

# Can Your Brand Hang Ten on the Wave of Location-Based Entertainment?

License deals with studios, media giants, game developers and more compete to meet **LBE demand**

## Rise of LBE

**\$30.29B** market by 2028

Millennials and Gen Z: **Immersive experiences** > material possessions

**VR, AR and AI** are transforming traditional entertainment

**5,500+** VR entertainment venues globally.

## Brand licensing's golden ticket

Create tangible brand experiences

Drive brand engagement and loyalty

Transcend established markets

Generate royalties and revenue streams

## Get in the game!

Professional soccer teams are creating team-branded fan zones, shops, museums, hotels and theme parks.

## Cautionary climb for an immersive trend

Maintaining relevance amidst changing fads

Balancing investment with returns

Insufficient licensing expertise for complex deals

**North America** to maintain the **largest market** share through 2028.

**Asia Pacific** to see a CAGR of over **30%** from 2023 to 2030.

## Optimize your LBE experience with data-driven solutions to:

Leverage data on foot traffic patterns, visitor stats and local demographics

Track demographics, purchases and dwell times

Gain insights into brand activation effectiveness

Personalize visitor content and offerings

Ride the LBE wave to generate **royalty-rich revenue streams** and **deeper** customer connections

Surf on over to our blog

Sources: Blooloop, Deadline, Grand View Research, Journal of Consumer Psychology and License Global