

NEWS RELEASE

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Dentsu Live Inc.

**LIVE ON
PROJECT**

Preparing for the New Normal Era

Dentsu Live Launches Project Team "spotlight" in Collaboration with Live Entertainment Professionals from Around the World

DENTSU LIVE INC. ("Dentsu Live"; Headquarters: Chiyoda-ku, Tokyo; President & CEO: Masahiko Takagi), as part of its efforts to create new businesses in today's post-COVID-19 world (=New Normal era), announces the launch of "spotlight," a project team capable of creating new kinds of live performances for the New Normal era by handling every aspect from R&D to final production while collaborating with live entertainment professionals from around the world.



Since the COVID-19 outbreak, Dentsu Live has been engaged in presenting the world with new kinds of entertainment and experiences suited to New Normal era under an initiative it calls "LIVE ON PROJECT"*1. As part of this initiative, "spotlight" is committed to keeping the live performance industry alive and realizing new creations at a time when live entertainment around the world is in crisis.

Looking ahead to the events such as the planned 2021 Tokyo Olympic and Paralympic Games, EXPO 2025 OSAKA, and 2027-28 IR (Integrated Resort) concept, it is clear that it will become increasingly important for Japan to develop content that can be delivered to the rest of the world. The company is dedicated to continuing to create new live performances while accumulating knowledge on the digital transformation and online-format shift of events, that is accelerating in the current environment.

"spotlight" provides value to clients by bringing together staff who are active on front lines around the world, have extensive live entertainment production capabilities, deep industry knowledge, and a broad network. Dentsu Live's event production team will also collaborate directly with spotlight's core international team members, all of whom have proven experience and achievements with key live performance players including Cirque du Soleil and Dragone Entertainment Group.

<Project Team's Functions and Value Delivered>

- Consultation for live entertainment development
 - Implementing and video delivery of seminars and workshops on all aspects of show design, creation, production, operation, marketing, finance, and technology
 - Consultation to companies and local governments drawing on case studies and empirical data from Las Vegas, Broadway and other global live entertainment capitals
- Production of live performances in Japan and abroad
 - Big-tent touring shows/Permanent theater shows/Dinner format performance shows/Outdoor theater shows/Immersive & interactive technology shows, etc.
- Online-offline integrated hybrid creations
 - Development of new live entertainment formats that can be enjoyed safely even during the COVID-19 pandemic
 - New experimental presentation formats and experiential designs that utilize technologies such as streaming and XR (Extended Reality)
- Research and domestic promotion of live entertainment content from overseas
- Research and casting of world-class performers and artists
- Provision of other individualized solutions designed to meet the challenges and needs of clients

The following five people will also participate in the project as core members from overseas:

James Tanabe was Cirque du Soleil's Senior Director of Business and Creative Strategy, Artistic Director for 3 of their shows, and a consultant and global live entertainment expert at McKinsey & Company. He is a graduate of MIT, Wharton Business School, and the National Circus School of Canada.

Boris Verkhovsky was Cirque du Soleil's Director of Performance design, responsible for developing and supporting all of the world class acrobatic and aerial human performances in 42 of Cirque du Soleil's major shows (notably Las Vegas' O and Love) and more than 20 of their largest special events. His work has been seen in over 100 countries.

Matthew Jessner was the production artistic director of the Dragone entertainment group's "The House of Dancing Water" and served as a senior artistic director and casting director for the group. He was also the resident artistic director of the long-running musical Cats in South Korea, the artistic director of Cirque du Soleil's Saltimbanco, and the casting director of Disneyland Paris.

Sebastien Grenier-Cartier is CEO of Normal, Cirque du Soleil's multimedia content design collaborator for major projects like Toruk, the 2016 NBA All-Stars Game, and Septimo Dia. Normal was behind Montreal's city-wide projection installation, Cité Memoire, and are pioneers in the field of blending human performance with intimate, immersive, interactive multimedia work.

Lena Gutschank was Co-Artistic Director for Palazzo, Europe's premiere intimate dinner show company. She also served as an innovation consultant at C-Lab, Cirque du Soleil's internal innovation laboratory, where she led human performance innovation workshops on three continents. She is a graduate of Germany's National Circus School and an award-winning aerial contortion artist.

Leveraging the above, Dentsu Live will continue to deliver a diverse range of value to clients by enhancing and expanding the live entertainment field with its "spotlight" project team as a key driver. Dentsu Live will also continue to collaborate with other Dentsu Group companies.

* Reference: See the URL below for all team members.

URL: <https://www.dentsulive.co.jp/ss/2021/01/20210112EP.pdf>

*1 About "LIVE ON PROJECT"

News release URL : <https://www.dentsulive.co.jp/ss/2020/10/20201020.pdf>

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