

The video opens on a motel, first looking in on a steamy scene before shifting focus to a lone man, generally uninterested in his companion for the night. He turns to the vintage TV in the room, focusing in on its rapid-fire channel changes and the TV salesman (played by Messier) tasked with serenading the viewer. His companion sleeps on as the song progresses, with characters—such as a news anchor, an ‘80s-reminiscent fitness instructor and game show participants, to name a few—joining in on the vocal performance.

“When it came time for the video ... I remembered getting a television fixed at Bond’s Television in Austin. The showroom at that store is a television museum. They have a TV from every decade on display. It’s really pretty cool. I thought maybe I could use the store and be a ‘used car salesman’ type character and try and sell these televisions infomercial style,” said Messier. “That evolved into I could control the universe with a TV remote and change all the channels. From there Teresa took over and next thing you know there’s like 13 different sets, God knows how many costume changes, two and a half days of shooting and we had to call in every favor we had with anybody to get this big production done.”

Check out the video below, see Messier’s live dates—including a hometown *Time Bomb* release show, during which he’ll perform his new album in its entirety—further down and find more information on the album, scheduled for release on Nov. 2, on [Messier’s website \(https://davidmessier.com\)](https://davidmessier.com).




David Messier Tour Dates:

November

- 02 – Austin, Texas @ [Waterloo Records \(https://davidmessier.com/shows/waterloo-records-in-store\)](https://davidmessier.com/shows/waterloo-records-in-store)
- 03 – Austin, Texas @ [One-2-One Bar \(https://tickets.holdmyticket.com/tickets/324592\)](https://tickets.holdmyticket.com/tickets/324592)


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