



### WELCOME TO SHOWSHARE!

**Broadway on Demand's home for you and your streaming needs**

Streaming allows you to expand your audience beyond the four walls of your theatre. Our team at Broadway on Demand (BOD) is here to make your streaming experience seamless and help you navigate through the process every step of the way. In this guide, we've outlined all of the information you need to get started.

### LICENSE

Secure your license, complete with streaming rights, from one of BOD's licensing partners. You or your licensing representative will contact BOD and a BOD representative will contact you!

Current partners Include:



BOD also supports titles in the public domain, titles from licensing houses not on this list, and YOU!

- If you are affiliated with a licensing house that is not listed, ask your licensing partner for permission to stream with us!
- If you are not affiliated with a licensing house or using a [public domain](#) title, please submit your request to BOD via email: [info@broadwayondemand.com](mailto:info@broadwayondemand.com)



### STREAMING OPTIONS

You have three streaming options:

1. **Scheduled Live Stream:** Stream a live event at a fixed time
2. **Scheduled Pre-Recorded Stream:** Viewers watch pre-recorded content at a scheduled time
3. **On Demand Access:** Viewers purchase access to a pre-recorded event to watch on demand

*Please check with your licensing partner if you can record or edit the video prior to the stream*

### PROTECTION

Your stream is fully protected by the most secure Digital Rights Management (DRM) encryption system, and anti-piracy safeguards.

### SHOWSHARE TECHNOLOGY FEE

This fee includes the initial setup of your production and the use of the software suite that allows you to stream on the BOD platform. Depending on your licensing partner affiliation, this fee will either be charged at the time of licensing or by your BOD rep.

*The Technology Fee varies depending on your organization type and production type*

### SERVICE CHARGE

A service charge is added on to your base stream price, which is passed on to your buyers at time of purchase. This charge offsets the costs of order handling and support, ie. customer/client support, handling of assets, etc.

- If you prefer to absorb these fees, BOD will deduct them from your total payout or you will be invoiced for the amount after the run of your production
- If an you are charging \$0, the Service Charge still applies

Stream Price	Service Charge (Charged to patrons at purchase)
\$0-9.99	\$2.95
\$10.00-\$24.99	\$3.95
\$25.00+	\$4.95

*Have additional questions regarding your Box Office? Ask your BOD rep for more information*



### SELLING YOUR STREAM

Sell your stream directly through BOD.

- After the run, BOD calculates your gross box office from the total sales of the base stream price
- Income is sent to you with a full box office statement
- You will receive 10 complimentary streams, free of Service Charge (see table on previous page), per production (not per event occurrence). Additional complimentary streams are provided upon request, but will incur the standard Service Charge.

### REPORTING

Basic Reporting (included in all ShowShare purchases):

- Sales Numbers will be pulled one time (date to be determined by organization) for each production (not event occurrence) and is included in the initial ShowShare purchase

Daily Reporting (\$40/week):

- Daily sales reporting is available upon request for an additional fee

### TECH

The team at BOD will guide you through the technical aspects of live streaming your production to audiences around the world. You can stream simply by using an iPhone, or we can help you rent additional professional equipment for your stream. All camera, lighting and sound will be controlled by your theatre tech team and streamed to the BOD platform. Tech support is available to you every step of the way and includes:

- Techniques and advice for lighting, audio, and video capture
- Best practices for real-time audio and video mixing
- Single and multi-camera support
- Instructions for easy to use live stream tools and more
- Check out this video to learn more: [https://www.youtube.com/watch?v=jU\\_IdzpAaJI](https://www.youtube.com/watch?v=jU_IdzpAaJI)

What software do I need to stream?

- An Encoder (OBS, StreamYard & Larix): An encoder can be downloaded to your device and allows you to stream from your recording equipment to the BOD site.

– Or –

- Zoom Pro or Zoom Webinar: When using Zoom Pro or Zoom Webinar, an encoder is not needed. You'll stream directly from Zoom to your ShowShare page on BOD.

***Have additional questions? Ask your BOD rep for more information***