

Les Mills Lab

Digital and Live Intensity Study



INTRODUCTION

In the last five years, streaming (live classes on screen with other participants visible) and on-demand (pre-recorded classes on screen without other participants visible) formats have grown in popularity. Our goal was to compare the physiological intensity and psychological perceptions of live group, live streaming, and non-live on-demand classes.

HYPOTHESIS

We hypothesized that live classes would have the greatest cardiovascular intensity, enjoyment, and satisfaction followed by streaming and finally on-demand.

METHOD

Fifty-four adults aged between 18 and 63 years, who regularly participate in group fitness classes, recorded their heart rate with a chest transmitter during the same BODYCOMBAT™ class in each of the three formats in random order. They also completed after-class surveys to determine their levels of enjoyment and satisfaction.

RESULTS

Participants' average heart rate was 14 percent higher during the gym class compared to the livestream and on-demand sessions, with the exact same BODYCOMBAT release.

As well as motivating participants to work harder, the gym-based workout was rated as being 13 percent more enjoyable and 14 percent more satisfying than the two digital workouts. However, there was no difference in any heart rate variables between the streaming and on-demand formats.

CONCLUSION

Streaming and on-demand group fitness formats are viable options for meeting exercise prescription guidelines. But physiological intensity and psychological perceptions were greater during the live class format.

[View the full study report here](#)