

PRIVATE EQUITY (ESG) FUND INC. NEWSLETTER

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WARNER BROTHER'S ARE INVESTING IN IMMERSIVE EXPERIENCES

Warner Brothers are seeing the value of immersive experiences and have recognised the potential popularity of their premium content being brought to life. Warner Brothers has already done this with content such as Harry Potter, DC Universe, Friends and Game of Thrones.



On the left is an interactive exhibit that allows fans of the hit TV show Friends to explore recreated sets from the show, including the Central Perk coffee shop, Monica's apartment, and Joey and Chandler's apartment. Visitors can take photos on the sets, participate in interactive experiences, and see authentic props and costumes from the show.

[The FRIENDS™ Experience](#)

Game of Thrones: The Touring Exhibition

This is an immersive exhibition (pictured below) that brings the world of the hit TV series Game of Thrones to life. The exhibition features costumes, props, and artifacts from the show, as well as interactive experiences that let fans explore iconic locations like Castle Black and the Iron Throne Room.

Game of Thrones tourism was booming in Northern Ireland before the pandemic, with one in six leisure visitors saying the show influenced their decision to travel there in 2018.

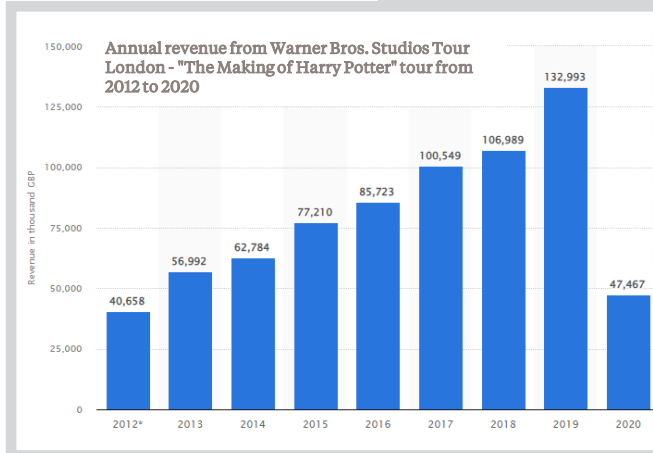
That translated to around 350,000 people, who spent £50m in the local economy, according to Tourism NI.

[Game of Thrones studio opens door to Westeros, in Northern Ireland - BBC News](#)



Harry Potter.

The Making of Harry Potter experience is a tour of the Warner Brothers Studio in London where much of the Harry Potter film series was made. The tour allows fans to explore the sets, costumes, props, and special effects used in the movies. The tour takes place at the Warner Bros. Studio in Leavesden, just outside of London.



The Making of Harry Potter experience has become a popular attraction for Harry Potter fans from around the world, offering a unique behind-the-scenes look at the making of the films.

The Chart on the left shows the Annual revenue from Warner Bros. Studios Tour London - "The Making of Harry Potter" tour from 2012 to 2020

Warner Bros. Studios generated roughly 47.5 million British pounds from its studio

tour "The Making of Harry Potter" in 2020. The revenue from this attraction dropped sharply over the previous year's figure of nearly 133 million British pounds due to the coronavirus (COVID-19) pandemic.

[Harry Potter studio tour London: revenue 2020 | Statista](#)

Harry Potter: The Exhibition, first opened in 2022 in Philadelphia, welcoming more than 750,000 visitors and fans. It is currently showing in Atlanta, Georgia and Vienna, Austria. The exhibition is also set to open in Paris in April.

The Exhibition is a traveling exhibition that showcases authentic props, costumes, and sets from the Harry Potter film series. The exhibition has been shown in various cities around the world, allowing fans to experience the world of Harry Potter up close.

[Harry Potter Exhibition NYC: Immersive Experience Details We Know So Far – NBC New York](#)

