

FITNESS





# Are on-demand workouts the future of fitness?

by Ashley Mateo

An aid for those training in the gym and a guide for workouts at home: with virtual workouts, variety and quantity of content are guaranteed.

**On-demand workouts** aren't new; they've been around since Jane Fonda started releasing videotapes in all her spandex-clad glory back in the 1980s. But **today's virtual workouts**—whether they're streamed through your smartphone or integrated into a high-tech cardio or strength training machine—are a far cry from those old-school VHS tapes. And when combined with the benefits of an in-person gym, on-demand workouts represent a **hybrid approach to fitness** that may very well be the way of the future.

What makes on-demand content so appealing? For starters, it prioritizes the most important factor in fitness: **convenience**. For example, thanks to them, even people with **particularly busy schedules** can have varied and quality fitness content available anywhere, anytime. In fact, people ranked convenience right up there with price when it comes to considering a gym, a 2021 marketing survey found. At the same time, the evolution of at-home fitness over the past few years has made the idea of building your daily schedule around a specific 45-to 60-minute workout class impractical—kind of like how DVR eradicated the idea of appointment TV.



With on-demand content, people have unfettered access to training 24/7 (or, at least, as long as their gym is open), and always have the option **to choose what type of workout** works best for them: maybe they're in the mood for a cycling class, or maybe they'd prefer weightlifting that day; maybe they have time for a full hour-long class, or maybe they can only squeeze in 30 minutes. The latest generation of on-demand fitness democratizes movement, giving people more accessibility to activity on their own terms.

Virtual fitness options also allow gym-goers **to train smartly and more strategically** in order to maximize their gains. Even experienced exercisers don't always know what to do every single time they hit the gym; on-demand classes take the guesswork out of working out, so all someone has to do is show up and press play on a piece of content. It's not only safer for the exerciser—because they're **watching an instructor** demo the moves, just as they would in an in-person class—but it ensures their workouts are always evolving, and **variety is the key** to developing fitness over time.

On the Technogym Live platform, the extensive on-demand library is uploaded with new content and workouts weekly, from live classes with indoor cycling trainers and one-to-one cardio or strength training sessions to athletic training routines, basic workouts, or virtual routes set in immersive outdoor settings. Users can choose from **Technogym Sessions**, a series of classes based on a specific goal (like losing weight or building stamina), or **Routines**, classes based around a specific goal and intensity (like “*Abs and Core*”, or “*Mobility Work*”). With either option, they'll be led by one of Technogym's 40-plus trainers, who share their best tips and tricks to help users get the most out of every rep, along with the encouragement they need to finish each workout. Via the **Mywellness app**, fitness clubs can produce their own on-demand content and programs and make them available to members both at the gym and at home.

And it works: Fitness clubs with a content license registered three times as many users logged onto the platform, according to recent data from Technogym, and traffic on cardio machines was **55 percent higher** than in clubs without a license. Plus, users who trained following Sessions worked out for an average of **50 percent longer**, and achieved their fitness goals faster, with a completion rate of **80 percent**. Sticking with an exercise routine requires **enjoyment** and **self-efficacy** (or belief in oneself), according to research published in *Frontiers in Psychology*; the fact that both of those factors are a byproduct of on-demand content not only leads to higher satisfaction on a gym-goer's part, it helps the gym itself retain happy customers.



While on-demand content doesn't quite deliver the kind of hands-on feedback someone gets when an instructor corrects their forms in a studio class or one-on-one training session, the use of **artificial intelligence** can mimic a certain level of **personalization**. **Technogym Coach**, part of the Technogym Live experience, acts like a digital personal trainer, managing users' data and preferences and suggesting different training options based on their interests, needs, and personal tastes. And unlike a traditional gym or studio class experience, the Technogym platform tracks performance data in order to provide users with more transparency around their fitness journey.

Will on-demand content ever completely replace in-person classes? Probably not—people are social creatures, and will always crave some kind of community experience. Virtual options, though, allow for **more balance and flexibility in someone's schedule**. A hybrid approach involving in-person and on-demand training makes someone's exercise routine as adaptable as they need to be—and that's where the future of fitness lies.

