

# Experiential Entertainment

Where premium content meets disruptive technology to offer consumers engaging and immersive out-of-home experiences

The experience economy is marked by the tremendous interest and growth in events, festivals, travel/tourism, museums and art installations, interwoven with the success and proliferation of the sharing economy.

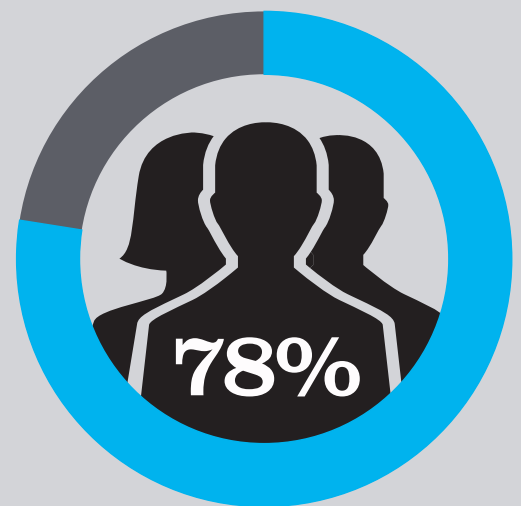
The new experiential entertainment market thrives by creating must-attend social experiences that produce moments that are captured and shared on social media.

Today's consumers want premium experiences. They expect the next level of experience in their entertainment, interaction with brands and social moments.

Innovations in immersive technology have unlocked the potential for brands and talent to tell stories like never before, and opened new ways to engage with their customers, fans and audiences.

Manatt's clients span the experience economy. We provide both business consulting and legal services in experiential entertainment to global clients across entertainment, sports, music, brands/retail, real estate and investors.

## EXPERIENCE IS EVERYTHING



**OF MILLENNIALS  
PREFER SPENDING  
ON EXPERIENCES  
OVER PHYSICAL GOODS**



# Our Capabilities

Manatt Digital bridges the worlds of technology, content and space to help create premium experiential entertainment. **Our experience is based on staying ahead of best-in-class technology, rapidly evolving consumer trends, and real-world execution and delivery.**



## EXPERIENCE.

Our clients include global leaders venturing in location-based experiences who are at the intersection of disruptive technology and premium content.



## INTELLIGENCE.

Through our ongoing work in immersive experiences, we've gathered valuable market intelligence and data points for defining business models and strategies.



## NETWORK.

Our trusted relationships across the immersive ecosystem allow us to help advance our clients' interests and forge valuable partnerships. Our breadth of technical knowledge and relationships span AR/VR, IoT, AI and other cutting-edge technologies.



## RESULTS-FOCUSED.

In a world where one size does not fit all, we are focused on creating experiences based on meeting unique business objectives and optimizing revenue potential.

# Our Offering

**Manatt Digital has been at the forefront of the digital revolution, advising the world's best storytellers and innovators in capitalizing on the most time-relevant platforms.** We are developing and monetizing experiences for global leaders in the entertainment, sports, retail and music industries, and partner with influential technology, financing and real estate players. We're bringing our **strategy and business development experience from the intersection of emerging technologies and storytelling** to help companies navigate the new experience economy.



## PLAN AND STRATEGIZE.

Identify revenue-generating business opportunities in experiential entertainment, build business models and partnerships, and develop go-to-market strategies.



## EXECUTE DEALS.

Negotiate and structure licensing and royalty deals, talent and venue agreements, and global distribution deals.



## BUILD PARTNERSHIPS.

Develop and manage key relationships with premium content creators, talent, tech companies, financiers and sponsors and venues.



## OPTIMIZE MONETIZATION.

Influence the plan, design and distribution to maximize monetization, including cross-platform, retail, licensing and ancillary revenues.

## FOR MORE INFORMATION, CONTACT:

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