

GAMING

# Journalists Report Live From the Immersive World of PS5

Ragnarok is happening ... again



By [Angela Natividad](#) on Jan 31 2023 - 7:00am



Fresh out of adam&eveDDB, Sony's plugging its PlayStation 5 with "Live From PS5," a campaign that takes the form of journalistic dispatches from within the console's games.

Seemingly live scenarios include narratives from Spiderman 2, Final Fantasy XVI, God of War Ragnarok and more. The series of quick-cut news



The approach is somewhat reminiscent of Canal+'s "[The Secret of Wakany](#)," driven by the insight that entertainment isn't so much a passive experience as an invitation to adventure.

It's a little hard to follow, being a mere minute packed with all action and no prior investment, which presumably comes built-in for fans already anticipating certain titles. (It's also possible we've been blunted by the all-action, no-investment nature of actual news.)

In addition to plugging the various games, the spot is designed to showcase the unique sense of immersion that the PS5—currently plagued by [global supply issues](#)—brings users. The console includes 4K visuals, haptic feedback, adaptive triggers, 3D audio and faster loading, according to Isabelle Tomatis, VP of brand, hardware and peripherals at SIE.

"This new spot hints at the breadth of extraordinary experiences taking place in the PS5 universe through the style of a live news channel," Tomatis adds. More narrative-driven candy will drop on a dedicated "[Live from PS5](#)" [subsite](#) in weeks to come. On Feb. 22, Sony plans to release the PS V42 headset.

"Live from PS5" is running in the U.S., the U.K., and various parts of Europe, including France, Italy, Germany, Belgium, Luxembourg and the Netherlands.

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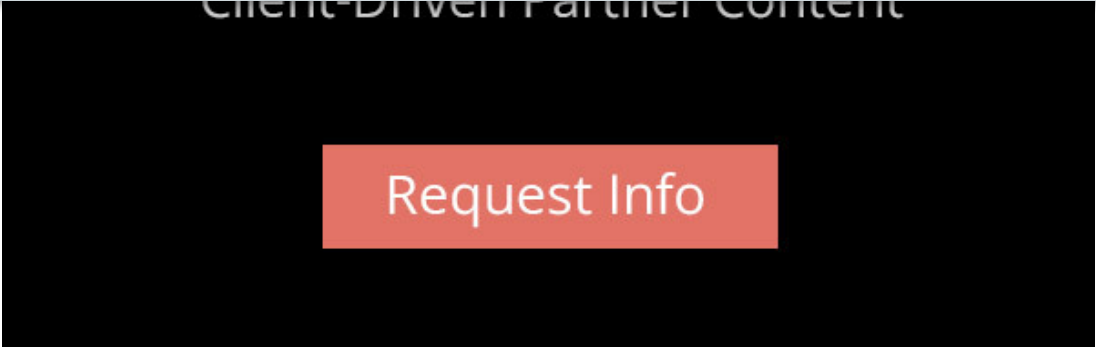


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