



# LIVENow

Vision, Purpose, Pillars, Values



# Purpose

*To seamlessly connect experiences and worlds through the thrill and immediacy of live events and interactive experiences everywhere.*

Or

*Our purpose is to entertain and connect audiences all over the world. It's at the heart of what we do.*

LIVENow connects the curious with a hive of unrivalled entertainment, bringing joy and delight to people across the globe.

# Mission

We democratize the accessibility and consumption of online events and experiences, regardless of any personal, social, geographical or generational restrictions.

# Vision

*We ignite and magnify moments, creating shared, visceral experiences which delight and excite people across the globe*

We want people to leave our events feeling alive, empowered and energised, as if they've just shared something amazing with like-minded fans across the world.

We are disruptors of the current consumption model, through an obsession with innovation and exploration, without compromising on accessibility, flexibility and functionality.

# Brand Pillars

## *Unrivaled*

Premium experiences you simply won't find anywhere else.

## *Multidimensional*

Available across the world and elevated through interactive fan-first features.

## *Live & Now*

A truly immersive experience that instantly connects you to community.

**LIVE**  
**Now**

# Values

## *Fun First.*

We are all about fun, energy and positivity, with our experiences celebrated and enjoyed with other like-minded fans and the biggest stars in the world.

## *Curiosity Is Courage.*

In order to stay at the forefront of innovation as pioneers of our industry, we need to keep pushing ourselves, our product, AND our promise.our product. We believe in bold, experimentation and encourage ways we can grow and excel as a company.

## *Integrity Rules.*

We win and we lose together, as a team and we rely on honest principles and virtues to help us get there.

## *Up Close & Connected.*

We welcome the world to enjoy our experiences, and harness the views and the voices of all audiences, connecting as many communities in real time with our content as possible. A shared passion for experiences is what brings us all together as one.

## *Visionary From Day One.*

We were born from an out-there idea, with innovation as well as optimism guiding our dream from day one. Being decisive and testing constantly,will always serve as an integral part of our brand and our business.

# What is LIVENow

LIVENow is an award-winning destination connecting the curious with a hive of unrivalled entertainment, bringing to life shared experiences which delight and excite fans across the globe.

Founded in 2020, LIVENow disrupted the OTT space offering a global distribution and marketing solution for musicians, rights-holders, content creators and brands.

We democratize the accessibility and consumption of online events and experiences, regardless of any personal, social, geographical or generational restrictions.



# Our Audience

*LIVENow is a premium destination for content seekers who crave the best in music, sports, and entertainment.*

We are here to feed the brains of anyone around the world who is curious and interested, who longs to feel connected regardless of their location. We talk to extremely passionate consumers who want to discover the world through content with an immediate social relevance.

Their favourite content has an unmatched social currency with friends and fans alike. They are 'in the know' with people in their circles looking to them for recommendations.



# TONE OF VOICE



We sound warm, human and inviting and aren't out of a marketing playbook. Our tone is friendly and it's as if you were talking to an informed, passionate friend.

We don't take ourselves too seriously, are happy to poke fun at ourselves, and use tongue-in-cheek to convey humour and lightheartedness. This coincides with an energetic, lively tone as we're excited and motivated to share what the world has to offer.

## **PURPOSE**

To break down any barriers between content and communities, allowing all to be seen, heard and feel part of connected interactive experiences

## **VISION**

We are the memory-makers, the providers of magic moments  
and the new place for the party

## **BRAND PILLARS**

Exclusivity - Interconnectivity - Live & Now

## **AUDIENCE**

Passionate, curious explorers

## **TONE OF VOICE**

Excited, energetic, friendly

## **VALUES**

Fun/Joy - Curiosity/Courage - Sportsmanship/Integrity  
Universal/Belonging - Visionary/Innovative