

reinvigoration of Downtown L.A. by turning a dirt parking lot into one of the world's most dynamic and lively entertainment destinations. To celebrate its 10th anniversary, we're taking a look back on it all: the Lakers games, the red carpet premieres, the concerts, the food and so much more!

Over the last decade, you've seen L.A. LIVE lead the

impression — literally, 1 billion

L.A. LIVE makes a lasting



media impressions every year.

Here's why.

Since 2008, L.A. LIVE has hosted...

204 million+ 15,000+ events

Epic Entertainment

Averaged 5 events daily

guests **20,423,830** average guests each year

attending at least 5 events

L.A. (even babies!)

That's like every person in



Hotels, event spaces, dining, & more

4 million square feet to explore

93 awards shows & red carpet events

Entertainment

Star-Studded Awards & Premieres

Music

 GRAMMY Awards MTV Video Music

Awards

· American Music

- **Awards**
- **Awards**

· Radio Disney Music

· Creative Emmy **Awards**

 Primetime Emmy **Awards**

& Movies

BET Awards

· People's Choice **Awards**

MTV Movie Awards

ESPY Awards

Sports



Get Out

125 movie premieres

including:



- · Straight Outta Compton

August Osage County

- · The Twilight Saga: Breaking Dawn Part 1 & 2

• The Hunger Games:

Catching Fire

The Butler

...AND MORE

8,560,278

That's enough to feed a sellout crowd in our

· LA Women's International Film Festival

movie snacks devoured



Movies



带带曲骨骨

7,926,184

A Barco Innovation Center

moviegoers

at Regal L.A. LIVE:

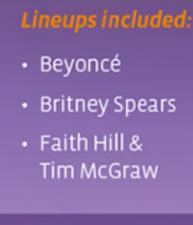


RealD Premiere Cinema over 5,000 times

· Indian Film Festival LA



Music and Live Shows



Sports

8,133 shows

Guns & Roses

Kevin Hart

• Lady Gaga



· Stevie Wonder Snoop Dogg, Ice Cube, · Taylor Swift & Cypress Hill

Prince

Avengers

Harlem Globetrotters

· NBA / NHL All-Star

Weekend

Kings

The GRAMMY Museum

50 events annually with classic & modern artists







Clippers

- 3,712 sporting events Lakers
- Sparks UFC WWE
- 138 playoff games hosted

to stretch 8,302 miles —

from **STAPLES Center** to

McMurdo Station, Antarctica



5 championships won

46,758,933 meals

served at 20 restaurants · Asian Fusion Latin

Restaurants & Bars

- Burgers Chinese
- · Comfort Food Japanese
- Coffee Cocktail Bars
- · There's even a bowling lounge!

Mexican

Seafood

Steakhouses

Wine Bars

That's just a glimpse at all that has happened over the last 10 years at L.A. LIVE... And we're just getting started!



