

## Live Content Puts You In The Driver's Seat



It's a rainy afternoon in your small hometown – the perfect day for a marathon of movie-watching.

You know where to go. Everyone knows. It's the hub of entertainment. The place for friends and families alike. The spot that's right around the corner.

Blockbuster. (Did I forget to mention it is 1998)

You walk through the door and are immediately immersed in a labyrinth of shelves stacked with everything from niche indie films to nostalgic gems to your just-released movies.

The next part of the ritual? Snacks. You grab a coke and milk duds in one hand, Castaway in the other, and now you're ready for an awesome night of entertainment (plus, all for \$10 dollars or less. It's a steal!)

But we've evolved since the Blockbuster days. Why? Because entertainment – and content – have, too. Sure, streaming platforms like Netflix and websites like YouTube provide accessible and quality entertainment at the touch of our fingertips.

But ultimately, they can't compete with the magic and impact of live content. Here's why.

## **IN THE DRIVER'S SEAT**

I'm a big F1 fan. I love the adrenaline rush, the insane speeds, and the hunger to win (something I very much relate to in client growth).

But what's so effective about F1's live content is that it puts you in the driver's seat. You're not just sitting in front of the TV, popping a tape in or streaming a show. You're thrust into the race, and there's no turning back. And with up-close, action-packed angles throughout the experience, it's as though you're looking through your own helmet with the finish line ahead.

## **WHO WILL WIN?**

The excitement of watching live content is amplified by one key aspect: The unknown.

Who will win? Who will lose? Live content gives us just the right amount of tension and release to keep us on the edge of our seats and wanting more.

## **ROOM FOR PASSENGERS**

Experiencing live content is even more rewarding when you're sharing it with other people.

The thrill of watching live content – wishing for an outcome or predicting how everything unfolds – is something that brings us all together.

Be it rooting for the Yankees to pull through in the ninth inning or betting against friends on which horse will win the Kentucky Derby, these moments unite us on a visceral level whether it's in person or a chain of texts in a group chat.

## **PAST THE FINISH LINE**

I remember when interactive technology was first introduced into the F1 broadcast. It felt clunky and gimmicky. But with how far it's come, it makes me wonder how far it will go.

In an era where drivers train in simulators and video gamers become real-world competitors, the possibilities of experiential content are limitless. I can't wait.