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**CURRENT**

* **Worldwide:**
  + Seen by over 65 million people worldwide in 50 productions in 16 different languages.
  + Grossed over $2 billion at the box office.
  + Premiered in more than 440 major cities worldwide, faster than any other musical in history.
* **London:**
  + Celebrates its 20th Anniversary on 6 April 2019 and is currently playing at the Novello Theatre. MAMMA MIA! has been seen by over 8.9 million people and has played over 8,000 performances in London’s West End.
  + Originally opened at the Prince Edward Theatre on 6 April 1999, and on 3 June 2004 MAMMA MIA! transferred to the Prince of Wales Theatre where it holds the record for the highest attendance in a single week. In 2007 it became the longest ever running show at the Prince of Wales Theatre.
  + Moved to the Novello Theatre on 6 September 2012. In January 2019, MAMMA MIA! set a new record for the highest ever weekly gross in the theatre’s history and in December 2018 achieved the production’s highest ever grossing performance.
  + Has broken box office records in all three of its London homes.
  + The 5th longest running musical in West End history.
* **German Tour:**
  + A new major German-language Tour, including venues in Austria and Switzerland, commenced in July 2018.
* **Utrecht:** 
  + A new Dutch-language production opened in September 2018, returning to the Beatrix Theatre in Utrecht where it will play until May 2019.
* **China:**
  + MAMMA MIA! returned to China in November 2018 and will play Guangzhou and Beijing. A Tour across China is in the planning for 2019.
* **Royal Caribbean International:**
  + The leading luxury cruise line is presenting a First Class full length production of MAMMA MIA! on one of the largest cruise ships in the world, Allure of the Seas.
* **Secondary Rights:** 
  + Due to the worldwide and enduring popularity of MAMMA MIA!, secondary rights licenses are now available with Music Theatre International, the world’s largest representative of secondary rights on many of the greatest musicals ever written.

**UPCOMING**

* **Denmark**
* A new Danish language production will open in Copenhagen in January 2020 before going on tour around Denmark.
* **Korea:**
* The Korean language production is returning to Seoul in May 2019 and will then tour local cities until it returns to Seoul in 2020.
* **UK and International Tour:**
* A new UK and International Tour, celebrating 20 years since MAMMA MIA! premiered in London in April 1999, will open in Edinburgh in September 2019 and will continue on to Paris and Bradford with more venues to be announced.

**CAST RECORDINGS**

* The MAMMA MIA! Cast Recording has gone Double Platinum in several territories around the world. 8 foreign language productions of MAMMA MIA! also have Cast Recordings – in German, Dutch, Spanish, Swedish, Korean, French, Chinese and Japanese.

**MAMMA MIA! THE MOVIE**

* Became the highest grossing live action musical film of all time upon its release in 2008.
* On its release - made history as the highest grossing movie ever in the UK and Irish box office and was also the No. 1 musical in 44 countries including UK, Germany, Spain, Sweden, Australia and Korea. It opened at No. 1 in 35 countries and spent the most weeks at No.1 for any film in 2008.
* On its release in 2008, MAMMA MIA! The Movie DVD was the UK’s fastest and best-selling DVD. In 2013, it was announced as Amazon UK’s best-selling DVD of all time. Across all Nordic countries, it was the biggest-selling DVD where it broke all industry records.
* The MAMMA MIA! The Movie Soundtrack became the biggest album released by Universal in 2008. It was the UK’s biggest-selling Soundtrack of that year. It reached No. 1 on Billboard’s Top 200 Chart and achieved Platinum status after only 5 weeks of release in the US.

**MAMMA MIA! HERE WE GO AGAIN**

* Opened in July 2018 and is the most successful live musical movie sequel of all time.
* In the UK – currently the 2nd highest grossing opening day for a musical; 2nd highest grossing film of 2018; 3rd highest grossing musical and Universal’s 2nd highest grossing film ever. Ireland’s biggest film of the year to date and also the 2nd biggest (non-animation) musical in Ireland (behind MAMMA MIA! The Movie).
* Internationally - opened No.1 in 26 markets and the biggest musical opening day/weekend of all time in Norway, Sweden, Denmark, Finland, Iceland and Hungary.
* In December 2018, MAMMA MIA! HERE WE GO AGAIN sold over 1 million DVDs in the UK in less than a month, the first Universal Pictures title to do so in five years. The DVD was also the number 1 comedy of 2018 in the US; was number 1 for seven weeks straight in the UK and is the biggest release in the Nordics in the last 2 years.
* The MAMMA MIA! Here We Go Again Soundtrack is certified Platinum in the UK and Ireland, it has also gone Gold in Australia, Austria, Ireland, New Zealand, Norway and Sweden. It spent 5 weeks at No. 1 in the official UK chart as well as 14 weeks in the official top 10. It is the 4th bestselling album of 2018 in the UK. It has been No. 1 on the iTunes album charts in over 40 markets and has topped the charts on the Official Album Charts in 7 global markets. Global album streams are at 575 million.

**PAST STAGE PRODUCTIONS HISTORY (alphabetically)**

* **Australia & Asia –** premiered in 2001 and during the following 4 years the production played to over 2.2 million people in 8 cities across 4 countries. Record-breaking seasons were enjoyed in Melbourne, Sydney, Brisbane, Perth and Adelaide. MAMMA MIA! then played to sell-out audiences in Auckland, Hong Kong and Singapore and return seasons in Brisbane, Melbourne. After 1,527 performances MAMMA MIA! closed as the show celebrated its 4th anniversary. An Australian Touring production played Sydney in 2009-2010 and then went on to Melbourne and Perth.
* **Austria –** played in Austria from 2014-2015, marking the first time that the show played in Vienna in German.
* **Belgium –** the Flemish-language production opened in 2006 in Antwerp and broke all box office records in Belgium, selling a ticket every 15 seconds and was seen by over 140,000 people.
* **Broadway –** as of its final performance in 2015, MAMMA MIA! was the 8th longest running show in Broadway history, where it played from 2001-2015. MAMMA MIA! played an historic record-breaking run on Broadway for 14 years with 5,773 performances. It began performances at the Winter Garden Theatre and transferred to the Broadhurst Theatre, on its closure it was one of only 5 musicals on the boards to have run for over 10 years on Broadway.
* **Canada –** MAMMA MIA!’s first international opening was in Toronto in 2000 where it became the longest-running show in the 96-year history of the Royal Alexandra Theatre and was seen by more than 3 million people.
* **China –** MAMMA MIA! became the first, first-class Mandarin speaking production of a western musical in China when it opened in Shanghai in 2011. It continued to Beijing, Guangzhou, Chongqing, Xian and back to Shanghai. The second season played in Harbin from 2012-2013. The Chinese Tour re-opened in 2013 in Shanghai and closed in 2014 in Beijing.
* **Denmark –** the Danish-language production played in Copenhagen from 2010-2011 then re-opened in Aarhus in 2011.
* **Finland –** MAMMA MIA! played at the Svenska Teatern, in Swedish, in 2014 where it achieved the largest audiences in the theatre’s 150 year history and was the longest running show on the main stage at the theatre. In 2018, MAMMA MIA! was performed in Finnish for the first time at the Messekeskus Convention Centre, establishing a new venue for first class musicals.
* **France –** the French-language production played in Paris from 2010-2012. The production was awarded the Globe de Cristal 2011 Award for Best Musical and was seen by more than 600,000 people. Following Paris, a six-month French National Tour started in 2012 and visited 26 cities and continued until 2013. It sold over one million tickets and was the largest touring show in France.
* **Germany -** MAMMA MIA!’s first foreign language production opened inHamburg, where it played from 2002-2007 and was seen by over 2.5 million people, followed by a production in Stuttgart that was seen by over 1.8 million people. A third German-language production opened in Essen from 2007-2008. It was the only time that a major musical production had played concurrently in three German cities. It then played in Berlin and returned to Stuttgart and opened in Oberhausen.
* **International Tour –** the hugely successful first International Tour premiered in Dublin in September 2004 and visited 85 cities across 38 countries, selling over 5 million tickets over 9 years. Cities visited include Aalborg, Amman, Athens, Auckland, Baden Baden, Bangkok, Basel, Beijing, Belfast, Belgrade, Bergen, Berlin, Blackpool, Bratislava, Bristol, Brussels, Budapest, Busan, Cape Town, Cardiff, Christchurch, Cologne, Copenhagen, Cork, Daegu, Derry, Doha, Dubai, Dublin, Durban, Dusseldorf, Edinburgh, Erfurt, Florence, Forli, Frankfurt, Geneva, Glasgow, Gothenburg, Graz, Hamburg, Hanover, Helsinki, Horsens, Hong Kong, Istanbul, Johannesburg, Karlstad, Kuala Lumpur, Lausanne, Leipzig, Linkoping, Lisbon, Liverpool, Luxembourg, Malmo, Manchester, Manila, Milan, Monte Carlo, Munich, Newcastle, Nuremburg, Oberhausen, Odense, Oostende, Oslo, Paris, Prague, Pretoria, Riga, Shanghai, Stockholm, Seoul, Singapore, Taipei, Tallinn, Tel Aviv, Thessaloniki, Trieste, Turku, Vienna, Vilnius, Wellington and Zurich. A second International Tour commenced in the summer of 2018. The Tour started in Toronto and went on to Jakarta, Manila, Singapore, Taipei, Sri Lanka and Hong Kong.
* **Italy –** the Italian-language production opened in Milan in 2010 and was the most successful show in Milan that year. The production played in Rome in 2011-2012.
* **Japan –** the Japanese-language production opened in Tokyo in 2002 and played to 100% capacity at every performance until closing in 2004. It then re-opened in Osaka in 2005 until 2007. The production moved to Fukuoka, Nagoya, Hiroshima, Shizuoka and Sendai where it celebrated its 2,000th performance. MAMMA MIA! returned to Tokyo in 2010 and re-opened in Kyoto before playing Sapporo. MAMMA MIA! played Tokyo several times afterwards and also Nagoya before closing in 2015. To date over 2.46 million people have seen MAMMA MIA! in Japan.
* **Korea –** the Korean-language production opened in Seoul in 2004, achieving unrivalled success in Korean theatrical history and becoming the fastest show to reach the top box office spot. The production went on to visit 24 different cities and was the longest running show ever in the provinces and set the national record as the most popular production ever outside Seoul. The production played a return sell-out engagement in Seoul in 2006. The show returned to Seoul in 2011 and celebrated its 1000th performance in 2012 before touring nationally throughout 2012 until 2013. MAMMA MIA! returned to Seoul in February 2016 and went on to tour other cities until the end of the year. Over 1.3 million people have so far seen the production.
* **Las Vegas –** MAMMA MIA! is one of the most successful musicals ever to have played the Las Vegas Strip, having set the precedent for stage musicals in Las Vegas with over 2,300 performances and 2 million guests. MAMMA MIA! opened at the Mandalay Bay Theatre in 2003 and set a new house record within a week. After six years, MAMMA MIA! closed and continues to hold the title for the longest running full-length Broadway show to play the Strip.
* **Latin America –** the Mexico City production played 428 performances for a year from 2010. The Portuguese-language production played in Sao Paolo, Brazil from 2010-11. MAMMA MIA! opened in Buenos Aires, Argentina in 2012.
* **The Netherlands –** the first Dutch-language production opened in Utrecht in 2003, breaking all previous Box Office records. And was seen by over 1.2 million people. A tour played from 2009-2010.
* **Norway –** the Norwegian-language production opened in Oslo in 2009, a record-breaking over 90,000 tickets were sold prior to opening.
* **Russia –** the Russian-language production opened in Moscow in 2006 where it broke box office records, selling 440,000 tickets and became the city’s best-selling musical ever. The production was recognised by the Russian Guinness Book of Records as the musical which has played the most number of performances in a straight run within the shortest period of time in Russia and is noted as an outstanding achievement in the Russian musical industry. MAMMA MIA! re-opened at the MDM Theatre on 27 October 2012 and closed on 28 April 2013.
* **South Africa –** the South African Tour premiered in Cape Town in 2010 for a limited season and went on to play in Johannesburg until 2011.
* **Spain –** the Spanish-language production opened in Madrid in 2004 and broke the record for the city’s fastest-selling musical the week after opening. It was the highest grossing show in Spanish history, with over 1 million people seeing the Madrid production before it closed in 2007. A second Spanish-language production played in Barcelona from 2007-2009 after having broken the national record of advance sales for a musical and was seen by over 400,000 people. A Tour played from 2009-2011 and was seen by 2.1 million people, breaking Spanish touring records.
* **Sweden –** the Swedish-language production played in Stockholm from 2005-2007 selling out performances before re-opening in Gothenburg where it played a limited sold-out season in 2007.
* **UK Tour –** MAMMA MIA!’s first ever UK Tour opened in Bristol in 2016 and went on to visit Manchester, Nottingham, Birmingham, Southampton, Cardiff, Edinburgh, Plymouth, Norwich, Newcastle, Stoke-On-Trent, Milton Keynes, Leeds, Canterbury, Bournemouth, Brighton, Aberdeen, Sunderland, Oxford, Glasgow, Llandudno, Northampton, Wolverhampton, Sheffield, Hull, Portsmouth, and Aylesbury, before finishing in Manchester in August 2018.
* **US National Tours –** US Tour 1 played from 2000-2004 and played 1522 performances in 9 cities with 10 repeat visits. The North American Tour premiered in Providence, Rhode Island in 2012 and played over 4,000 performances, there were over 450 bookings in the United States, Canada and Mexico playing 221 different cities. In 2013 a new North American Tour was launched opening in Orlando, Florida and played until the summer of 2017.

**FROM STAGE TO SCREEN AND BEYOND**

**23 March 1999**

MAMMA MIA!'s first ever paying audience at the Prince Edward Theatre in London's West End

**6 April 1999**

MAMMA MIA! has its world premiere at the Prince Edward Theatre in London’s West End

**23 May 2000**

The show goes international when it opens at Toronto's Royal Alexandra Theatre on 23 May

**17 November 2000**

US National Tour 1 opens at the Orpheum Theatre, San Francisco and played until 29 August 2004

**18 October 2001**

MAMMA MIA! opens on Broadway at the Winter Garden Theatre

**9 June 2001**

MAMMA MIA! opens at the Princess Theatre, Melbourne, Australia and played Sydney, Brisbane, Perth and Adelaide. It went to play Auckland, Hong Kong, Singapore and returned to Brisbane and Melbourne until 9 June 2005

**28 February 2002**

US National Tour 2 opens at the Performing Arts Centre, Providence

**3 November 2002**

First foreign language production opens in German at the Operettenhaus, Hamburg

**1 December 2002**

MAMMA MIA! opens in Japanese at the Dentsu Shiki Theatre, Tokyo. It then played in Osaka (2005-2007), Fukuoka, Nagoya, Hiroshima, Shizuoka, Sendai

**13 February 2003**

MAMMA MIA! opens at the Mandalay Bay, Las Vegas

**9 November 2003**

The Dutch-language production opens in Utrecht at the Beatrix Theatre playing until 12 February 2006

**25 January 2004**

The Korean-language production opens in Seoul at the Seoul Arts Centre and played many different cities in the provinces. The production returned to Seoul in 2006

**3 June 2004**

HRH The Prince of Wales attends MAMMA MIA! to officially open the show after its transfer to Prince of Wales Theatre in London

**18 July 2004**

A second German production opens in Stuttgart at the Palladium Theatre

**9 September 2004**

The English-language International Tour premieres in Dublin at the Point Theatre

**11 November 2004**The Spanish-language production opens in Madrid at the Lope De Vega Theatre until 2007

**9 January 2005**

The Japanese-language production opens in Osaka at the Shiki Theatre.

**12 February 2005**

MAMMA MIA! opens in Swedish in ABBA's home capital - Stockholm, Sweden

**12 March 2006**

A Flemish-language production opens at Stadsschouwburg in Antwerp and plays a limited engagement until 2 July 2006

**14 October 2006**

The Russian-language production of MAMMA MIA! opens at the MDM Theatre in Moscow. It is the first time that ABBA songs have been sung in Russian

**7 January 2007**

MAMMA MIA! was remounted in Sungnam and returned to Seoul on 14 December 2007 until 3 March 2008. Afterwards the production toured Gwangju and Daegu

**May 2007**

A third German production opens in Essen. This is the only time that a major musical production plays concurrently in three German cities

**9 May 2007**

The Swedish-language production of MAMMA MIA! re-opens in Gothenburg

**October 2007**

A fourth German-language production opens in Berlin

**November 2007**A second Spanish production opens in Barcelona at the Barcelona Teatre Musical until 2009

**30 June 2008**

Worldwide Premiere of MAMMA MIA! THE MOVIE in London, England

**July - September 2008**

MAMMA MIA! THE MOVIE goes global

**2009**

The Dutch-language Tour plays from 2009-2010

**March 2009**

The Norwegian-language production opens at the Folketeatret in Oslo

**20 June 2009**

The Korean language production returned to Seoul for a one month limited run due to a high demand

**6 August 2009**

The Spanish Tour opens in Bilbao and goes on to break Spanish touring records and plays until 2011

**October 2009**

To celebrate the 10th anniversary, a new Australian touring production kicks off its tour in Sydney

**2010**

MAMMA MIA! returns to Tokyo and goes on to Kyoto and Sapporo and back to Tokyo and Nagoya before closing in 2015

**13 February 2010**

The third season of MAMMA MIA! playing in Melbourne

**May 2010**

The Korean language production returned to tour local cities until March 2011

**July 2010**

The Mexico City production opens at the Centro Cultural Telemax 1 Teatro

**August 2010**

The South African Tour premiered at Artscape, Cape Town, before moving on to The Teatro at Montecasino, Johannesburg

**September 2010**

The Italian-language production opens at the Teatro Nazionale, Milano. The production played in Rome in 2011-2012

**October 2010**

A Danish-language production of the show opens at Tivoli Concert Hall in Copenhagen

**October 2010**

The French-language production opens at the Mogador Theatre in Paris, marking the first time that MAMMA MIA! has played in the French language. Following Paris, a French National Tour started in 2012

**November 2010**

The Portuguese-language production of the show opens in Sao Paulo, Brazil

**2011**

MAMMA MIA! returns to Seoul before touring nationally throughout 2012 until 2014

**July 2011**

MAMMA MIA! becomes the first, first-class, Mandarin speaking production of a western musical in China. The first season opens at the Shanghai Grand Theatre, it continued to Beijing, Guangzhou, Chongqing, Xian and returned to Shanghai. It went on to play Harbin in 2012-2013

**30 August 2011**

MAMMA MIA! returned to Seoul and went on to tour until 2013

**October 2011**

The Italian-language production of MAMMA MIA! opens at Teatro Brancaccio in Rome

**November 2011**The Danish-language production of MAMMA MIA! re-opened in Aarhus

**March 2012**

MAMMA MIA! opens in Buenos Aires, Argentina

**6 September 2012**

MAMMA MIA! moves to the Novello Theatre in London’s West End

**September 2012**

MAMMA MIA! starts its French-language Tour in Lille

**October 2012**

The Russian-language production of MAMMA MIA! opens at MDM Theatre in Moscow and later opens in St. Petersburg

**2013**

Chinese Tour re-opened in Shanghai and closed in Beijing in 2014

**October 2013**

The 2013-2014 North American Tour of MAMMA MIA! is launched in Orlando, Florida

**2 November 2013**

MAMMA MIA! transfers to the Broadhurst Theatre on Broadway

**March 2014**

MAMMA MIA! opens at the Raimund Theater, Vienna

**May 2014**

MAMMA MIA! opens in Las Vegas at the all new Tropicana Hotel

**September 2014**

MAMMA MIA! opens at Svenska Teatern in Helsinki in Swedish

**October 2014**

MAMMA MIA! returns to Berlin, Germany

**October 2014**

MAMMA MIA! has its opening night on the Royal Caribbean International ship 'Quantum of the Seas'

**5 September 2015**

MAMMA MIA! Broadway's final farewell performance at the Broadhurst Theatre after 14 years in New York

**November 2015**

The Spanish-language production of MAMMA MIA! opens at Tivoli Theatre in Barcelona

**24 February 2016**

MAMMA MIA! returned to Seoul and toured other cities in Korea until the end of the year

**March 2016**

The MAMMA MIA! UK Tour has its first ever performance at the Bristol Hippodrome

**August 2016**

MAMMA MIA! returns to Tokyo for a new production at the Shiki Theatre AKI

**2018**

MAMMA MIA! is performed in Finnish for the first time at the Messekeskus Convention Centre

**July 2018**

The German-language Tour starts including venues in Austria and Switzerland as well as Germany

**16 July 2018**

Worldwide premiere of MAMMA MIA! HERE WE GO AGAIN in London, England

**20 July 2018**

MAMMA MIA! HERE WE GO AGAIN is released in cinemas

**July - September 2018**

MAMMA MIA: HERE WE GO AGAIN goes global

**August 2018**

A new International Tour begins, opening in Toronto

**September 2018**

The Dutch-language production returns to the Beatrix Theatre in Utrecht until April 2019

**16 November 2018**

The Mandarin-language production returns to China and will play Guangzhou, Beijing and Shanghai

**6 April 2019**

MAMMA MIA! celebrates 20 years in London’s West End

**19 September 2019**

A new UK Tour celebrating 20 years since MAMMA MIA! premiered in London in April 1999 opens in Edinburgh