

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

Get your license, complete with streaming rights, from one of BOD's licensing partners and ask to add ShowShare to your agreement. Your licensing representative will contact BOD with your ShowShare purchase and a BOD representative will contact you!

Current partners Include:

Broadway Licensing

Playscripts

Stage Rights

Youth Plays

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



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



MARKETING

BOD helps to make your production more accessible, breaking the fourth wall of your theatre to expand your audience. We provide tools to help you:

- Harness the power of BOD's global audience and marketing expertise to reach audiences around the world
- Offer sponsors the ability to include a video before your performance
- Sell ad space for your production

Additional Marketing solutions available for purchase. Check with your BOD representative for more details



SELLING YOUR STREAM

Sell your stream directly through BOD.

Professional and Community Theatres are provided additional flexibility



ROYALTIES

BOD pays royalties to select licensing partners on any sales through the BOD website.



TECH

The team at BOD is notified and 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

What software do I need to stream?

- An Encoder (OBS, StreamYard & Larix): An encoder can be downloaded to your device 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



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 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

STREAM PRICING & BOX OFFICE

- You and your licensing partner set your base stream price. If unaffiliated with a licensing house, you set your own³
- A service charge is added on to your base stream price, which is passed on to your buyers when they purchase their stream
- After the run, BOD calculates your gross box office from the total sales of the base stream price. For some licensing partners, the royalty is taken out and paid directly to the theatrical licensing company
- The remaining income is sent to you with a full box office statement

Stream Price	Service Charge (Charged to patrons at purchase)
\$0-9.99	\$2.95
\$10.00-\$14.99	\$3.95
\$15.00-\$19.99	\$4.95
\$20.00-\$24.99	\$5.95
\$25.00-\$29.99	\$6.95
\$30.00-\$39.99	\$7.95
\$40+	\$8.95+

BOX OFFICE EXAMPLE

- You set your base price at \$10
- Your viewer pays \$13.95 (\$10 + \$3.95 service charge) and watches the show
- Your production ends
- BOD deducts credit card processing and vendor, ie. PayPal/Stripe charges from your total gross box office
- BOD pays royalties to select theatrical licensing partners⁴
- BOD sends you the Adjusted Gross Revenue⁵ and viewership reporting

³ Authors make their share from streaming sales, so minimum ticket fees may be required and vary depending on the show.

⁴ BOD will pay out to select licensing partners. Ask your rep for more details. Your actual percentage may vary. Refer to the licensing agreement from the theatrical licensing company for details.

⁵ Adjusted Gross Revenue is defined as money received by BOD after deducting (i) credit card processing fees, (ii) third party platform fees (iii) handheld and streaming devices application commissions and (iv) commissions due to third party ticket sellers, including but not limited to group sales.