

# Full House. Maximum Revenue.

THE VALUE OF **DYNAMIC PRICING** IN THE ENTERTAINMENT INDUSTRY

## About DynamO Pricing

DynamO is a ticket pricing tool specifically designed for cultural, sport and live event organizers to maximize their ticketing revenues by introducing demand-based pricing in less than 10 minutes.

## Industry Background

Live entertainment industry players agree that setting up proper prices of tickets beforehand is more difficult than ever. No one can determine in advance how many tickets will be sold at a particular price.

This case study summarizes the experience of DynamO Pricing, a leader of dynamic pricing solutions, when they priced nearly 100 000 tickets dynamically between August 2022 and January 2023 for two of the most popular Hungarian theatres.

## Key Questions

- Can dynamic pricing boost revenue?
- Can we sell more tickets than before?
- How will customers react to dynamic pricing?

## About the Author

Pal Danyi, Chief Development Officer of DynamO, holds a PhD in artificial intelligence. Pricing specialist, responsible for data analysis and effectiveness of pricing algorithms.

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**DynamO**  
PRICING

## References

- Müpa Budapest (Palace of Arts, member of ECHO)
- Broadway Ticket Office (one of Hungary's largest event organizer)
- Dumasínház, the leading comedy theatre in Hungary

*“Two weeks after we tried dynamic pricing on certain events, we decided to change the way we price all of our running and future shows. It was great success – both financially and organizationally.”*

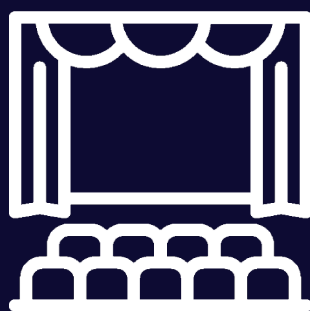
Gergely Litkai, Owner of Dumasínház

## Results



**16%**

net revenue  
growth



**81%**

less empty seats in  
the auditoriums



**100%**

customer  
acceptance rate

## Conclusion

Statistical review, YoY comparisons, analysis of individual performances and venues all pointed in one direction: dynamic pricing is an effective tool to significantly grow revenues and boost audience at the same time. With the right communication, eventgoers accept its use in new sectors.

**Want to know more?** For more information, visit [dynamopricing.com/casestudy](https://dynamopricing.com/casestudy)