



COMMUNITY

1568 BROADWAY  
AT DUFFY SQUARE  
NEW YORK, NEW YORK

1568  
TSQ

# THE WORLD'S #1 COMMUNITY GATHERING

1568  
TSQ



# \$5.6 BILLION

IN TOTAL CONSUMER  
SPENDING PER YEAR

SOURCE: TSQ ALLIANCE 2015

**24/7/365**  
NON-STOP  
CONSUMER DEMAND

THE MOST  
ATTENDED LOCATION  
IN THE WORLD

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300  
MILLION

SHOPPERS PER YEAR

SOURCE: TSQ ALLIANCE 2015

TIMES SQUARE IS THE  
**#1 ATTRACTION  
GLOBALLY**

WITH A GREATER  
ATTENDANCE THAN ALL  
OF DISNEY THEME PARKS  
WORLDWIDE COMBINED



**EXPERIENCE  
WORLD CLASS  
LIVE ENTERTAINMENT**

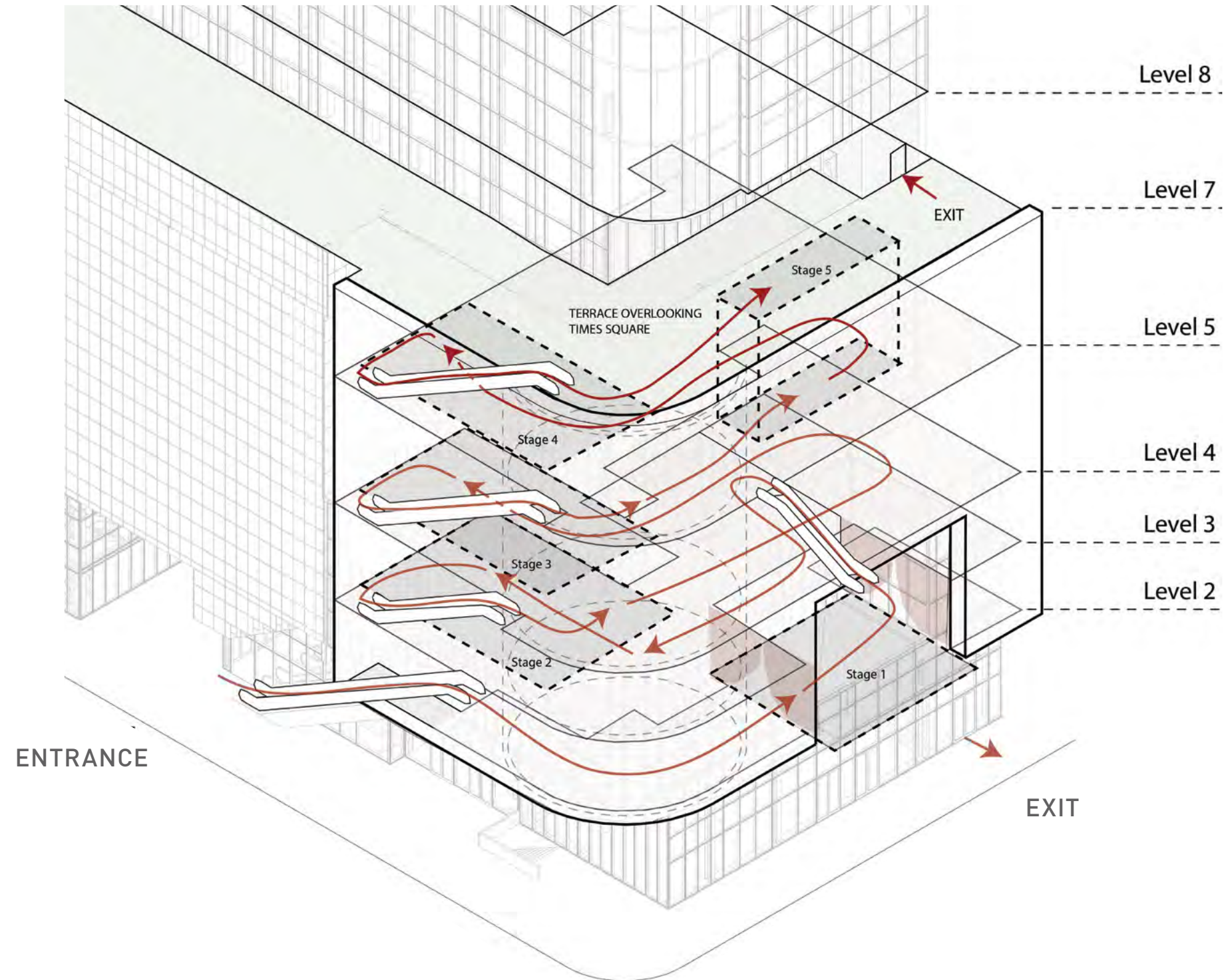
**1568  
TSQ**

A FIVE-LEVEL JOURNEY TO  
EXPERIENCE THE MAKING OF LIVE  
MUSIC & PERFORMANCES...

TO MILLIONS OF VISITORS  
ANNUALLY...

**45,000'**

OF LIVE ENTERTAINMENT



# APPLE-LIVE JOURNEY GATEWAY TO THE EXPERIENCE

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THE JOURNEY BEGINS AT  
STREET LEVEL VIA A HIGH SPEED  
ESCALATOR

ENTRY IS SYNERGISTIC WITH BOTH  
THE TKTS BOOTH AND THE PALACE  
THEATRE

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**\$1.4B**

**IN BROADWAY  
TICKET SALES  
ANNUALLY**

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# APPLE-LIVE LOBBY PERFORMANCE ANTICIPATION

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UPON ARRIVAL  
THE AUDIENCE IS ASSEMBLED IN A  
DRAMATIC SPACE AND  
ORIENTED TO THE UPCOMING  
EXPERIENCE

EACH PERFORMANCE IS A  
2 MINUTE VIGNETTE THAT JOINS THE  
AUDIENCE WITH THE PERFORMERS

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DESIGNED TO  
ACCOMMODATE

**12M**

VISITORS ANNUALLY

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# INTIMATE BACKSTAGE EXPERIENCE

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AUDIENCE IS IMMERSSED IN PERFORMANCE PREPARATION  
WHILE OVERLOOKING TIMES SQUARE THROUGH THE SIGN  
OPENING

A WINDOW INTO THE MAGIC  
OF BROADWAY

# APPLE-LIVE PERFORMANCE

## INTIMATE AUDIENCE EXPERIENCES

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ACTORS PERFORM LIVE MUSICALS AS VIEWERS  
WATCH FROM 10 FEET AWAY

# AUTHENTIC LIVE PERFORMANCES



# APPLE-LIVE CONNECTION

## STAGE, ACTOR AND AUDIENCE ENGAGED

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# APPLE-LIVE COMMUNITY COMMUNITY TERRACE OVERLOOKING TSQ

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THE ROOFTOP  
DESTINATION FOR  
NEW YORK CITY



## MAEFIELD DEVELOPMENT

375 PARK AVENUE  
NEW YORK, NY 10152

**MARK SIFFIN**  
CEO AND CHAIRMAN

1568 BROADWAY  
AT DUFFY SQUARE  
NEW YORK, NEW YORK

**1568**  
**TSQ**