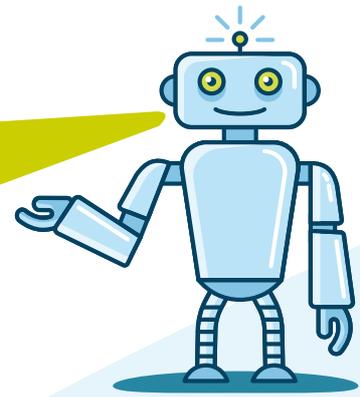


TECH CORNER



Anna Langridge, founder of content creation company 1FitLife, investigates the burgeoning on-demand and live streaming market, and how fitness professionals can embrace it to complement their business.

On-demand and live streamed workouts have exploded in recent years. What started with a few YouTube videos has matured into a highly commercialised sector, offering exciting virtual fitness experiences and gaining impressive user numbers.

At first glance, the virtual market might seem like a competitor to traditional PT services, but digital fitness can be a useful tool. The ubiquity of digital content offers fitness professionals a greater reach than ever before; by leveraging technology you can keep clients' momentum going between sessions, boosting motivation and ultimately ensuring better results.

With mobile devices expected to number more than 11.6 billion by 2020 and significant improvements in at-home streaming capabilities, the digital fitness market can only continue to grow. By 2020¹, it's estimated the majority of fitness clubs will have incorporated virtual fitness in some form² and, with people who use on-demand fitness spending 37% of their total fitness budget on these services³, it's a natural next step for PTs and boutique studios.

Many fitness professionals are unsure how to enter this sector and make it work. Crucially, it is quality content that provides sustainable inspiration, but creating that content and finding presenters who are comfortable in front of a camera can be complex. Once you have content, how do you take it to market? What content management system should you choose, and how do you set up the subscription process, then market to your customers? These leading players have the expertise to help.

1FitLife

1FitLife was created in response to a growing demand from PTs wanting to evolve their offering in the digital fitness space. For fitness professionals interested in monetising digital fitness, 1FitLife produces a wide range of virtual fitness content, both live and on-demand. It has also secured a deal to supply virtual fitness platform Wexer to host its own channel.

Peloton

US indoor bike manufacturer Peloton streams live classes from its New York studio. The brand launched in the UK last year with a pop-up in London's Covent Garden and recently announced this pop-up will reopen in 2020, broadcasting live classes across European timezones. Peloton offers live streamed and on-demand workouts on its custom bike for a monthly fee. It's not cheap, but participating in real classes from home can be addictively competitive and highly motivating for your clients.



1FitLife

Technogym

This spring, equipment giant Technogym announced it is entering the digital fitness market with Technogym Live. Content will be created in collaboration with the brand's partners including London's 1Rebel and Rumble in NYC. From Technogym's Live console, users will be able to join live streaming classes or choose from an on-demand library, plus there will be a range of home exercise equipment to accompany the service.

BIOGRAPHY ►

Anna Langridge is director of production at 1FitLife, a qualified master personal trainer (with the AIF in Sydney), and a Pilates instructor. Having worked with EastWest International (Warner Music Group), she also has extensive production and promotions experience.

