# Does Live Video Make Sense for Your Brand?

If you’re following 2018 FIFA World Cup Russia, you’ve probably noticed the unprecedented amount of video coverage it’s delivering both on TV and in the digital space. It is the world’s most widely viewed sporting event, and Fox and Fox Sports 1 have teamed up to showcase exclusive behind-the-scenes content, social augmented reality content and… https://www.adweek.com/digital/does-live-video-make-sense-for-your-brand/