

# SUCCESS STORY

## THE MELBOURNE INTERNATIONAL COMEDY FESTIVAL BREAKS ALL RECORDS IN 2007

### Attendances

- **483,609** attended (up **16%**)
- **400,003** paid attendance (up **28%**)
- **14%** new attendees

### Box Office

- **\$9.2 million** total box office revenue (up **20%**)
- **27%** increase in advanced sales

### Performers

- **1,902** performers
- **281** different shows (up **22%**)
- **4,114** individual performances (up **27%**)

### TV Audience

- **1.2 million** watched The Gala on Network Ten
- **460,000** watched the Raw Comedy National Final on the ABC

### Media Exposure

- **58% increase** in media editorial value

### Website Activity\*

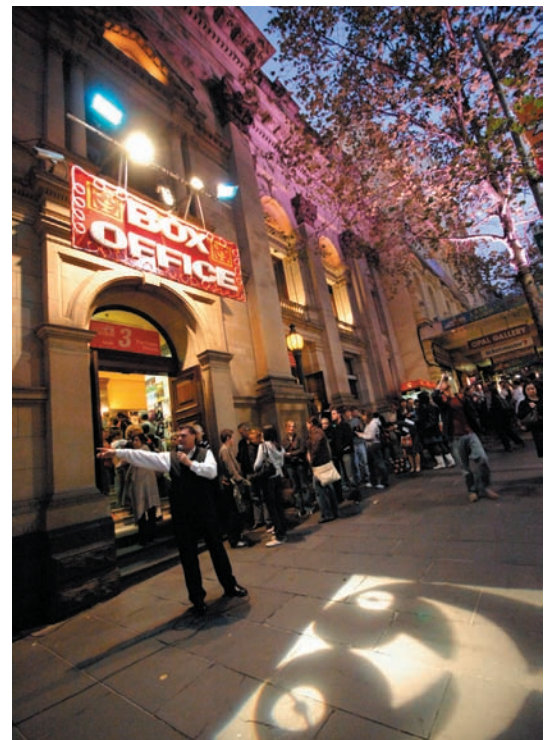
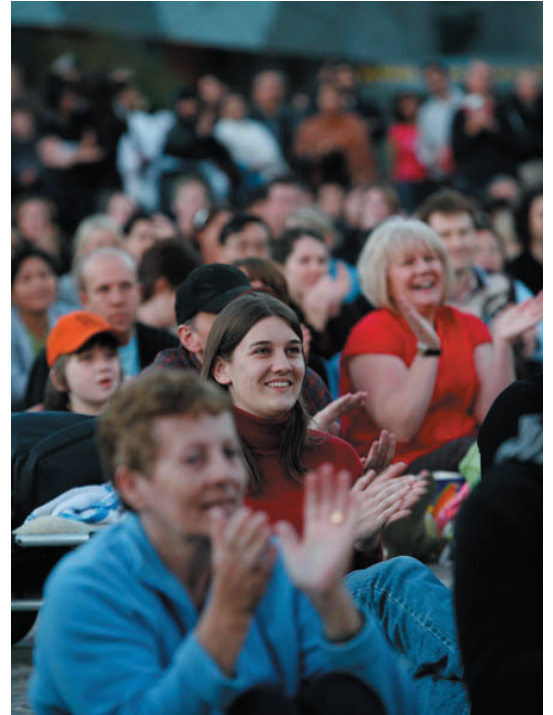
- **605,829** visits to website
- **7.6 avg pages** per visit to website
- **162,566 video plays** across all shows

### Audience Activity

- **19%** tourist visitation (up **4%**)

### National Reach

- **38** Australian and Overseas Guest comedians performed in **110** shows in **73** regional centres and capital cities across Australia (including Darwin, Port Headland, Roxby Downs, Mt Isa, Cairns, Newcastle, Hobart and Horsham), and in Singapore as part of the Festival's annual Roadshow.



Source: Unless stated otherwise, all statistics are based on the Melbourne International Comedy Festival market research project, 2007. Conducted by Taylor Nelson Sofres.



\* website statistics from Google Analytics 1 Jan–31 May 07

2007 MELBOURNE INTERNATIONAL COMEDY FESTIVAL MARKETING REPORT

Photographs throughout report by Erin Slattery Photography and Jim Lee Photo 2007