Philip Auslander discusses the mediatization of performance and the concept of liveness. He argues that performance in a mediatized culture is not about authenticity, but about the experience of the event. Auslander notes that mediated events have become prevalent, and that live performance is becoming more and more rare. He argues that the mediatization of performance has led to a decline in the importance of live performance, and that live performance is becoming more and more of a novelty. Despite this, Auslander argues that live performance remains important, and that it is a way to challenge the mediatization of culture. He concludes that live performance is a way to connect with the present, and that it is a way to resist the mediatization of culture.