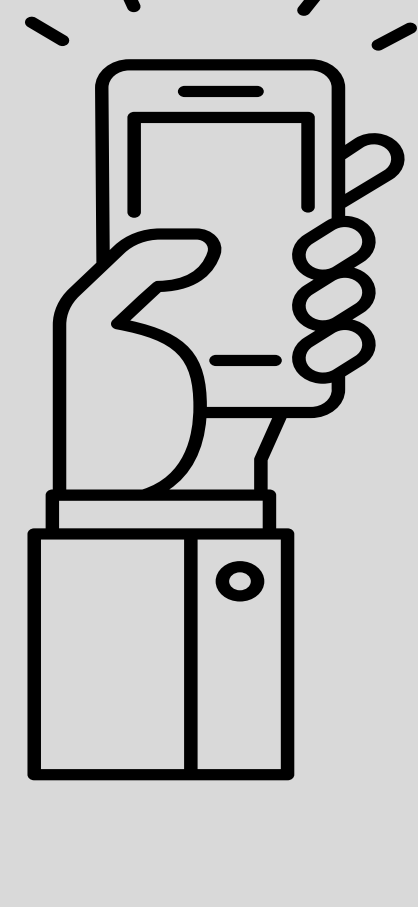
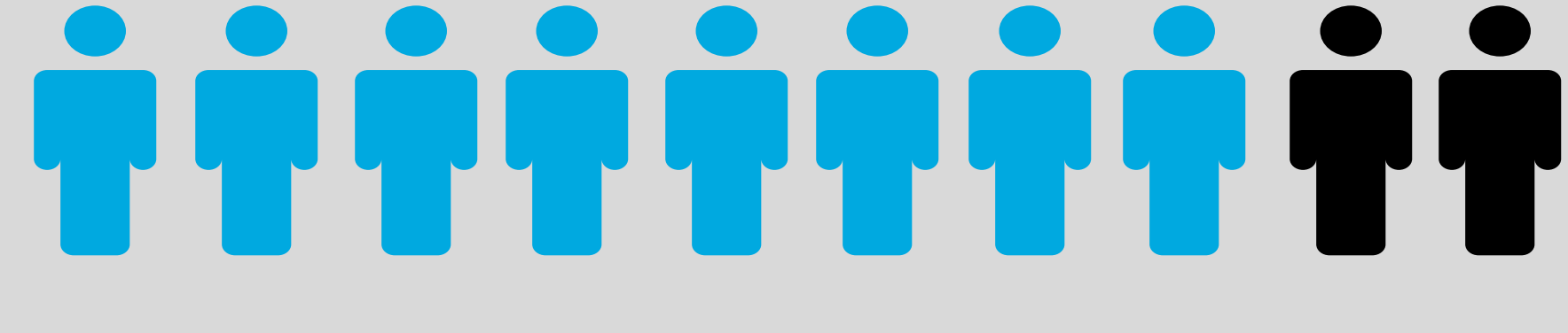


The Rise of Experiential Entertainment

The desire to have firsthand experiences drives consumers to show up, share and engage



Social media has influenced how consumers value memorable and unique experiences



8 in 10 millennials say some of their best memories are from an event or live experience

The Harris Poll

Types of purchases 21- to 34-year-olds are making

36%

Goods

59%

Experiences

Journal of Consumer Psychology

78%

of millennials prefer spending money on experiences over goods

The Harris Poll

\$12B

LBE market size by 2023

Greenlight Insights

386%

attendance increase since 2007 at 10 of the largest global music festivals

32M

people are attending U.S. music festivals every year

Nielsen

A new generation of location-based experiences (LBEs) are popping up around the world

Entertainment companies are using AR/VR to give consumers the experience of being inside a cinematic or gaming world. Companies with real estate, including museums and shopping malls, are benefiting from social media-fueled traffic.

Below is a sample of companies that have launched LBEs

Immersive Entertainment



DREAMSCAPE IMMERSIVE

Investors include Hollywood studios and Westfield



10 locations worldwide

FOXNEXT

Opened Alien: Descent VR experience in April 2018



Europe's largest VR facility located in Paris

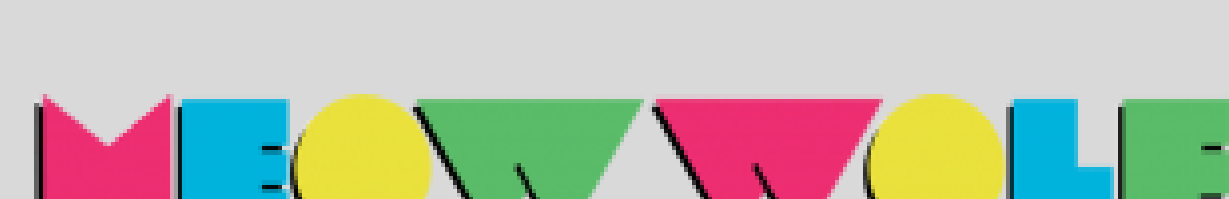


4,300 sq. ft. VR facility in Melbourne, Australia



Developed by an Oscar- and Emmy Award-winning team

Interactive Art



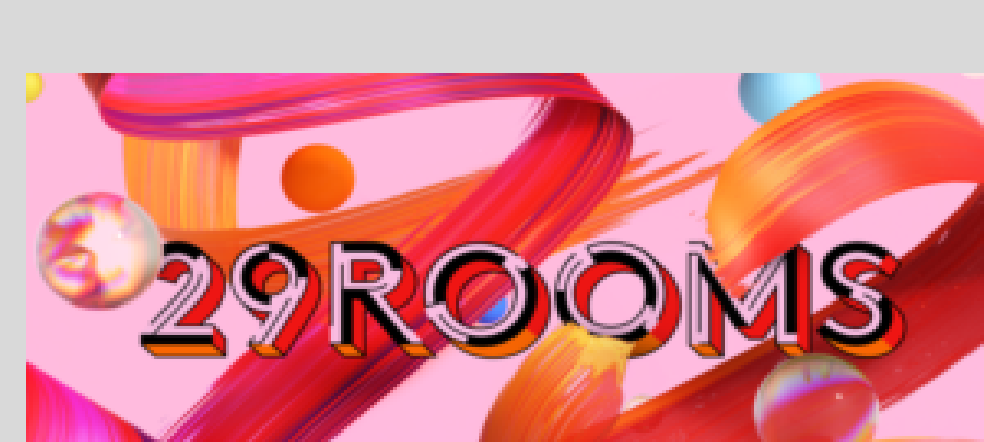
400,000+ guests in first year

MUSEUM OF ICE CREAM

The six-month run at its SF location sold out in less than 90 minutes



12,000 sq. ft. space that features 15 interactive "color experiences"



20,000 people passed through during the four-day event

The design and format of the immersive experience must match the business objectives, including scale and throughput of the experience

Objectives and Goals



Expand and create revenue stream



Marketing and experiencing the brand



Deeper fan engagement and entertainment



Social impact to create empathy

The Critical Design Factors in Experiences

Goals around scale and throughput heavily influence the format and execution of an immersive experience

Mixed reality



Narrative/game play



Embodiment



Space



Duration



Social/interactivity



Building Awareness

Factors that affect overall marketing strategies include:



High-traffic destinations



Brand/IP-driven content



Content creation & social sharing

With a significant number of LBEs currently in development, we expect to see major growth in the entertainment space, with increasing opportunities for the retail, arts, sports and travel/tourism industries

For more information, contact:

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