



way of live

**YOUR COMMUNICATION
EVOLVES IN 5,4,3...**

WAY OF LIVE is your LIVE & VIDEO production agency !

From the idea to the realization through consulting and distribution, we give life to all your video projects by accompanying you in all stages of creation.

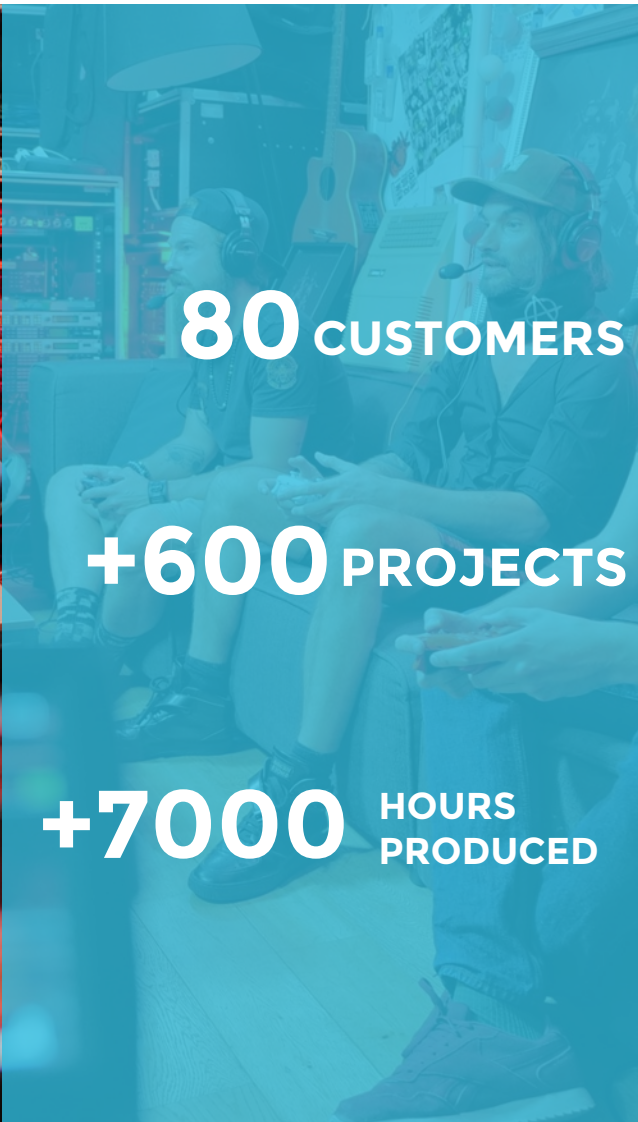
- **PRODUCT LAUNCH**
- **DIGITIZE AN EVENT**
- **COVER AN EVENT SHOW**
- **PRODUCE A SHOW**
- **SET UP A PRODUCTION STUDIO**



SHOWREEL

2 minutes to understand
everything !



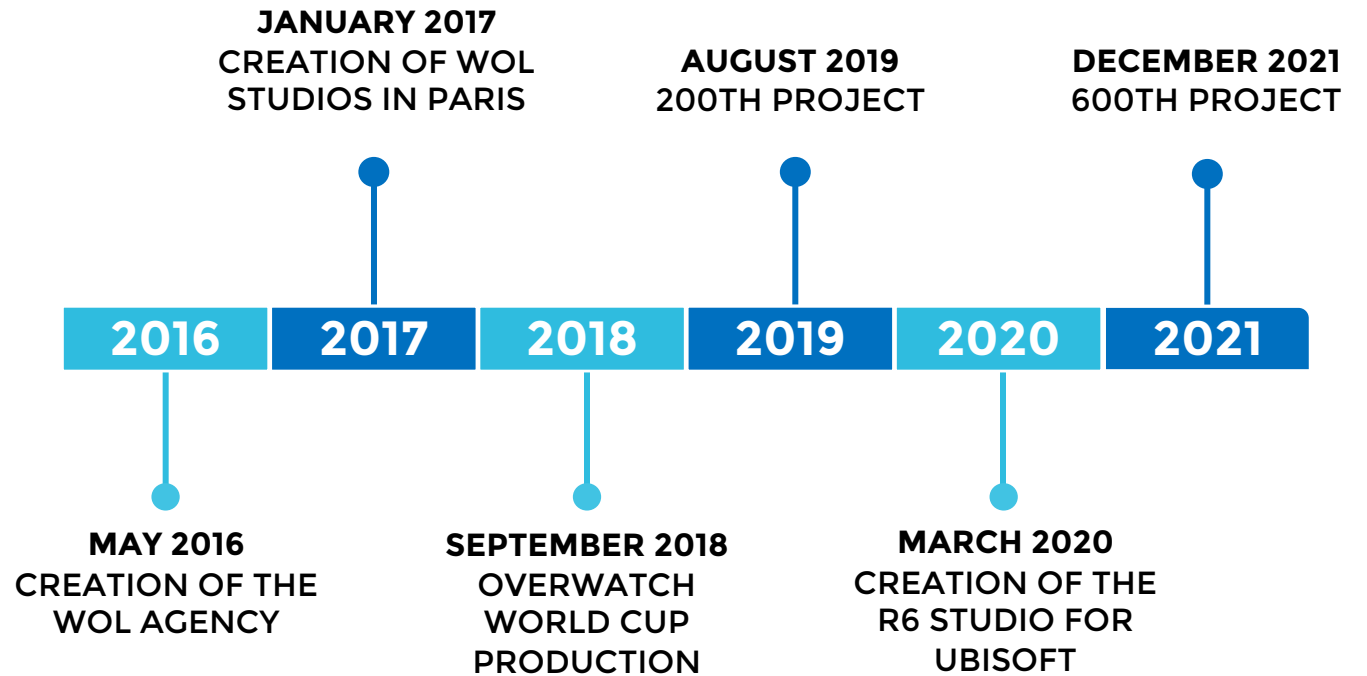


80 CUSTOMERS

+600 PROJECTS

+7000 HOURS PRODUCED

WOL IN FIGURES



Various productions in video and live, Way of Live accompanies many recognized brands with strong requirements



THEY TRUST US !

“

The Way of Live team was of an exemplary professionalism, finding solutions to all our problems (technical, logistic, creative) and thus allowed us to realize the most important and powerful live of the year.



We look forward to working with the Way of Live team again for future events!

”

Jeanne Monin - Ubisoft

A GLOBAL SOLUTION

Implement the proper live practices to achieve the best results on your projects.



UNDERSTAND

To produce at our best, we try to understand your products, your expectations, your strengths and anticipate possible weaknesses



ADVISING

Our job is also to help you in the definition of your brand territory and in the good practices of live



SUPPORTING

Throughout the preparation of the project we accompany you on the content and technical possibilities



PRODUCING

We carry out your video or live project by guaranteeing an optimum quality of production as well as the respect of the brief

A GLOBAL SOLUTION

KEY FACTORS OF SUCCESS



EDITORIALISING

Work and manage strong concepts in an ad-hoc manner as well as the editorial creation of the production to increase audience engagement.



PRODUCTION QUALITY

The production is carried out by specialized teams working with dedicated technical equipment in live multiplatform broadcasting.



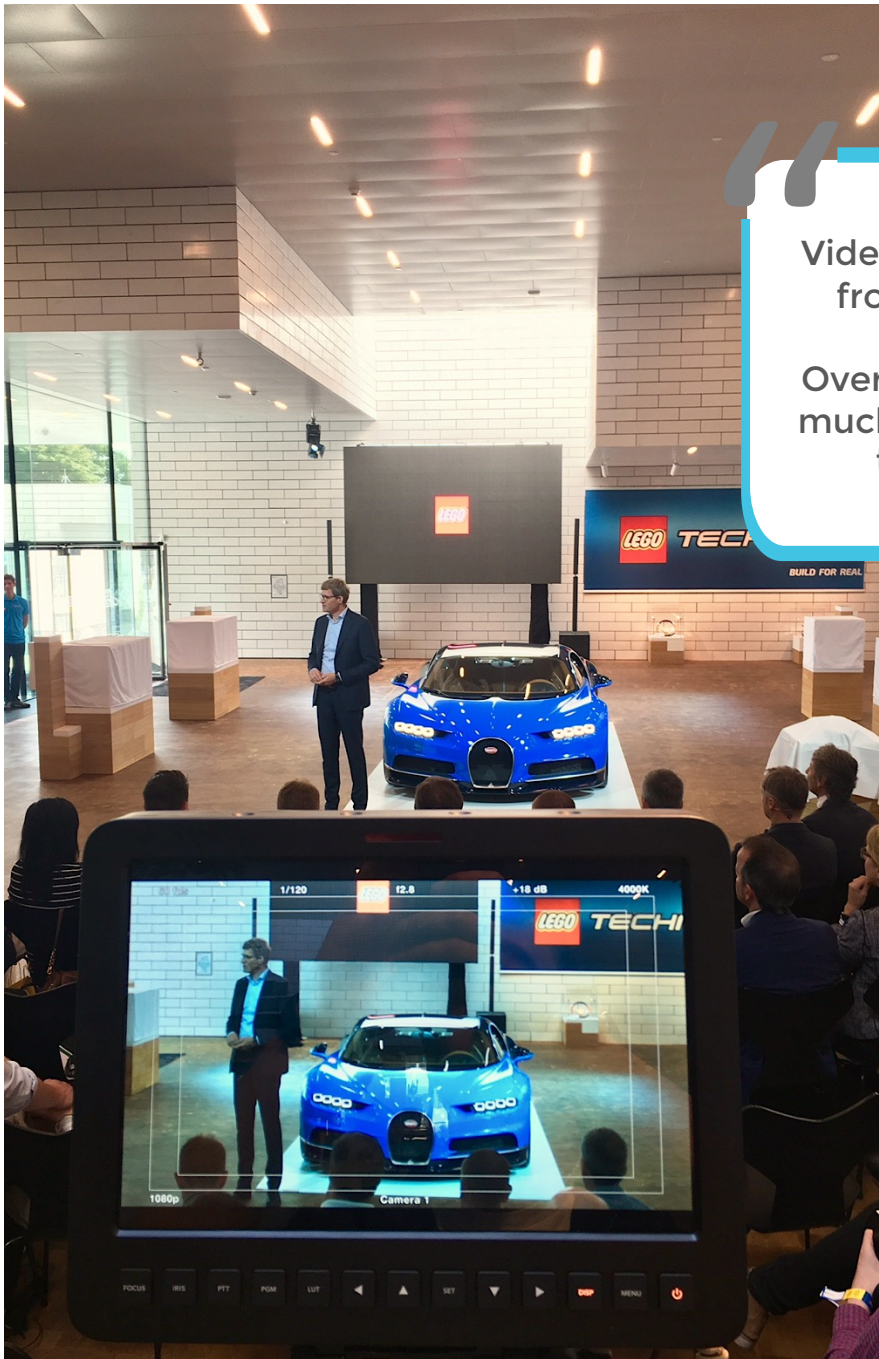
SOCIAL COMMUNICATION

Assist in the promotion of the live event : creation of publications, management of streaming platforms, choice of influencers for the production...



MONITORED KPI's

- Scope of live productions: number of unique viewers, peak audience, number of views
- Community Engagement: time watched, number of comments and social interaction
- Scope of VODs generated: number of "cold" views
- Production quality: audience feedback and comments



Video streaming grew **72.4%** from Q1 2018 to Q1 2019.


Overall, viewers spend **8x** as much time with live video as they do on demand

WHY GOING LIVE?

LIVE, a new communication trend in full expansion!

- The audience can be transversal via social networks, influencers and sponsoring
- Live broadcasting transforms the video experience and makes it more authentic
- More than a simple retransmission of an event, live video humanizes your communication and allows you to create a direct link with your audience
- Live video is becoming the essential tool for a modern marketing strategy





THE STUDIOS WAY OF LIFE

Based at the edge of the **Montparnasse Tower**, our studios are spread over **150 m2** of modular and fully-equipped premises, which are available to you all year round.



THANK YOU

ANY QUESTIONS ?

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