

Broadway theatres continue to attract millions of audience members in each year. Dozens of investors put forth large sums of cash to get these new shows off the ground, and most of them fail to make their money back. The Tony Awards, first created by The American Theatre Wing in 1947, were essential in the commercialization of Broadway and have been the industry's cornerstone in marketing itself. This paper will analyze the potential correlation between certain Tony Award wins and nominations, and the number of performances a Broadway musical can be expected to run. The compiled data of Tony Award winners and nominees of the 21st century was factored into a single variable regression that examined the relationship between total performances and select key variables, which provided insight towards the possibility that specific awards can be determinants of success.