WHAT ARE THE KEY DIFFERENCES BETWEEN THEM?

	LIVESTREAM INTERACTIVE		LIVE BROADCAST		ON-DEMAND	
		WITH WEARABLE FEEDBACK		WITH WEARABLE FEEDBACK		WITH WEARABLE FEEDBACK
MAIN PLAYERS	Move Operator Edition, Move Marketplace, Gladstone Software and Xn Leisure	Myzone Remote + Move Operator Edition, Gladstone Software and Xn Leisure	Individual personalities via social video platforms	Myzone Remote + Move Operator Edition, Gladstone Software and Xn Leisure	FiiT, Les Mills On-Demand, Move Marketplace, Move Operator Edition, Wexer, Gladstone Software and Xn Leisure	FiiT
BEST SUITED OPERATORS	National chains and locally-based operators	National chains and locally-based operators	Larger national operators likely to get 100+ participants per class	National chains and locally-based operators	Best used to complement operators' own live content	Best used to complement operators' own live content
GREAT FOR...						
CONVENIENCE	✓	✓	✓	✓	✓	✓
VARIETY	✓	✓	✓	✓	✓	✓
SOCIALISING *FORGING BONDS WITH INSTRUCTORS AND CLASSMATES*	✓	✓	✗	✓	✗	✓
DIRECT INTERACTION WITH YOUR INSTRUCTOR	✓	✓	✗	✗	✗	✗
FEEDBACK FROM YOUR INSTRUCTOR	✓	✓	✗	✓	✗	✓
FLEXIBILITY *NO APPOINTMENT OR BOOKING REQUIRED*	✗	✗	✗	✗	✓	✓
ACCOUNTABILITY THAT HELPS MOTIVATION	✓	✓	✗	✓	✗	✓
ENERGISING EFFECT OF LIVE BROADCAST	✓	✓	✓	✓	✗	✗

"WITH WEARABLE FEEDBACK" Instructors are able to give personal feedback to attendees using biometric data processed by wearables (eg Myzone, FiiT) or equipment (eg Peleton Bike) and shown to the instructor and/or participants

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