,419</td>
<td>197,911</td>
<td>1,705,658.61</td>
<td>3,473,693.15</td>
<td>4,313,053.68</td>
</tr>
<tr>
<td>Isernia</td>
<td>1,548</td>
<td>40,365</td>
<td>36,722</td>
<td>342,347.86</td>
<td>752,256.65</td>
<td>2,513,821.25</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>10,983</strong></td>
<td><strong>269,784</strong></td>
<td><strong>234,633</strong></td>
<td><strong>2,048,006.47</strong></td>
<td><strong>4,225,949.80</strong></td>
<td><strong>6,826,874.93</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Province</th>
<th>Nr. of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bari</td>
<td>99,958</td>
<td>4,960,884</td>
<td>998,413</td>
<td>36,601,826.48</td>
<td>70,292,675.38</td>
<td>76,550,020.26</td>
</tr>
<tr>
<td>Barletta-Andria-Trani</td>
<td>22,482</td>
<td>709,120</td>
<td>546,019</td>
<td>4,748,886.77</td>
<td>28,742,671.70</td>
<td>31,299,664.72</td>
</tr>
<tr>
<td>Brindisi</td>
<td>17,579</td>
<td>799,552</td>
<td>185,045</td>
<td>6,447,739.00</td>
<td>11,984,765.94</td>
<td>14,112,008.61</td>
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<tr>
<td>Foggia</td>
<td>28,710</td>
<td>1,092,402</td>
<td>154,080</td>
<td>9,311,524.49</td>
<td>18,687,941.31</td>
<td>22,933,252.17</td>
</tr>
<tr>
<td>Lecce</td>
<td>37,002</td>
<td>1,755,128</td>
<td>979,207</td>
<td>14,957,022.47</td>
<td>24,092,526.50</td>
<td>24,813,778.16</td>
</tr>
<tr>
<td>Taranto</td>
<td>23,440</td>
<td>826,255</td>
<td>508,201</td>
<td>6,015,539.01</td>
<td>17,433,628.83</td>
<td>18,492,031.57</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>229,171</strong></td>
<td><strong>10,143,341</strong></td>
<td><strong>3,370,965</strong></td>
<td><strong>77,722,538.22</strong></td>
<td><strong>171,234,209.66</strong></td>
<td><strong>188,200,755.49</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Province</th>
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<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Grand total</strong></td>
<td><strong>723,635</strong></td>
<td><strong>31,523,472</strong></td>
<td><strong>8,951,119</strong></td>
<td><strong>282,929,728.95</strong></td>
<td><strong>524,894,516.30</strong></td>
<td><strong>712,709,688.37</strong></td>
</tr>
<tr>
<td>Province</td>
<td>Number of shows</td>
<td>Admissions</td>
<td>Attendance</td>
<td>Expenditure at the Box Office</td>
<td>Audience expenditure</td>
<td>Turnover</td>
</tr>
<tr>
<td>------------</td>
<td>-----------------</td>
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<td>------------</td>
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<td><strong>88,963,417.51</strong></td>
</tr>
</tbody>
</table>

**Graph:**

- **Chieti**: Number of shows - 23.62, Admissions - 25.01, Attendance - 33.30, Expenditure at the Box Office - 26.44, Audience expenditure - 22.33, Turnover - 19.49.
- **Pescara**: Number of shows - 34.39, Admissions - 37.58, Attendance - 17.95, Expenditure at the Box Office - 36.80, Audience expenditure - 36.72, Turnover - 39.44.
- **Teramo**: Number of shows - 22.11, Admissions - 20.74, Attendance - 33.54, Expenditure at the Box Office - 22.67, Audience expenditure - 26.64, Turnover - 30.05.
### Sud. Basilicata

**Graphic Exhibition**

Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover

<table>
<thead>
<tr>
<th>Province</th>
<th>Number of shows</th>
<th>Admissions</th>
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<td><strong>22,525,787.19</strong></td>
<td><strong>25,836,153.74</strong></td>
</tr>
</tbody>
</table>

**Comparison of Matera and Potenza**

- **Number of shows**: Matera (48.78%) vs. Potenza (51.22%)
- **Admissions**: Matera (43.58%) vs. Potenza (56.42%)
- **Attendance**: Matera (37.36%) vs. Potenza (62.64%)
- **Expenditure at the Box Office**: Matera (45.56%) vs. Potenza (54.44%)
- **Audience expenditure**: Matera (51.10%) vs. Potenza (48.90%)
- **Turnover**: Matera (50.24%) vs. Potenza (49.76%)
### Details by Province

**Table 85** | Sud. Calabria. Graphic Exhibition
---|---
<table>
<thead>
<tr>
<th>Province</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catanzaro</td>
<td>15,116</td>
<td>619,212</td>
<td>46,719</td>
<td>5,376,482,20</td>
<td>7,447,107,28</td>
<td>9,909,385,11</td>
</tr>
<tr>
<td>Cosenza</td>
<td>19,571</td>
<td>872,792</td>
<td>606,090</td>
<td>7,616,412,00</td>
<td>11,614,997,23</td>
<td>12,869,589,96</td>
</tr>
<tr>
<td>Crotone</td>
<td>1,256</td>
<td>241,722</td>
<td>1,850</td>
<td>5,049,754,68</td>
<td>7,654,320,34</td>
<td>43,405,998,98</td>
</tr>
<tr>
<td>Reggio Calabria</td>
<td>14,031</td>
<td>464,683</td>
<td>174,335</td>
<td>4,136,310,12</td>
<td>7,649,568,51</td>
<td>8,544,841,68</td>
</tr>
<tr>
<td>Vibo Valentia</td>
<td>2,130</td>
<td>61,151</td>
<td>1,329</td>
<td>489,056,00</td>
<td>854,643,79</td>
<td>2,893,581,14</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>52,104</strong></td>
<td><strong>2,259,560</strong></td>
<td><strong>830,323</strong></td>
<td><strong>22,668,015,00</strong></td>
<td><strong>35,220,637,15</strong></td>
<td><strong>77,623,396,87</strong></td>
</tr>
</tbody>
</table>

**Details of Territorial Area**

<table>
<thead>
<tr>
<th>Province</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catanzaro</td>
<td>29,01</td>
<td>27,40</td>
<td>5,63</td>
<td>23,72</td>
<td>21,14</td>
<td>12,77</td>
</tr>
<tr>
<td>Cosenza</td>
<td>37,56</td>
<td>38,63</td>
<td>72,99</td>
<td>33,60</td>
<td>32,98</td>
<td>3,73</td>
</tr>
<tr>
<td>Crotone</td>
<td>2,41</td>
<td>10,70</td>
<td>0,22</td>
<td>22,28</td>
<td>21,73</td>
<td>55,92</td>
</tr>
<tr>
<td>Reggio Calabria</td>
<td>26,93</td>
<td>20,57</td>
<td>21,00</td>
<td>18,25</td>
<td>21,72</td>
<td>11,01</td>
</tr>
<tr>
<td>Vibo Valentia</td>
<td>4,09</td>
<td>2,71</td>
<td>0,16</td>
<td>2,16</td>
<td>2,43</td>
<td>3,73</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100,00</strong></td>
<td><strong>100,00</strong></td>
<td><strong>100,00</strong></td>
<td><strong>100,00</strong></td>
<td><strong>100,00</strong></td>
<td><strong>100,00</strong></td>
</tr>
</tbody>
</table>
### Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover

<table>
<thead>
<tr>
<th>Province</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avellino</td>
<td>23.222</td>
<td>641.749</td>
<td>258.388</td>
<td>4.883.441,74</td>
<td>9.384.098,56</td>
<td>27.117.163,95</td>
</tr>
<tr>
<td>Napoli</td>
<td>146.917</td>
<td>8.692.170</td>
<td>1.025.651</td>
<td>97.578.512,18</td>
<td>141.954.939,49</td>
<td>192.199.444,24</td>
</tr>
<tr>
<td>Salerno</td>
<td>51.015</td>
<td>2.259.595</td>
<td>850.686</td>
<td>20.746.971,79</td>
<td>44.683.801,73</td>
<td>53.610.756,09</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>289.820</strong></td>
<td><strong>14.189.282</strong></td>
<td><strong>2.771.800</strong></td>
<td><strong>144.111.516,40</strong></td>
<td><strong>228.495.773,73</strong></td>
<td><strong>325.259.089,83</strong></td>
</tr>
</tbody>
</table>

**Summary by territorial area**

- **Avellino**: 8.01%
- **Benevento**: 6.09%
- **Caserta**: 17.61%
- **Napoli**: 50.69%
- **Salerno**: 17.60%

- **Number of shows**: 100,00%
- **Admissions**: 100,00%
- **Attendance**: 100,00%
- **Expenditure at the Box Office**: 100,00%
- **Audience expenditure**: 100,00%
- **Turnover**: 100,00%
<table>
<thead>
<tr>
<th>Province</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campobasso</td>
<td>9,435</td>
<td>229,419</td>
<td>197,911</td>
<td>1,705,658,61</td>
<td>3,473,693,15</td>
<td>4,313,053,68</td>
</tr>
<tr>
<td>Isernia</td>
<td>1,548</td>
<td>40,365</td>
<td>36,722</td>
<td>342,347,86</td>
<td>752,256,65</td>
<td>2,513,821,25</td>
</tr>
<tr>
<td>Total</td>
<td>10,983</td>
<td>269,784</td>
<td>234,633</td>
<td>2,048,006,47</td>
<td>4,225,949,80</td>
<td>6,826,874,93</td>
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</tbody>
</table>

###heroic5diagram data###
<table>
<thead>
<tr>
<th>Province</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bari</td>
<td>99.958</td>
<td>4.960.884</td>
<td>998.413</td>
<td>36.601.826.48</td>
<td>70.292.675.38</td>
<td>76.550.020.26</td>
</tr>
<tr>
<td>Barletta-Andria-Trani</td>
<td>22.482</td>
<td>709.120</td>
<td>546.019</td>
<td>4.748.886.77</td>
<td>28.742.671.70</td>
<td>31.299.664.72</td>
</tr>
<tr>
<td>Brindisi</td>
<td>17.579</td>
<td>799.552</td>
<td>185.045</td>
<td>6.447.739.00</td>
<td>11.984.765.94</td>
<td>14.112.008.61</td>
</tr>
<tr>
<td>Foggia</td>
<td>28.710</td>
<td>1.092.402</td>
<td>154.080</td>
<td>9.311.524.49</td>
<td>18.687.941.31</td>
<td>22.933.252.17</td>
</tr>
<tr>
<td>Taranto</td>
<td>23.440</td>
<td>826.255</td>
<td>508.201</td>
<td>6.015.539.01</td>
<td>17.433.628.83</td>
<td>18.492.031.57</td>
</tr>
<tr>
<td>Total</td>
<td>229.171</td>
<td>10.143.341</td>
<td>3.370.965</td>
<td>77.722.538.22</td>
<td>171.234.209.66</td>
<td>188.200.755.49</td>
</tr>
</tbody>
</table>

### Summary by territorial area

<table>
<thead>
<tr>
<th>Province</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bari</td>
<td>43.62</td>
<td>9.81</td>
<td>7.67</td>
<td>12.53</td>
<td>16.15</td>
<td>10.23</td>
</tr>
<tr>
<td>Barletta-Andria-Trani</td>
<td>48.91</td>
<td>6.99</td>
<td>7.88</td>
<td>10.77</td>
<td>17.30</td>
<td>8.15</td>
</tr>
<tr>
<td>Brindisi</td>
<td>29.62</td>
<td>16.20</td>
<td>5.49</td>
<td>4.57</td>
<td>29.05</td>
<td>15.08</td>
</tr>
<tr>
<td>Foggia</td>
<td>47.09</td>
<td>6.11</td>
<td>8.30</td>
<td>11.98</td>
<td>18.78</td>
<td>7.74</td>
</tr>
<tr>
<td>Lecce</td>
<td>41.05</td>
<td>16.79</td>
<td>7.00</td>
<td>10.91</td>
<td>14.07</td>
<td>10.18</td>
</tr>
<tr>
<td>Taranto</td>
<td>40.67</td>
<td>16.63</td>
<td>7.50</td>
<td>12.19</td>
<td>13.18</td>
<td>9.81</td>
</tr>
<tr>
<td>Total</td>
<td>100.00</td>
<td>100.00</td>
<td>100.00</td>
<td>100.00</td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
### Table 89

#### Isole. All Regions

<table>
<thead>
<tr>
<th>Province</th>
<th>Nr. of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nuoro</td>
<td>8,880</td>
<td>234,122</td>
<td>677,072</td>
<td>1,515,143,63</td>
<td>4,538,462,32</td>
<td>4,718,495,42</td>
</tr>
<tr>
<td>Oristano</td>
<td>10,098</td>
<td>245,581</td>
<td>74,298</td>
<td>1,597,723,81</td>
<td>2,454,514,42</td>
<td>2,459,187,42</td>
</tr>
<tr>
<td>Sassari</td>
<td>12,372</td>
<td>895,664</td>
<td>662,986</td>
<td>9,828,605,44</td>
<td>30,291,249,85</td>
<td>35,151,102,45</td>
</tr>
<tr>
<td>Sud Sardegna</td>
<td>48,638</td>
<td>2,232,357</td>
<td>755,182</td>
<td>20,627,823,95</td>
<td>34,107,203,78</td>
<td>49,363,739,54</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>79,988</td>
<td>3,607,724</td>
<td>2,169,538</td>
<td>33,569,296,83</td>
<td>71,391,430,37</td>
<td>91,692,524,83</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Province</th>
<th>Nr. of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the B.O.</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agrigento</td>
<td>18,461</td>
<td>539,845</td>
<td>194,999</td>
<td>3,625,216,25</td>
<td>6,837,891,21</td>
<td>10,697,237,24</td>
</tr>
<tr>
<td>Caltanissetta</td>
<td>10,961</td>
<td>360,286</td>
<td>145,972</td>
<td>2,324,353,42</td>
<td>5,572,876,85</td>
<td>5,872,401,99</td>
</tr>
<tr>
<td>Catania</td>
<td>77,334</td>
<td>4,045,447</td>
<td>423,567</td>
<td>35,257,314,64</td>
<td>47,016,231,45</td>
<td>48,552,062,04</td>
</tr>
<tr>
<td>Enna</td>
<td>4,942</td>
<td>128,798</td>
<td>99,872</td>
<td>960,165,70</td>
<td>1,835,641,57</td>
<td>2,016,293,07</td>
</tr>
<tr>
<td>Messina</td>
<td>38,045</td>
<td>1,377,112</td>
<td>649,963</td>
<td>14,447,585,94</td>
<td>25,394,256,54</td>
<td>28,932,213,06</td>
</tr>
<tr>
<td>Palermo</td>
<td>66,347</td>
<td>3,565,049</td>
<td>2,113,615</td>
<td>25,412,266,75</td>
<td>87,197,546,69</td>
<td>105,213,817,90</td>
</tr>
<tr>
<td>Ragusa</td>
<td>16,964</td>
<td>499,718</td>
<td>221,422</td>
<td>3,673,985,38</td>
<td>6,979,338,45</td>
<td>7,111,353,23</td>
</tr>
<tr>
<td>Siracusa</td>
<td>13,180</td>
<td>714,605</td>
<td>338,170</td>
<td>8,015,628,73</td>
<td>12,824,703,55</td>
<td>15,236,246,98</td>
</tr>
<tr>
<td>Trapani</td>
<td>14,163</td>
<td>750,335</td>
<td>358,089</td>
<td>5,766,082,12</td>
<td>12,664,433,87</td>
<td>17,543,625,48</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>260,397</td>
<td>11,981,195</td>
<td>4,545,669</td>
<td>99,482,598,93</td>
<td>206,322,920,18</td>
<td>241,175,250,99</td>
</tr>
</tbody>
</table>

| Grand total  | 340,385      | 15,588,919 | 6,715,207  | 133,051,895,76          | 277,714,350,55       | 332,867,775,82 |

#### Summary by territorial area

**Sardegna**

**Sicilia**
**Table 90**

**Isole. Sardegna. Graphic Exhibition**

Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover

<table>
<thead>
<tr>
<th>Province</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
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<td>2,454,514.42</td>
<td>2,469,187.42</td>
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<td>895,664</td>
<td>662,986</td>
<td>9,828,605.44</td>
<td>30,291,249.85</td>
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<td><strong>79,988</strong></td>
<td><strong>3,607,724</strong></td>
<td><strong>2,169,538</strong></td>
<td><strong>33,569,296.83</strong></td>
<td><strong>71,391,430.37</strong></td>
<td><strong>91,692,524.83</strong></td>
</tr>
</tbody>
</table>

**Summary by territorial area**

- **Province**: Nuoro, Oristano, Sassari, Sud Sardegna
- **Number of shows**: 11,10, 12,62, 15,47, 60,81
- **Admissions**: 6,49, 6,81, 24,83, 61,88
- **Attendance**: 31,21, 3,42, 30,56, 14,81
- **Expenditure at the Box Office**: 4,51, 4,76, 29,28, 61,45
- **Audience expenditure**: 6,36, 3,44, 42,43, 47,77
- **Turnover**: 5,15, 2,68, 38,34, 53,84
Table 91

<table>
<thead>
<tr>
<th>Province</th>
<th>Number of shows</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Expenditure at the Box Office</th>
<th>Audience expenditure</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
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<td>360.286</td>
<td>149.972</td>
<td>2.324.353,42</td>
<td>5.572.876,85</td>
<td>5.872.401,99</td>
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<tr>
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<td>77.334</td>
<td>4.045.447</td>
<td>423.567</td>
<td>35.257.314,64</td>
<td>47.016.231,45</td>
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</tr>
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<td>128.798</td>
<td>99.872</td>
<td>960.165,70</td>
<td>1.835.641,57</td>
<td>2.016.293,07</td>
</tr>
<tr>
<td>Messina</td>
<td>38.045</td>
<td>1.777.112</td>
<td>649.963</td>
<td>14.476.256,75</td>
<td>25.394.256,54</td>
<td>28.932.213,06</td>
</tr>
<tr>
<td>Palermo</td>
<td>66.347</td>
<td>3.565.049</td>
<td>2.113.615</td>
<td>25.412.266,75</td>
<td>87.197.546,69</td>
<td>105.213.817,90</td>
</tr>
<tr>
<td>Siracusa</td>
<td>13.180</td>
<td>714.605</td>
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<td>8.015.628,73</td>
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<td>358.089</td>
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<td>260.397</td>
<td>11.981.195</td>
<td>4.545.669</td>
<td>99.482.598,93</td>
<td>206.322.920,18</td>
<td>241.175.250,99</td>
</tr>
</tbody>
</table>

**Number of shows**: 7,09 4,21 29,70 1,90 14,61 25,48 6,51 5,06 5,44

**Admissions**: 4,51 3,01 33,76 1,08 11,49 29,76 4,17 5,96 6,26

**Attendance**: 4,29 3,21 9,32 2,20 14,30 46,50 4,87 7,44 7,88

**Expenditure at the Box Office**: 3,64 2,34 35,44 0,97 14,52 25,54 3,69 8,06 5,80

**Audience expenditure**: 3,31 2,70 22,79 0,89 12,31 42,26 3,38 6,22 6,14

**Turnover**: 4,44 2,43 20,13 0,84 12,00 43,63 2,95 6,32 7,27

**Summary by territorial area**

**Province**

- Agrigento
- Caltanissetta
- Catania
- Enna
- Messina
- Palermo
- Ragusa
- Siracusa
- Trapani

**Graphic Exhibition**

- Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover

**Emilia Romagna**

- Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover

**Isole Sicilia**

- Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience expenditure, Turnover

**Details by Province**
### Trend of the entertainment activities in 2016 and 2017

#### National Territory

**Number of shows Comparison by macroaggregate and aggregate kind of show**

<table>
<thead>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
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<td>A - Movies</td>
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<td>3,142,790</td>
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<tr>
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<td>3,142,790</td>
<td>-2.61</td>
</tr>
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<td>B1 - Theatre</td>
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<td>84,787</td>
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</tr>
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<td>B2 - Opera</td>
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<td>3,758</td>
<td>8.68</td>
</tr>
<tr>
<td></td>
<td>B3 - Revue and Musical</td>
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<td>2,824</td>
<td>0.21</td>
</tr>
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### Admissions

Comparison by macroaggregate and aggregate kind of show

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Trend of the entertainment activities in 2016 and 2017

National Territory

Table

| Audience Expenditure | Comparison by macroaggregate and aggregate kind of show |

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<tr>
<th>Macroaggregate</th>
<th>Aggregate</th>
<th>Year</th>
<th>2016</th>
<th>2017</th>
<th>Var % 2017/2016</th>
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<td>154.247.078,45</td>
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</table>
## Trend of the entertainment activities in 2016 and 2017

### National Territory

**Table 97**

**Turnover**  Comparison by macroaggregate and aggregate kind of show

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<thead>
<tr>
<th>Macroaggregate</th>
<th>Aggregate</th>
<th>2016 Turnover</th>
<th>2017 Turnover</th>
<th>Var% 2017/2016</th>
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<tbody>
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<td>A Film Activities</td>
<td>A - Movies</td>
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<td>A Film Activities Total</td>
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<td>B Theatre Activities</td>
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<td>B2 - Opera</td>
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<td>B4 - Ballet</td>
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<td>B5 - Puppets and Marionettes</td>
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<td>B6 - Performing Arts</td>
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<td>C1 - Classical Concerts</td>
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<td>C2 - Pop Music Concerts</td>
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<td>C3 - Jazz Music Concerts</td>
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<td>D Sports Activities</td>
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<td>D2 - Team Sports other than Soccer</td>
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<td>D3 - Individual Sports</td>
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<td>D4 - Other Sports</td>
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<td>E Dance Activities and Concertinos</td>
<td>E1 - Dance</td>
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<tr>
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<td>E2 - Concertinos</td>
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<td>F Touring amusement Activities</td>
<td>F1 - Touring amusements</td>
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<td>F2 - Amusement Parks</td>
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<td>G1 - Fairs</td>
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<td>G2 - Exhibitions</td>
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<td>G Fairs and Exhibitions Total</td>
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<td>H1 - Outdoor events</td>
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<tr>
<td>H Multi-genre Activities Total</td>
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<td>162,254,475,36</td>
<td>171,561,689,06</td>
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<td><strong>Grand total</strong></td>
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### Macroarea: a. Nord-ovest

#### Number of shows

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<th>Region</th>
<th>Macroaggregate</th>
<th>Year 2016</th>
<th>Year 2017</th>
<th>Var % 2017/2016</th>
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<td>G Fairs and Exhibitions</td>
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## Trend of the entertainment activities in 2016 and 2017

### Geographical Macro areas: Number of shows

### Regional detail by macroaggregate of kind of show

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### Trend of the entertainment activities in 2016 and 2017

Geographical Macro areas: Number of shows

#### Macroarea Centro Regional detail by macroaggregate of kind of show

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### Trend of the entertainment activities in 2016 and 2017

#### Geographical Macro areas: Number of shows

**Table 101**

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### Trend of the entertainment activities in 2016 and 2017

**Geographical Macro areas: Number of shows**

**Table 102**

**Isola Regional detail by macroaggregate of kind of show**

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### Trend of the entertainment activities in 2016 and 2017

**Geographical Macro areas: Admissions**

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## Yearbook of the Entertainment Activity

### Trend of the entertainment activities in 2016 and 2017

#### Geographical Macro areas: Admissions

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### Trend of the entertainment activities in 2016 and 2017

#### Geographical Macro areas: Admissions

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**Admissions**

- **Var %**
  - A Film Activities: -12.98
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  - C Concert Activities: -8.99
  - D Sports Activities: 9.87
  - E Dance Activities and Concertinos: 3.71
  - F Touring amusement Activities: -3.33
  - G Fairs and Exhibitions: -12.10
  - H Multi-genre Activities: 44.99

2017 Yearbook of the Entertainment Activity
## Trend of the entertainment activities in 2016 and 2017

### Geographical Macro areas: Attendance

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## Trend of the entertainment activities in 2016 and 2017

### Geographical Macro areas: Attendance

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### Trend of the entertainment activities in 2016 and 2017

**Geographical Macro areas: Attendance**

#### Table 110

**Centro Regional detail by macroaggregate of kind of show**

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## Trend of the entertainment activities in 2016 and 2017

### Geographical Macro areas: Attendance

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<td>58,621</td>
<td>105,430</td>
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2017 Yearbook of the Entertainment Activity
### Trend of the entertainment activities in 2016 and 2017

#### Geographical Macro areas: Attendance

#### Table 112

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<th>Macroarea</th>
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<td>D Sports Activities</td>
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<tr>
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<td>E Dance Activities and Concertinos</td>
</tr>
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<td></td>
<td>F Touring amusement Activities</td>
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### Trend of the entertainment activities in 2016 and 2017

**Geographical Macro areas: Expenditure at the box office**

#### Table 113

**Nord-ovest**
Regional detail by macroaggregate of kind of show

<table>
<thead>
<tr>
<th>Macroarea</th>
<th>Region</th>
<th>Expenditure at the Box Office</th>
<th>Year</th>
<th>Var % 2017/2016</th>
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<td><strong>Year</strong></td>
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<td>2017</td>
<td></td>
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<td>Liguria</td>
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<td>D Sports Activities</td>
<td>12.441.048,12</td>
<td>12.472.782,56</td>
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<td>6.596.084,70</td>
<td>6.364.358,66</td>
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<td>2.442.276,70</td>
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<td>5.813,00</td>
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<td>55.133.686,88</td>
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<td>26.950.486,11</td>
<td>25.463.910,35</td>
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### Trend of the entertainment activities in 2016 and 2017

#### Geographical Macro areas: Expenditure at the box office

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<th>Macroarea</th>
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### Trend of the entertainment activities in 2016 and 2017

#### Geographical Macro areas: Expenditure at the box office

**Table 115**

**Regional detail by macroaggregate of kind of show**

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<th>2016</th>
<th>2017</th>
<th>Var % 2017/2016</th>
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<tr>
<td>Umbria</td>
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<td>4,425,135.23</td>
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## Trend of the entertainment activities in 2016 and 2017

### Table 116

**Regional detail by macroaggregate of kind of show**

<table>
<thead>
<tr>
<th>Macroarea</th>
<th>2017</th>
<th>2016</th>
<th>Var % 2017/2016</th>
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<td>15.315.786,60</td>
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<td>-8,51</td>
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<td>C Concert Activities</td>
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<td>D Sports Activities</td>
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<td>685.941,42</td>
<td>8,94</td>
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<td>881.206,50</td>
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<td>98.700,00</td>
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<td>4.824,00</td>
<td>200.473,00</td>
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<td><strong>Calabria</strong></td>
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<td>B Theatre Activities</td>
<td>26.041.397,56</td>
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<td>12.561.738,14</td>
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</table>
# Trend of the entertainment activities in 2016 and 2017

## Geographical Macro areas: Expenditure at the box office

### Table 117

**Isole**  Regional detail by macroaggregate of kind of show

<table>
<thead>
<tr>
<th>Region</th>
<th>Macroaggregate</th>
<th>2016</th>
<th>2017</th>
<th>Var % 2017/2016</th>
</tr>
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<tr>
<td>Sardegna</td>
<td>A Film Activities</td>
<td>11.864.099,94</td>
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<td>2.575.902,15</td>
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<td>D Sports Activities</td>
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<td>6.751.305,98</td>
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<td>194.477,56</td>
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<td>31.544.062,38</td>
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<td>18.805.988,79</td>
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<td>C Concert Activities</td>
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<td>15.337.289,96</td>
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<td>D Sports Activities</td>
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<td>G Fairs and Exhibitions</td>
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<td><strong>133.051.895,76</strong></td>
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</table>
### Trend of the entertainment activities in 2016 and 2017
Geographical Macro areas: Audience Expenditure

**Table 118**
Regional detail by macroaggregate of kind of show

<table>
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<tr>
<th>Macroarea</th>
<th>2016</th>
<th>2017</th>
<th>Var % 2017/2016</th>
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<td>C Concert Activities</td>
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<td>3.240.477,01</td>
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<td>B Theatre Activities</td>
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<td>2.039.356,98</td>
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<td>B Theatre Activities</td>
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<td>E Dance Activities and Concertinos</td>
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<td>-</td>
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<td>G Fairs and Exhibitions</td>
<td>651.508,25</td>
<td>735.660,26</td>
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<td><strong>Valle d’Aosta Total</strong></td>
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### Trend of the entertainment activities in 2016 and 2017

**Geographical Macro areas: Audience Expenditure**

**Table 119**

#### Regional detail by macroaggregate of kind of show

<table>
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<tr>
<th>Macroarea</th>
<th>Region</th>
<th>2016</th>
<th>2017</th>
<th>Var % 2017/2016</th>
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<td>Emilia-Romagna</td>
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<td><strong>550,068,835,70</strong></td>
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<td>5,940,069,20</td>
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<td>11,391,381,16</td>
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<td>A Film Activities</td>
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<td>E Dance Activities and Concertinos</td>
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<td>93,146,744,81</td>
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<td>25,398,995,20</td>
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<td><strong>Veneto Total</strong></td>
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<td><strong>563,742,340,19</strong></td>
<td><strong>561,550,173,13</strong></td>
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<td><strong>Grand Total</strong></td>
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<td><strong>1,258,841,904,74</strong></td>
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</table>
### Trend of the entertainment activities in 2016 and 2017

**Geographical Macro areas: Audience Expenditure**

#### Table 120

Regional detail by macroaggregate of kind of show

<table>
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<tr>
<th></th>
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<tr>
<td><strong>Audience Expenditure</strong></td>
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<td>elimen, 2017</td>
<td>2017</td>
<td></td>
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<tr>
<td><strong>Year</strong></td>
<td></td>
<td>2016</td>
<td>2017</td>
<td></td>
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<td><strong>Macroarea</strong></td>
<td></td>
<td>2016</td>
<td>2017</td>
<td></td>
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<td><strong>Lazio Total</strong></td>
<td></td>
<td>505,574,412,08</td>
<td>498,629,402,50</td>
<td>-1,37</td>
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<tr>
<td><strong>Marche Total</strong></td>
<td></td>
<td>106,117,511,50</td>
<td>105,877,676,98</td>
<td>-0,23</td>
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<tr>
<td><strong>Toscana Total</strong></td>
<td></td>
<td>321,401,706,08</td>
<td>339,805,472,34</td>
<td>5,73</td>
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<tr>
<td><strong>Umbria Total</strong></td>
<td></td>
<td>56,865,196,83</td>
<td>54,510,423,69</td>
<td>-4,14</td>
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<td></td>
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<tr>
<td><strong>Grand Total</strong></td>
<td></td>
<td>989,958,826,49</td>
<td>998,822,975,51</td>
<td>0,90</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Macroggregate | | 2016 | 2017 | |
| Film Activities | | 110,691,177,04 | 97,359,233,07 | -12,04 |
| Theatre Activities | | 62,011,085,72 | 63,316,526,81 | 2,11 |
| Concert Activities | | 62,352,935,53 | 58,285,814,49 | -6,52 |
| Sports Activities | | 132,741,084,71 | 116,032,561,46 | -12,59 |
| Dance Activities and Concertinos | | 77,972,544,62 | 76,568,493,93 | -1,80 |
| Touring amusement Activities | | 32,960,517,35 | 38,363,960,11 | 16,39 |
| Fairs and Exhibitions | | 20,485,642,86 | 46,016,607,15 | 124,63 |
| Multi-genre Activities | | 6,359,424,25 | 2,686,205,48 | -57,76 |
| **Lazio Total** | | 505,574,412,08 | 498,629,402,50 | -1,37 |
| Film Activities | | 22,377,381,85 | 19,844,903,20 | -11,32 |
| Theatre Activities | | 11,554,810,94 | 11,413,447,87 | -1,22 |
| Concert Activities | | 6,827,545,95 | 7,425,904,32 | 8,76 |
| Sports Activities | | 12,128,418,41 | 12,657,246,22 | 4,36 |
| Dance Activities and Concertinos | | 42,275,935,92 | 41,480,445,59 | -1,88 |
| Touring amusement Activities | | 1,053,248,68 | 1,179,309,61 | 11,97 |
| Fairs and Exhibitions | | 1,360,160,18 | 1,719,669,48 | 26,43 |
| Multi-genre Activities | | 8,540,009,57 | 10,156,750,69 | 18,93 |
| **Marche Total** | | 106,117,511,50 | 105,877,676,98 | -0,23 |
| Film Activities | | 58,988,851,35 | 50,644,294,95 | -14,15 |
| Theatre Activities | | 34,744,556,51 | 35,938,892,79 | 3,44 |
| Concert Activities | | 26,912,755,90 | 46,751,778,51 | 73,72 |
| Sports Activities | | 68,400,550,71 | 69,523,780,33 | 1,64 |
| Dance Activities and Concertinos | | 83,671,726,22 | 81,772,929,01 | -2,27 |
| Touring amusement Activities | | 9,350,108,43 | 9,460,332,11 | 1,18 |
| Fairs and Exhibitions | | 25,586,225,32 | 30,413,350,56 | 18,87 |
| Multi-genre Activities | | 13,746,931,64 | 15,300,114,08 | 11,30 |
| **Toscana Total** | | 321,401,706,08 | 339,805,472,34 | 5,73 |
| Film Activities | | 13,243,432,24 | 11,434,322,65 | -13,66 |
| Theatre Activities | | 4,763,521,93 | 3,911,563,00 | -17,89 |
| Concert Activities | | 4,608,261,19 | 4,054,101,95 | -12,03 |
| Sports Activities | | 6,837,752,33 | 7,143,573,71 | 4,47 |
| Dance Activities and Concertinos | | 13,104,858,28 | 12,518,074,00 | -4,48 |
| Touring amusement Activities | | 900,065,78 | 1,170,793,78 | 30,08 |
| Fairs and Exhibitions | | 5,047,223,30 | 5,149,647,49 | 2,03 |
| Multi-genre Activities | | 8,360,081,78 | 9,128,347,11 | 9,19 |
| **Umbria Total** | | 56,865,196,83 | 54,510,423,69 | -4,14 |

**Grand Total**

| | | 989,958,826,49 | 998,822,975,51 | 0,90 |
### Table 121

**Regional detail by macroaggregate of kind of show**

<table>
<thead>
<tr>
<th>Region</th>
<th>Year</th>
<th>Var % 2017/2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abruzzo</td>
<td>2016</td>
<td>2017</td>
</tr>
<tr>
<td>A Film Activities</td>
<td>18,070,818.08</td>
<td>15,458,306.58</td>
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<td>B Theatre Activities</td>
<td>3,693,242.46</td>
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<td>C Concert Activities</td>
<td>3,821,118.01</td>
<td>3,241,085.57</td>
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<td>D Sports Activities</td>
<td>8,359,182.98</td>
<td>12,624,001.51</td>
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<td>E Dance Activities and Concertinos</td>
<td>17,531,724.13</td>
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<td>Abruzzo Total</td>
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<td>Basilicata</td>
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<td>2017</td>
</tr>
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<td>2017</td>
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<td>2017</td>
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<td>F Touring amusement Activities</td>
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### Table 122

**Regional detail by macroaggregate of kind of show**

#### Audience Expenditure

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## Trend of the entertainment activities in 2016 and 2017

### Geographical Macro areas: Turnover

#### Table 123
Regional detail by macroaggregate of kind of show

<table>
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<tr>
<th>Macroarea</th>
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#### Grand Total

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## Trend of the entertainment activities in 2016 and 2017

### Geographical Macro areas: Turnover

#### Table 124

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<th>Region</th>
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<th>2017 Turnover</th>
<th>Var % 2017/2016</th>
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## Trend of the entertainment activities in 2016 and 2017
### Geographical Macro areas: Turnover

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<td><strong>Grand Total</strong></td>
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### Trend of the entertainment activities in 2016 and 2017

#### Geographical Macro areas: Turnover

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<th>2017</th>
<th>Var % 2017/2016</th>
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### Table 127
Isole Regional detail by macroaggregate of kind of show

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<th>Macroarea</th>
<th>Region</th>
<th>Year</th>
<th>Macroaggregate</th>
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<th>Var % 2017/2016</th>
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<td>C Concert Activities</td>
<td>2016</td>
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<td>D Sports Activities</td>
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Multiannual tendency of the entertainment sectors
period 2008-2017

Table

A. Film activities All Entertainment industry indicators

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<td>950</td>
<td>1000</td>
<td>1050</td>
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<td>750</td>
<td>800</td>
<td>850</td>
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<td>Expenditure at the Box Office (Million)</td>
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<td>550</td>
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<td>650</td>
<td>700</td>
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<td>800</td>
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<td>900</td>
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Number of shows

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<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
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Admissions

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Attendance

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Table 130

B. Theatre activities

All Entertainment industry indicators

Economic indicators

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<th>Year</th>
<th>Turnover (in millions)</th>
<th>Audience expenditure (in millions)</th>
<th>Expenditure at the Box Office (in millions)</th>
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<td>2012</td>
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<td>2016</td>
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<td>320</td>
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Admissions

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<td>2010</td>
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<td>2012</td>
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<td>2013</td>
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<td>2014</td>
<td>155</td>
</tr>
<tr>
<td>2015</td>
<td>160</td>
</tr>
<tr>
<td>2016</td>
<td>165</td>
</tr>
<tr>
<td>2017</td>
<td>170</td>
</tr>
</tbody>
</table>

Number of shows

<table>
<thead>
<tr>
<th>Year</th>
<th>Thousands</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>50</td>
</tr>
<tr>
<td>2009</td>
<td>60</td>
</tr>
<tr>
<td>2010</td>
<td>70</td>
</tr>
<tr>
<td>2011</td>
<td>80</td>
</tr>
<tr>
<td>2012</td>
<td>90</td>
</tr>
<tr>
<td>2013</td>
<td>100</td>
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<td>2014</td>
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<td>2015</td>
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<tr>
<td>2016</td>
<td>130</td>
</tr>
<tr>
<td>2017</td>
<td>140</td>
</tr>
</tbody>
</table>

Attendance

<table>
<thead>
<tr>
<th>Year</th>
<th>Millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>300</td>
</tr>
<tr>
<td>2009</td>
<td>320</td>
</tr>
<tr>
<td>2010</td>
<td>340</td>
</tr>
<tr>
<td>2011</td>
<td>360</td>
</tr>
<tr>
<td>2012</td>
<td>380</td>
</tr>
<tr>
<td>2013</td>
<td>400</td>
</tr>
<tr>
<td>2014</td>
<td>420</td>
</tr>
<tr>
<td>2015</td>
<td>440</td>
</tr>
<tr>
<td>2016</td>
<td>460</td>
</tr>
<tr>
<td>2017</td>
<td>480</td>
</tr>
</tbody>
</table>
Multiannual tendency of the entertainment sectors
period 2008-2017

Table
C. Concert activities
All Entertainment industry indicators

<table>
<thead>
<tr>
<th>Year</th>
<th>Admissions</th>
<th>Number of shows</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>150</td>
<td>35</td>
<td>200</td>
</tr>
<tr>
<td>2009</td>
<td>160</td>
<td>36</td>
<td>210</td>
</tr>
<tr>
<td>2010</td>
<td>170</td>
<td>37</td>
<td>220</td>
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<tr>
<td>2011</td>
<td>180</td>
<td>38</td>
<td>230</td>
</tr>
<tr>
<td>2012</td>
<td>190</td>
<td>39</td>
<td>240</td>
</tr>
<tr>
<td>2013</td>
<td>200</td>
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<td>250</td>
</tr>
<tr>
<td>2014</td>
<td>210</td>
<td>41</td>
<td>260</td>
</tr>
<tr>
<td>2015</td>
<td>220</td>
<td>42</td>
<td>270</td>
</tr>
<tr>
<td>2016</td>
<td>230</td>
<td>43</td>
<td>280</td>
</tr>
<tr>
<td>2017</td>
<td>240</td>
<td>44</td>
<td>290</td>
</tr>
</tbody>
</table>
Table 132

D. Sports activities

All Entertainment industry indicators

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Turnover (Millions)</td>
<td>3,500</td>
<td>3,000</td>
<td>2,500</td>
<td>2,000</td>
<td>1,500</td>
<td>1,000</td>
<td>500</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Audience expenditure(Millions)</td>
<td>2,000</td>
<td>1,500</td>
<td>1,000</td>
<td>500</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expenditure at the Box Office (Millions)</td>
<td>1,000</td>
<td>500</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Admissions (Thousands) | 31,000| 29,000| 28,000| 27,000| 26,000| 25,000| 24,000| 23,000| 22,000| 21,000|
| Number of shows (Thousands) | 220| 180| 130| 180| 200| 220| 240| 260| 280| 300|
| Attendance (Thousands) | 100| 50| 0| 50| 100| 150| 200| 250| 300| 350|

E. Dance activities and Concertinos

All Entertainment industry indicators

Multiannual tendency of the entertainment sectors
period 2008-2017

Table 133
F. Touring amusement Activities

All Entertainment industry indicators

Economic indicators

<table>
<thead>
<tr>
<th>Year</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Number of shows</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>200,000</td>
<td>5,000</td>
<td>15,000</td>
</tr>
<tr>
<td>2009</td>
<td>250,000</td>
<td>10,000</td>
<td>20,000</td>
</tr>
<tr>
<td>2010</td>
<td>300,000</td>
<td>15,000</td>
<td>25,000</td>
</tr>
<tr>
<td>2011</td>
<td>350,000</td>
<td>20,000</td>
<td>30,000</td>
</tr>
<tr>
<td>2012</td>
<td>400,000</td>
<td>25,000</td>
<td>35,000</td>
</tr>
<tr>
<td>2013</td>
<td>450,000</td>
<td>30,000</td>
<td>40,000</td>
</tr>
<tr>
<td>2014</td>
<td>500,000</td>
<td>35,000</td>
<td>45,000</td>
</tr>
<tr>
<td>2015</td>
<td>550,000</td>
<td>40,000</td>
<td>50,000</td>
</tr>
<tr>
<td>2016</td>
<td>600,000</td>
<td>45,000</td>
<td>55,000</td>
</tr>
<tr>
<td>2017</td>
<td>650,000</td>
<td>50,000</td>
<td>60,000</td>
</tr>
</tbody>
</table>
Table 135

G. Fairs and Exhibitions  All Entertainment industry indicators

<table>
<thead>
<tr>
<th>Year</th>
<th>Admissions</th>
<th>Attendance</th>
<th>Number of shows</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>30,000</td>
<td>50,000</td>
<td>50,000</td>
</tr>
<tr>
<td>2009</td>
<td>35,000</td>
<td>55,000</td>
<td>45,000</td>
</tr>
<tr>
<td>2010</td>
<td>40,000</td>
<td>60,000</td>
<td>40,000</td>
</tr>
<tr>
<td>2011</td>
<td>45,000</td>
<td>65,000</td>
<td>35,000</td>
</tr>
<tr>
<td>2012</td>
<td>50,000</td>
<td>70,000</td>
<td>30,000</td>
</tr>
<tr>
<td>2013</td>
<td>55,000</td>
<td>75,000</td>
<td>25,000</td>
</tr>
<tr>
<td>2014</td>
<td>60,000</td>
<td>80,000</td>
<td>20,000</td>
</tr>
<tr>
<td>2015</td>
<td>65,000</td>
<td>85,000</td>
<td>15,000</td>
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<tr>
<td>2016</td>
<td>70,000</td>
<td>90,000</td>
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</tr>
<tr>
<td>2017</td>
<td>75,000</td>
<td>95,000</td>
<td>5,000</td>
</tr>
</tbody>
</table>
Table 136
H. Multi-genre Activities: All Entertainment industry indicators

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number of shows</strong> (Thousands)</td>
<td>35</td>
<td>40</td>
<td>45</td>
<td>50</td>
<td>55</td>
<td>60</td>
<td>65</td>
<td>70</td>
<td>75</td>
<td>80</td>
</tr>
<tr>
<td><strong>Admissions</strong> (Thousands)</td>
<td>10.000</td>
<td>11.000</td>
<td>12.000</td>
<td>13.000</td>
<td>14.000</td>
<td>15.000</td>
<td>16.000</td>
<td>17.000</td>
<td>18.000</td>
<td>19.000</td>
</tr>
<tr>
<td><strong>Attendance</strong> (Millions)</td>
<td>0</td>
<td>20</td>
<td>40</td>
<td>60</td>
<td>80</td>
<td>100</td>
<td>120</td>
<td>140</td>
<td>160</td>
<td>180</td>
</tr>
</tbody>
</table>

**Economic indicators**

- Turnover
- Audience expenditure
- Expenditure at the Box Office
### Table 137

**Audience expenditure by macroaggregates**  
Film activities and Theatre activities

<table>
<thead>
<tr>
<th>Year</th>
<th>Film activities</th>
<th>Theatre activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>698.611.949,03</td>
<td>444.315.341,78</td>
</tr>
<tr>
<td>2009</td>
<td>743.347.501,10</td>
<td>476.120.144,41</td>
</tr>
<tr>
<td>2010</td>
<td>849.841.907,92</td>
<td>420.838.028,97</td>
</tr>
<tr>
<td>2011</td>
<td>751.456.158,64</td>
<td>412.600.428,56</td>
</tr>
<tr>
<td>2012</td>
<td>716.822.785,71</td>
<td>406.706.503,81</td>
</tr>
<tr>
<td>2013</td>
<td>732.999.026,82</td>
<td>419.540.915,96</td>
</tr>
<tr>
<td>2014</td>
<td>690.685.660,04</td>
<td>419.540.915,96</td>
</tr>
<tr>
<td>2015</td>
<td>770.232.824,08</td>
<td>420.838.028,97</td>
</tr>
<tr>
<td>2016</td>
<td>810.304.243,82</td>
<td>476.120.144,41</td>
</tr>
<tr>
<td>2017</td>
<td>732.889.604,68</td>
<td>447.255.191,04</td>
</tr>
</tbody>
</table>
### Multiannual tendency of the entertainment sectors

#### period 2008-2017

**Table 138**

**Audience expenditure by macroaggregates**  
Concert activities and Sports activities

#### Audience expenditure

<table>
<thead>
<tr>
<th>Year</th>
<th>Concert activities</th>
<th>Sport activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>427.481.387,03</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>398.091.824,58</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>406.706.850,06</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>326.963.054,39</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>338.500.425,56</td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td>272.659.667,48</td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>299.864.463,16</td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>296.706.685,47</td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>311.121.581,44</td>
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</tr>
<tr>
<td>2008</td>
<td>288.769.846,33</td>
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</tbody>
</table>

#### Concert activities

<table>
<thead>
<tr>
<th>Year</th>
<th>Audience expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>427.481.387,03</td>
</tr>
<tr>
<td>2016</td>
<td>398.091.824,58</td>
</tr>
<tr>
<td>2015</td>
<td>406.706.850,06</td>
</tr>
<tr>
<td>2014</td>
<td>326.963.054,39</td>
</tr>
<tr>
<td>2013</td>
<td>338.500.425,56</td>
</tr>
<tr>
<td>2012</td>
<td>272.659.667,48</td>
</tr>
<tr>
<td>2011</td>
<td>299.864.463,16</td>
</tr>
<tr>
<td>2010</td>
<td>296.706.685,47</td>
</tr>
<tr>
<td>2009</td>
<td>311.121.581,44</td>
</tr>
<tr>
<td>2008</td>
<td>288.769.846,33</td>
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</tbody>
</table>

#### Sport activities

<table>
<thead>
<tr>
<th>Year</th>
<th>Audience expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>904.961.365,95</td>
</tr>
<tr>
<td>2016</td>
<td>912.473.856,80</td>
</tr>
<tr>
<td>2015</td>
<td>912.088.080,98</td>
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<tr>
<td>2014</td>
<td>735.949.251,34</td>
</tr>
<tr>
<td>2013</td>
<td>643.409.009,71</td>
</tr>
<tr>
<td>2012</td>
<td>625.683.454,20</td>
</tr>
<tr>
<td>2011</td>
<td>579.954.837,81</td>
</tr>
<tr>
<td>2010</td>
<td>575.576.291,86</td>
</tr>
<tr>
<td>2009</td>
<td>637.113.958,80</td>
</tr>
<tr>
<td>2008</td>
<td>500.488.308,22</td>
</tr>
<tr>
<td>Year</td>
<td>Dance activities and Concertinos</td>
</tr>
<tr>
<td>------</td>
<td>----------------------------------</td>
</tr>
<tr>
<td>2008</td>
<td>1,175,958,838,86</td>
</tr>
<tr>
<td>2009</td>
<td>1,123,190,616,30</td>
</tr>
<tr>
<td>2010</td>
<td>1,098,789,469,98</td>
</tr>
<tr>
<td>2011</td>
<td>1,032,359,570,08</td>
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<tr>
<td>2012</td>
<td>1,177,526,288,53</td>
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<tr>
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<td>1,092,985,532,33</td>
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<tr>
<td>2014</td>
<td>1,059,505,286,95</td>
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<td>2015</td>
<td>1,079,081,504,78</td>
</tr>
<tr>
<td>2016</td>
<td>1,069,950,305,48</td>
</tr>
<tr>
<td>2017</td>
<td>1,053,450,218,22</td>
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</tbody>
</table>
Table 140
Audience expenditure by macroaggregates: Fairs and Exhibitions activities and Multi-genre activities

<table>
<thead>
<tr>
<th>Year</th>
<th>Fairs and Exhibitions</th>
<th>Multi-genre activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>564,915,443,92</td>
<td>154,247,078,45</td>
</tr>
<tr>
<td>2016</td>
<td>552,237,718,92</td>
<td>144,758,863,93</td>
</tr>
<tr>
<td>2015</td>
<td>586,010,444,61</td>
<td>138,972,059,83</td>
</tr>
<tr>
<td>2014</td>
<td>545,173,736,15</td>
<td>126,394,545,69</td>
</tr>
<tr>
<td>2013</td>
<td>456,276,733,75</td>
<td>124,559,979,09</td>
</tr>
<tr>
<td>2012</td>
<td>437,832,852,14</td>
<td>116,693,154,17</td>
</tr>
<tr>
<td>2011</td>
<td>347,314,400,95</td>
<td>97,923,680,32</td>
</tr>
<tr>
<td>2010</td>
<td>277,732,180,47</td>
<td>96,727,360,55</td>
</tr>
<tr>
<td>2009</td>
<td>217,713,954,75</td>
<td>98,462,501,20</td>
</tr>
<tr>
<td>2008</td>
<td>152,692,336,03</td>
<td>90,448,923,27</td>
</tr>
<tr>
<td>-----------------</td>
<td>-------------</td>
<td>------</td>
</tr>
<tr>
<td>A Film Activities</td>
<td>A - Movies</td>
<td>6.22</td>
</tr>
<tr>
<td></td>
<td>B2 - Opera</td>
<td>44.17</td>
</tr>
<tr>
<td></td>
<td>B4 - Ballet</td>
<td>16.35</td>
</tr>
<tr>
<td></td>
<td>B5 - Puppets and Marionettes</td>
<td>5.52</td>
</tr>
<tr>
<td>C Concert Activities</td>
<td>C1 - Classical Concerts</td>
<td>14.05</td>
</tr>
<tr>
<td></td>
<td>D2 - Team Sports other than Soccer</td>
<td>10.21</td>
</tr>
<tr>
<td></td>
<td>D3 - Individual Sports</td>
<td>31.73</td>
</tr>
<tr>
<td></td>
<td>D4 - Other Sports</td>
<td>10.01</td>
</tr>
<tr>
<td>F Touring amusement Activities</td>
<td>F2 - Amusement Parks</td>
<td>13.77</td>
</tr>
<tr>
<td>G Fairs and Exhibitions</td>
<td>G1 - Fairs</td>
<td>5.54</td>
</tr>
<tr>
<td></td>
<td>G2 - Exhibitions</td>
<td>8.10</td>
</tr>
</tbody>
</table>
### Trend by Macroaggregate of kind of show

#### Table 142

<table>
<thead>
<tr>
<th>All Macroaggregates</th>
<th>Average entrance fee / period 2008-2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Film Activities</td>
<td>30.00</td>
</tr>
<tr>
<td>B Theatre Activities</td>
<td>25.00</td>
</tr>
<tr>
<td>C Concert Activities</td>
<td>20.00</td>
</tr>
<tr>
<td>D Sports Activities</td>
<td>15.00</td>
</tr>
<tr>
<td>E Dance Activities and Concentrations</td>
<td>10.00</td>
</tr>
<tr>
<td>F Touring amusement Activities</td>
<td>5.00</td>
</tr>
<tr>
<td>G Fairs and Exhibitions</td>
<td>0.00</td>
</tr>
<tr>
<td>H Multi-genre Activities</td>
<td>0.00</td>
</tr>
</tbody>
</table>

![Line Chart with data points for each category from 2008 to 2017]
Table 143

Detail by: Theatre, Concert, Sports Activities, Fairs and Exhibitions

<table>
<thead>
<tr>
<th>Category</th>
<th>Year</th>
<th>Trend</th>
<th>Average Entrance Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>D4 - Ballet</td>
<td>2010</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2011</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2012</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>2013</td>
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</tr>
<tr>
<td></td>
<td>2014</td>
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</tr>
<tr>
<td></td>
<td>2015</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2016</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2017</td>
<td></td>
<td></td>
</tr>
<tr>
<td>D4 - Other Sports</td>
<td>2010</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2011</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2012</td>
<td></td>
<td></td>
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<tr>
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<tr>
<td>B2 - Revue and Musical</td>
<td>2010</td>
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<td></td>
<td>2011</td>
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<td>2010</td>
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<td>2017</td>
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<tr>
<td>B2 - Pop Music Concerts</td>
<td>2010</td>
<td></td>
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<td>2017</td>
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<tr>
<td>B2 - Team Sports other than Soccer</td>
<td>2010</td>
<td></td>
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<td>2011</td>
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<td></td>
<td>2017</td>
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<td>B2 - Exhibitions</td>
<td>2010</td>
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<td>2016</td>
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<tr>
<td></td>
<td>2017</td>
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</tr>
</tbody>
</table>
### Table 144

#### Number of entertainment venues in Regions

Free-entrance and profitable shows. Detail by macroaggregate of kind of show of the number of entertainment venues

<table>
<thead>
<tr>
<th>REGION</th>
<th>AFAcc Activities</th>
<th>AFDance Activities</th>
<th>AFSoccer Activities</th>
<th>AFTheatre Activities</th>
<th>AFTouring activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friuli- Venezia Giulia</td>
<td>125</td>
<td>43</td>
<td>125</td>
<td>20</td>
<td>40</td>
</tr>
<tr>
<td>Emilia-Romagna</td>
<td>43</td>
<td>81</td>
<td>115</td>
<td>12</td>
<td>19</td>
</tr>
<tr>
<td>Umbria</td>
<td>150</td>
<td>62</td>
<td>125</td>
<td>30</td>
<td>19</td>
</tr>
<tr>
<td>Trentino-Alto Adige</td>
<td>603</td>
<td>109</td>
<td>399</td>
<td>16</td>
<td>39</td>
</tr>
<tr>
<td>Toscana</td>
<td>303</td>
<td>108</td>
<td>270</td>
<td>46</td>
<td>62</td>
</tr>
<tr>
<td>Sicilia</td>
<td>110</td>
<td>50</td>
<td>83</td>
<td>19</td>
<td>11</td>
</tr>
<tr>
<td>Sardegna</td>
<td>200</td>
<td>30</td>
<td>120</td>
<td>31</td>
<td>11</td>
</tr>
<tr>
<td>Puglia</td>
<td>201</td>
<td>40</td>
<td>101</td>
<td>27</td>
<td>12</td>
</tr>
<tr>
<td>Calabria</td>
<td>171</td>
<td>102</td>
<td>169</td>
<td>32</td>
<td>21</td>
</tr>
<tr>
<td>Basilicata</td>
<td>5</td>
<td>13</td>
<td>23</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>Abruzzo</td>
<td>93</td>
<td>19</td>
<td>36</td>
<td>12</td>
<td>11</td>
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</tbody>
</table>

#### Macroaggregate

<table>
<thead>
<tr>
<th>AREA</th>
<th>Number of Entertainment Venues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>3,380,072</td>
</tr>
<tr>
<td>Veneto</td>
<td>1,024</td>
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<tr>
<td>Valle d’Aosta</td>
<td>1,289</td>
</tr>
<tr>
<td>Umbria</td>
<td>6,425</td>
</tr>
<tr>
<td>Trentino-Alto Adige</td>
<td>12,452</td>
</tr>
<tr>
<td>Toscana</td>
<td>7,162</td>
</tr>
<tr>
<td>Sicilia</td>
<td>3,633</td>
</tr>
<tr>
<td>Sardegna</td>
<td>20,375</td>
</tr>
<tr>
<td>Puglia</td>
<td>6,264</td>
</tr>
<tr>
<td>Calabria</td>
<td>11,201</td>
</tr>
<tr>
<td>Basilicata</td>
<td>121,875</td>
</tr>
<tr>
<td>Abruzzo</td>
<td>1,167</td>
</tr>
</tbody>
</table>

#### Free-entrance activities

- **AFAcc**: Number of entertainment venues
- **AFDance**: Number of dance venues
- **AFSoccer**: Number of soccer venues
- **AFTheatre**: Number of theatre venues
- **AFTouring activities**: Number of touring activities

#### Details by Region

<table>
<thead>
<tr>
<th>REGION</th>
<th>Number of Entertainment Venues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friuli- Venezia Giulia</td>
<td>125</td>
</tr>
<tr>
<td>Emilia-Romagna</td>
<td>43</td>
</tr>
<tr>
<td>Umbria</td>
<td>150</td>
</tr>
<tr>
<td>Trentino-Alto Adige</td>
<td>603</td>
</tr>
<tr>
<td>Toscana</td>
<td>303</td>
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<tr>
<td>Sicilia</td>
<td>110</td>
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<tr>
<td>Sardegna</td>
<td>200</td>
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<tr>
<td>Puglia</td>
<td>201</td>
</tr>
<tr>
<td>Calabria</td>
<td>171</td>
</tr>
<tr>
<td>Basilicata</td>
<td>5</td>
</tr>
<tr>
<td>Abruzzo</td>
<td>93</td>
</tr>
</tbody>
</table>

#### Kind of Shows

- **B Theatre Activities**: Theatre activities
- **B2 Opera**: Opera
- **B3 Revue and Musical**: Revue and musical shows
- **B4 Ballet**: Ballet
- **B5 Puppets and Marionettes**: Puppets and marionettes
- **B7 Circus**: Circus
- **C1 Classical Concerts**: Classical concerts
- **C2 Pop Music Concerts**: Pop music concerts
- **D Sports Activities**: Sports activities
- **D1 Soccer**: Soccer
- **D2 Team Sports other than Soccer**: Team sports other than soccer
- **D4 Other Sports**: Other sports
- **E1 Dance**: Dance
- **E2 Concertinos**: Concertinos
- **F Touring amusement Activities**: Touring amusement activities
- **F2 Amusement Parks**: Amusement parks
- **G Fairs and Exhibitions**: Fairs and exhibitions
- **G1 Fairs**: Fairs
- **G2 Exhibitions**: Exhibitions

#### Variations from 2016

- **Var. % 2017/2016**: Percentage variation from 2016
## The Entertainment Industry Trend During Last Five Years

### Table 145-1

All kinds of show, A. Cinema, B. Theatre, C. Concerts, D. Sports

**Period 2013 - 2017**

#### Values

<table>
<thead>
<tr>
<th>Year</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
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</thead>
</table>

<table>
<thead>
<tr>
<th>A Film Activities</th>
<th>Values</th>
<th>year</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
</table>
| Number of 
Entertainment 
Places          | 5,301  | 5,094 | 5,053 | 5,104 | 5,315 |
| Number of 
Shows           | 3,014,842 | 3,016,007 | 3,096,351 | 3,226,957 | 3,142,790 |
| Admissions        | 105,739,720 | 98,252,309 | 106,734,556 | 113,832,522 | 99,621,418 |
| Attendance         | 384,713  | 52,968 | 261,790 | 396,055 | 542,213 |
| Expenditure at the 
box office        | 643,338,273 | 600,067,118 | 664,260,045 | 695,061,855 | 619,415,124 |
| Audience expenditure | 732,290,907 | 690,085,800 | 770,222,804 | 819,304,244 | 732,889,605 |
| Turnover           | 734,332,398 | 692,344,696 | 772,479,045 | 812,685,558 | 734,716,911 |
| Average admission ticket | 6,065 | 6,11  | 6,22  | 6,11  | 6,22  |
| Income per 
venue          | 138,771  | 135,914 | 152,875 | 159,225 | 138,235 |
| Number of 
Communes       | 1,524  | 1,413  | 1,355  | 1,322  | 1,348 |

<table>
<thead>
<tr>
<th>B Theatre Activities</th>
<th>Values</th>
<th>year</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
</table>
| Number of 
Entertainment 
Places          | 11,953 | 11,953 | 12,257 | 12,298 | 12,064 |
| Number of 
Shows           | 131,922 | 131,205 | 137,696 | 136,674 | 134,971 |
| Admissions        | 21,211,755 | 21,344,818 | 21,966,907 | 22,885,859 | 22,495,794 |
| Attendance         | 938,994  | 840,792 | 797,217 | 1,393,910 | 1,491,672 |
| Expenditure at the 
box office        | 348,564,989 | 355,962,421 | 362,359,007 | 405,910,747 | 380,193,924 |
| Audience expenditure | 406,706,594 | 412,600,429 | 420,838,029 | 476,120,144 | 447,255,191 |
| Turnover           | 421,895,839 | 427,861,230 | 435,488,734 | 493,763,245 | 460,422,912 |
| Average admission ticket | 16,417 | 16,68  | 16,47  | 17,74  | 17,57  |
| Income per 
venue          | 35,282  | 35,795  | 35,530  | 40,189  | 38,102  |
| Number of 
Communes       | 3,565  | 3,553  | 3,512  | 3,422  | 3,437  |

<table>
<thead>
<tr>
<th>C Concert Activities</th>
<th>Values</th>
<th>year</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
</table>
| Number of 
Entertainment 
Places          | 8,807  | 8,434  | 8,849  | 8,722  | 8,452  |
| Number of 
Shows           | 37,740  | 36,727  | 39,566  | 39,763  | 39,709  |
| Admissions        | 11,892,953 | 11,561,111 | 13,340,993 | 13,160,928 | 13,356,929 |
| Attendance         | 1,776,202  | 1,392,957  | 1,349,993  | 1,795,933  | 1,921,373  |
| Expenditure at the 
box office        | 285,328,866 | 276,175,493 | 343,826,881 | 338,071,869 | 364,256,926 |
| Audience expenditure | 338,500,426 | 326,963,054 | 406,706,850 | 398,091,825 | 427,481,387 |
| Turnover           | 359,587,488 | 345,845,480 | 423,867,754 | 415,129,595 | 445,020,503 |
| Average admission ticket | 23,39  | 23,89  | 25,77  | 25,69  | 27,37  |
| Income per 
venue          | 41,778  | 41,006  | 47,900  | 47,540  | 52,778  |
| Number of 
Communes       | 2,773  | 2,683  | 2,742  | 2,695  | 2,546  |

<table>
<thead>
<tr>
<th>D Sports Activities</th>
<th>Values</th>
<th>year</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
</table>
| Number of 
Entertainment 
Places          | 10,614  | 10,416  | 10,429  | 10,354  | 10,424  |
| Number of 
Shows           | 139,909  | 141,193  | 142,292  | 142,570  | 140,184  |
| Admissions        | 27,004,683 | 28,197,084 | 28,304,308 | 28,906,784 | 30,590,371 |
| Attendance         | 178,883  | 240,871  | 159,474  | 172,810  | 117,255  |
| Expenditure at the 
box office        | 347,355,224 | 363,891,287 | 387,049,128 | 387,607,520 | 459,667,858 |
| Audience expenditure | 643,490,019 | 735,349,251 | 912,088,081 | 912,473,857 | 904,961,396 |
| Turnover           | 2,044,862,994 | 2,195,045,107 | 2,605,882,627 | 2,640,130,411 | 2,570,766,526 |
| Average admission ticket | 12,85  | 12,91  | 13,69  | 13,75  | 15,03  |
| Income per 
venue          | 192,060  | 212,781  | 239,591  | 254,987  | 286,118  |
| Number of 
Communes       | 3,453  | 3,398  | 3,423  | 3,387  | 3,351  |
The entertainment industry trend during last five years

<table>
<thead>
<tr>
<th>Values</th>
<th>Year</th>
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<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of entertainment places</td>
<td></td>
<td>59.209</td>
<td>59.371</td>
<td>60.361</td>
<td>60.067</td>
<td>58.226</td>
</tr>
<tr>
<td>Number of shows</td>
<td></td>
<td>753.818</td>
<td>753.973</td>
<td>786.706</td>
<td>759.795</td>
<td>738.082</td>
</tr>
<tr>
<td>Admissions</td>
<td></td>
<td>29.871.103</td>
<td>28.063.639</td>
<td>27.948.539</td>
<td>27.617.953</td>
<td>25.522.980</td>
</tr>
<tr>
<td>Attendance</td>
<td></td>
<td>49.670.648</td>
<td>47.658.564</td>
<td>47.802.805</td>
<td>51.252.454</td>
<td>49.660.620</td>
</tr>
<tr>
<td>Expenditure at the box office</td>
<td></td>
<td>284.928.755</td>
<td>278.408.988</td>
<td>272.390.306</td>
<td>254.561.217</td>
<td>249.172.701</td>
</tr>
<tr>
<td>Audience expenditure</td>
<td></td>
<td>1.082.065.532</td>
<td>1.069.505.287</td>
<td>1.079.081.505</td>
<td>1.069.950.305</td>
<td>1.053.450.216</td>
</tr>
<tr>
<td>Turnover</td>
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<td>1.099.419.664</td>
<td>1.074.670.716</td>
<td>1.091.330.556</td>
<td>1.081.496.367</td>
<td>1.064.412.407</td>
</tr>
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<td>Average admission ticket</td>
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<td>9.54</td>
<td>9.58</td>
<td>9.75</td>
<td>9.79</td>
<td>9.87</td>
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<tr>
<td>Income per venue</td>
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<td>18.737</td>
<td>18.098</td>
<td>18.107</td>
<td>18.005</td>
<td>18.281</td>
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<tr>
<td>Events per venue</td>
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<td>13</td>
<td>13</td>
<td>13</td>
<td>12</td>
</tr>
</tbody>
</table>

**New indicators features:**

Number of entertainment places shows the number of venues where any entertainment activity is pursued. Data items regarding this indicator may be different if compared to Table 145. It is because of criteria used to aggregate information.

Average admission ticket is the Expenditure at the Box Office/Admissions ratio. As he know, this value is meaningful only for some kinds of shows. Therefore, shown values should be taken only as a trend indicator.

Income per venue is the Turnover/Number of entertainment places ratio. This indicator evaluates the average profitability according to single venues.

Events per venue is the Number of Shows/Number of entertainment places ratio. As for the previous paragraphs, this value is not especially useful in absolute terms, but as a trend marker of the period.

Number of Communes is the number of towns and villages in which entertainment activity was pursued during last year.

Lights. Every cell of values provides a different light (Recollecting the system of road semaphores). Lights need to be read by row. The right order of colours for each light is: black, red, yellow, green. That's to say, in the context of the row, a very low value is matched to a black light, while a very high one coincides with a green light.

Trend. On the left side of each chart, we can find a column showing, for each marker, the trend of the last 55 years. The red bar point out, in each row, the year with the higher level for the corresponding indicator.
## Index of Tables

### Analysis by kind of show  tables from 1 to 33

<table>
<thead>
<tr>
<th>Table</th>
<th>Page</th>
<th>Kind of Show</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 1</td>
<td>Page 79</td>
<td>National Territory</td>
<td>Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience Expenditure, Turnover by macro-aggregate and aggregate kind of show</td>
</tr>
<tr>
<td>Table 2</td>
<td>Page 80</td>
<td>National Territory - Graphic Exhibition</td>
<td>Number of shows, Admissions, Attendance, Expenditure at the Box Office, Audience Expenditure, Turnover by macro-aggregate and aggregate kind of show</td>
</tr>
</tbody>
</table>

### Composition of Macroaggregates – Graphic Exhibition

<table>
<thead>
<tr>
<th>Table</th>
<th>Page</th>
<th>Kind of Show</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 3</td>
<td>Page 81</td>
<td>B. Theatre Activities</td>
<td>Composition by Aggregate</td>
</tr>
<tr>
<td>Table 4</td>
<td>Page 82</td>
<td>C. Concert Activities</td>
<td>Composition by Aggregate</td>
</tr>
<tr>
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