

PRESSEINFORMATION

The 2012 Half-Year Financial Report and Outlook: Once again, excellent advance ticket sales, this time for SHOW ME (premiere on 18 October)

Yma, the show whose run is over, had 30 percent more guests than the previous show. In the first half of 2012, guests and attendance rates were slightly below those of 2011. Once again, an enormous display of trust can be seen in the advance ticket sales for the new production SHOW ME.

Berlin, 30 August 2012

On 21 July, with Yma – too beautiful to be true, Friedrichstadt-Palast said goodbye to its most successful show to date. Since its premiere on 2 September 2010, the radiant world of Yma was viewed by 692,131 guests (not counting complimentary tickets). The show before that, Qi, which ran from 2008 to 2010, had 531,164 paying guests, an increase of 30 percent. Yma even sold 48 percent more tickets than Qi. (Yma: €34.2 million, Qi: €22.9 million).

In the first half of 2012 (as of 30 June), ticket sales were €751,992 below those of the same period of the previous year (1st half of 2012: €8.5 million/1st half of 2011: €9.2 million). The number of guests without complimentary tickets (1st half of 2012: 194,007/1st half of 2011: 197,428) and attendance (1st half of 2012: 76.27 percent/1st half of 2011: 79.61 percent) declined slightly (visitors: -3,421, attendance: -3.34 percentage points). The reasons for this were: 1) a reason that is foreseeable: the European Football Championship took place in June, which – like the Football World Cup – costs the theatre guests every two years; 2) the normal product life cycle: ticket sales start to decline slightly with increasing distance from the premiere. The two-year run that the shows have still makes sense from an economic standpoint (shows changed every year until 2008), because it makes it possible to finance significantly larger budgets for new productions.

The press release from 5 January 2012 already forecast that this year's sales will lie between those of two other successful years, 2009 and 2010. Because the theatre is closed for a much longer period of time this year for setup work for SHOW ME (with four weeks less of playing time than 2011), the results of the previous year could not be attained, even with SHOW ME's successful start.

And it definitely looks like the premiere will be successful. As of today, 68,840 tickets have already been sold and reserved. So it is very likely that by the premiere date on 18 October, SHOW ME will meet or even exceed Yma's advance ticket sales. In 2010, at the time of the premiere, 118,000 tickets were sold and reserved. Dr. Berndt Schmidt, the managing director of Europe's show palace, comments: "These advance sales are an enormous display of trust. Our guests don't even know to expect yet. But, once again, they have faith that they will experience glamour at its finest at Friedrichstadt-Palast. Since we are aware of this expectation, with over €9 million, we are investing more than we have ever invested before in a new production."

SHOW ME – Glamour is back. Premiere on 18 October, previews start on 2 October.

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Staatssekretär André Schmitz

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In the second half of the year, the theatre will celebrate another world premiere: With 'Something Quite Different' starting on 11 November, the Young Ensemble's 250 kids and young adults will present the new children's show. Once again, only kids perform on stage for kids (no adult actors). The concept of "kids performing for kids" has been unique worldwide since 1947 on this scale. Two and a half months before the premiere, almost half of the available tickets have already been sold and reserved (40,111 out of 82,940 seats). In the end, almost all kids' shows will be sold out again.

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