



## 98° video

Band 98° taps The Switch's LA studio to create magical Christmas music video

### Live time

- The band 98° relied on The Switch to aid them in producing the video of their 2017 holiday hit 'Season of Love', using the Los Angeles studio and the team there to create the playful 'live performance' feel required

### Always there

- 98° produced portions of the video in The Switch's Los Angeles facility, tapping its highly experienced production and technical team to create a Christmas season music video that featured shots of the control room and performance of the song itself

### Always on

- The music video was released by UMG Recordings, and reached almost 200,000 views on YouTube