



BUDGETING BOX OFFICE REVENUE

Sofia, 23 March 2018

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Content

- Types of Performances
- Target Audience
- Economic Situation in Bulgaria
- Ticket Price & Dynamic Pricing

Main Hall: 972 seats



Chamber Hall: 111 seats



Marble Foyer: 80 seats



Baby Hall: 70 seats



Types of Performances

OPERA



BALLET



CONCERT



Concerts for Babies

(0-3 YEARS OLD)

СОФИЙСКА ОПЕРА И БАЛЕТ
SOFIA OPERA AND BALLET


СЕЗОН
2017/2018
SEASON

КОНЦЕРТИ ЗА БЕБОЦИ
за деца до 3 години

CONCERTS FOR BABIES
For children up to 3 years old

Заповядайте на нашите спектакли
за първи срещи на вашите деца с магията на музиката.

Welcome to our performances
for a first encounter of your kids with the magic of music.



БИЛЕТИ - ул. Врабча № 1 и на касите на:
TICKETS - 1 Vrabcha Str. and at the offices of:

www.operasofia.bg

ePay.bg

България ЕР

Армен

БНТ

Performances for Children

(3-12 YEARS OLD)

СОФИЙСКА ОПЕРА И БАЛЕТ
SOFIA OPERA AND BALLET

СЕЗОН
2017/2018
SEASON

14.01.2018 • 11:00
23.02.2018 • 10:00


Голяма зала • Main Hall

**ЛИЛИ И ВЪЛШЕБНОТО
БИСЕРЧЕ**

Опера за деца от Любомир Денев • По приказката на Валери Петров „Пук!“
Режисьор Анри Кулев

**LILLY AND
THE MAGIC PEARL**

Opera for children by Lyubomir Denev • After the fairy tale "Puk!" by Valeri Petrov
Director Anri Kulev



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Target Audience

- Loyal Audience
- Corporate Audience
- Spontaneous Audience
- Cultural Groups – Special Interest Groups
- International Audience – Tour Agencies
- Embassies & Foreign Missions
- Hotels
- Students
- Children

New Audience Generation Approach

- Going to the Opera - for children

Sofia National Opera provides free round trip transport for schools and kindergartens

- Wagner for students
- Get to know the opera
- VIP events for business clubs

“The magic of the opera through the eyes of the Leader”

- Women Expo
- Personal contacts

Economic Situation in Bulgaria

- Average salary for Sofia 448 EUR*
- The average ticket price is 2,2 % of the average salary
- Unemployment rate for the country 5,7 %*

* Source: National Statistical Institute, Jan 2018

Ticket Pricing

Different prices according to:

- **premiere** performances
- cost of **cast** – guest artists
- **production** costs
- different **regions** in Bulgaria
- **open air** performances
- performances for children

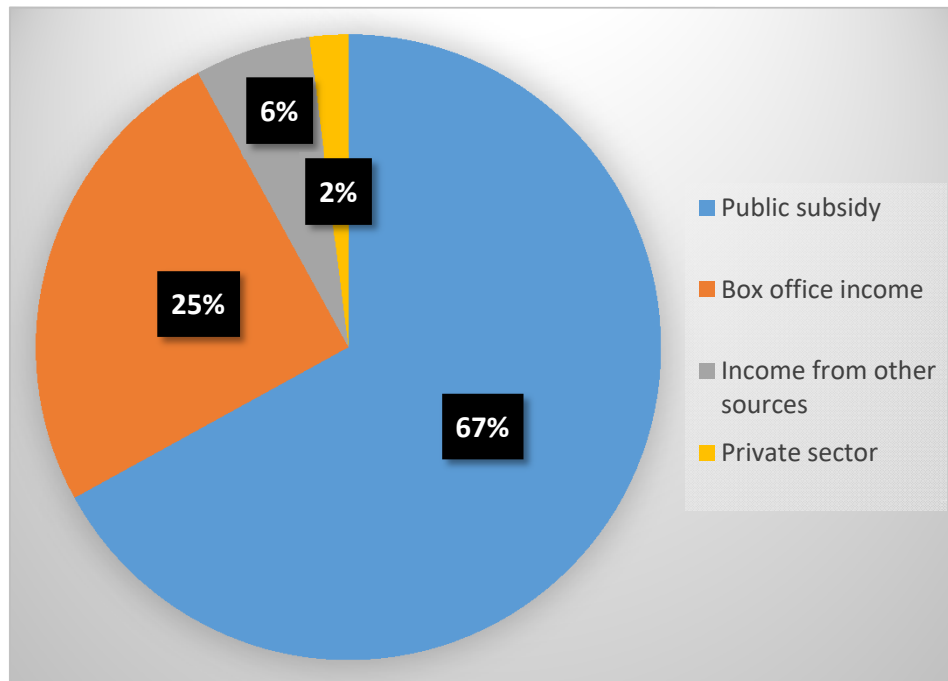
Dynamic Pricing

- Pricing can reflect the level of interest in the particular performances
- Pricing can vary according to the cast – guest artists
- Different price zones can vary according to demand

Some statistics

	Performances	Audience
2017	389	104 152
2016	340	103 971
2015	342	116 310

Budget 2017



Subsidy Methodology

- The subsidy is calculated on the box office income for the previous quarter times four

$$\text{Q2 Sub} = \text{Q1 BO} \times 4$$

Audience Diversification

- Open air performances
- Performances for children and babies
- Project for online streaming
- Special events on demand

Future Aims

- Stimulating online ticket sales
higher income
- Website mobile version
- Mobile app



SOFIA OPERA AND BALLET

HRISTINA STANEVA

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