

# L.A. LIVE Turns 10!

Celebrating 10 Years of Epic Entertainment

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

L.A. LIVE makes a lasting impression — literally,



1 billion media impressions every year.

Here's why.

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

## Epic Entertainment

15,000+ events  
Averaged  
5 events daily

204 million+ guests

20,423,830 average guests each year

That's like every person in L.A. (even babies!) attending at least 5 events

4 million square feet to explore  
Hotels, event spaces, dining, & more

## Star-Studded Awards & Premieres

### 93 awards shows & red carpet events

#### Music

- American Music Awards
- GRAMMY Awards
- MTV Video Music Awards
- Radio Disney Music Awards

#### Entertainment & Movies

- BET Awards
- Creative Emmy Awards
- Primetime Emmy Awards
- MTV Movie Awards
- People's Choice Awards

#### Sports

- ESPY Awards

### 125 movie premieres

including:



- *Get Out*
- *August Osage County*

- *Straight Outta Compton*

- *The Hunger Games: Catching Fire*

- *The Butler*

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

...AND MORE

Winner at the MTV Movie Awards — which were also hosted at L.A. LIVE!

### Movies



7,926,184 moviegoers at Regal L.A. LIVE: A Barco Innovation Center



8,560,278 movie snacks devoured

That's enough to feed a sellout crowd in our RealD Premiere Cinema over 5,000 times



### 86 film festivals

- DTLA Film Festival
- LA Women's International Film Festival
- Hola Mexico Film Festival
- Indian Film Festival LA

### Music and Live Shows



8,133 shows



### The GRAMMY Museum

50 events annually with classic & modern artists

Lineups included:

- Beyoncé
- Britney Spears
- Faith Hill & Tim McGraw
- Guns & Roses
- Kevin Hart
- Lady Gaga
- Maná
- Odesza
- Snoop Dogg, Ice Cube, & Cypress Hill
- Prince
- Stevie Wonder
- Taylor Swift

### Sports



### 3,712 sporting events

- Lakers
- Clippers
- Sparks
- UFC
- WWE
- Avengers
- Kings
- Harlem Globetrotters
- NBA / NHL All-Star Weekend

121,134 Lakers, Clippers, Sparks points scored at home

138 playoff games hosted

1,486 Kings goals scored at home

5 championships won since 2008

### Restaurants & Bars

### 46,758,933 meals served at 20 restaurants

- Asian Fusion
- Burgers
- Chinese
- Coffee
- Cocktail Bars
- Comfort Food
- Japanese
- Latin
- Mexican
- Seafood
- Steakhouses
- Wine Bars
- There's even a bowling lounge!



If laid out side by side, that's enough 11 3/4" dinner plates to stretch 8,302 miles — from STAPLES Center to McMurdo Station, Antarctica

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!



10 YEARS AND WE'RE JUST GETTING STARTED