

โพสต์โดย ekixed - 23 ธ.ค. 2025 16:37

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For example, producing “Boop” — the colorful show centered around Betty Boop in modern New York City — cost around \$26 million. The musical ran for about four months this year and, according to the Times, failed to recoup its investment.

“It’s just so difficult for (producers) to get their money back. These shows are now upwards of \$25 million. Ten years ago, you could have a musical on Broadway that was probably in the \$13 million range,” said Jim Kierstead, a Broadway producer whose over two dozen credits include “Kinky Boots” and “Waitress.”

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