

Jamie Thompson



Copywriting

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VARIETY

REAL ESTATE GUIDE

Special Advertising Section

Challenges with Entertainment

JLL COMMERCIAL REAL ESTATE LOS ANGELES, CA



Assessing commercial real estate serving the entertainment industry is a little like looking through a hazy crystal ball. expect little clarity in 2017. Mergers, acquisitions, and recaps will create dynamic shifts in facilities—or paralysis in terms of growth or consolidation. For example, a combined Viacom and CBS will control three major studio lots. Shortly after an acquisition, AT&T set its sights on Time Warner along with two studio lots and several million square feet of leased premises area-wide. Defensive moves by the major studios to gain long-term entitlements for future expansion will require massive investment, competing for funds with their core businesses.

Feature films and now television, face challenges from new content players. The current real estate requirements of Hulu, YouTube, Make Studios, Hulu.com, Vice, and Netflix outline traditional players. Landlords taking risks on credit are being handsomely rewarded as major studios invest in speed-to-market startups. As Silicon Valley growth is challenged by mature tech areas like Silicon Beach, Hollywood, and Burbank are all experiencing a renaissance—causing rental rates to spike to all-time highs and larger quality blocks of space to face near-extinction. Methods and networks for delivering content continue to multiply and Los Angeles will always be the major source of that content.



Widely recognized as the largest industries in Los Angeles County, entertainment and tech sectors account for nearly ten percent of the workforce. Local land-use restrictions, upcoming ballot measures, and "NIMBY" pushback tests all industries, but especially land intensive entertainment. Long known for being cost insensitive, entertainment companies are now looking at scalable free address workspaces and uniform office spaces. WeWork collaborative workspaces are infiltrating every submarket. Real estate professionals are refining lease and ownership strategies. The market focuses on millennial-oriented recruiting strategies, health/wellness, sustainability, WalkScores, and real estate as branding and community-building tools. Competitive human resources demanded by social media, advertising, new media and gaming companies will now have to be addressed by traditional studio executives.



Tip to bottom: Formosa West @ The Lot, new creative office development on a full-service studio lot. The One Company Tower, 3rd floor terrace redevelopment overlooking Pershing Square. Columbia Square, urban live/work/play meets holistic campus development.

100 November 8, 2016 variety.com/real-estate

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GARDEN FRESH GOURMET

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A DIVISION OF THE CAMPBELL SOUP COMPANY



CREAMY DRESSINGS

AVOCADO GREEN GODDESS

Avocados make everything better, so we added them to classic Green Goddess dressing along with a delicate balance of fresh-picked herbs like chives, parsley, and basil. A dollop of yogurt keeps this dressing creamy and smooth, yet with less fat and fewer calories.

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Special Advertising Section



DOUGLAS ELLIMAN REAL ESTATE
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Previewing Luxury Residential Real Estate

From the sunny shores of the California coastline to the glittering backdrop of the New York City skyline, some of the country's most prestigious homes can be found in *Variety's* Holiday Real Estate Guide. Whether you're looking for a rare pair of Benedict Canyon estates or a full-service residence in a forty-story glass tower, you'll find as many types of homes as you will desirable locations. Douglas Elliman Real Estate touts top properties in romantic locales like Aspen and above the fabled Sunset Strip, and Compass highlights its

deep knowledge of the Hamptons luxury market. Showcase homes from Malibu to Santa Fe are featured by Sotheby's International Realty. Berkshire Hathaway HomeServices California provides insights into their unique ability to advise clients. Manhattan's hot NoMad neighborhood is home to the curated amenities of EOS, while Ten Thousand offers residents an unprecedented California lifestyle experience complete with panoramic city and ocean views. It's all *Variety's* holiday gift to you!

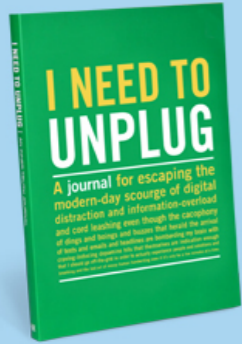


BRANDED CONTENT

Variety magazine's legendary luxury real estate guide combines detailed, aspirational descriptions of outrageously deluxe properties with a down-to-earth, "why not you?" attitude.

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PACKAGING & WEBSITE COPY



CREAMY DRESSINGS

AVOCADO GREEN GODDESS

Avocados make everything better, so we added them to classic Green Goddess dressing along with a delicate balance of fresh-picked herbs like chives, parsley, and basil. A dollop of yogurt keeps this dressing creamy and smooth, yet with less fat and fewer calories.

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SALSA

More than 20 years ago, our founders Jack and Annette Aronson crafted their first batch of fresh salsa in a 5-gallon bucket at their restaurant in their hometown of Ferndale, Michigan. Today, that salsa is America's #1 refrigerated salsa brand. We proudly continue their tradition in our kitchen by making *Garden Fresh Gourmet*® salsa in small batches with quality ingredients to ensure the same signature, flavorful, taste. We use **HPP** (high-pressure pasteurization) technology, to preserve the fresh taste without adding preservatives or using heat processing.



CREAMY DRESSINGS

SWEET HEAT SRIRACHA

We took the kick of classic sriracha sauce and tempered it with cool creamy yogurt. But it's the addition of a touch of sweet honey that makes this unique sweet-heat dressing really different, and really special.

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Hungry for more?
Check out these ideas from other fans!

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GET COOKIN'!

GET COOKIN'!

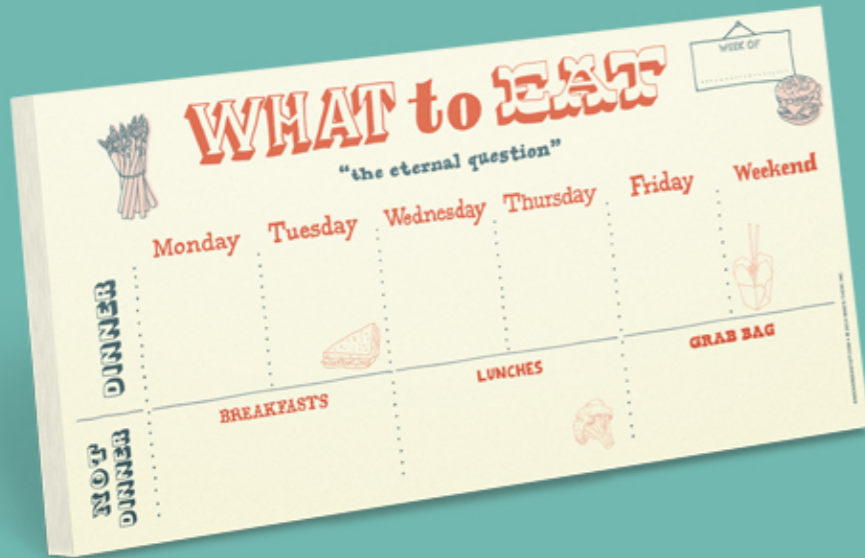
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