



### LICENSE

Get your license complete with streaming rights from one of Broadway on Demand's licensing partners and ask to add "ShowShare" onto your license agreement. Current partners include:

**Broadway Licensing**

**Playscripts**

**Stage Rights**

**YouthPLAYS**

*\*Broadway on Demand also supports titles in the public domain.*



### TECH

The team at Broadway on Demand is notified when you sign up and will guide you through the technical aspects of live streaming your production to audiences around the world. 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
- How to's for our easy-to-use live stream tool and more



### PROTECTION

Your stream is fully protected with Broadway On Demand's gold standard Digital Rights Management (DRM) system and anti-piracy safeguards.



### MARKETING

Broadway on Demand will help you make your theatre more accessible and give you access to a larger audience. We provide tools to:

- Harness the power of Broadway on Demand's global audience and marketing expertise to reach audiences around the world
- Work with our design team to create high quality graphics to promote your show
- Offer sponsors the ability to include a video ad before your performance
- Sell ad space in your virtual program



### TICKETING

Sell tickets to your livestream directly through Broadway on Demand.

*\*Professional and Community Theatres are provided additional ticketing flexibility*



### ROYALTIES

Broadway on Demand pays royalties to your licensing house on any streaming ticket sales through their website.

## BEFORE THE SHOW

When you license your performances from one of our theatrical licensing partners (*Broadway Licensing, Playscripts and more*) you will have the options of purchasing ShowShare for hundreds of titles.

Once purchased, our theatrical licensing partners will send your production and streaming information to the Broadway on Demand team. A representative will reach out to you with onboarding instructions.

## SHOWSHARE PRICING

Broadway Licensing	Content Type				
	One-Act Play	Competition Performance <sup>1</sup>	Full-Length Play	Musical	
Elementary / Middle School	\$49	\$79	\$79	\$99	Full Run
High School	\$79	\$99	\$99	\$149	Full Run
College / University	\$79	\$99	\$99	\$149	Full Run
Non-Professional Theatre	\$79	\$99	\$149	\$199	Weekly <sup>2</sup>
Professional Theatre	\$99 <sup>3</sup>	N/A	\$199 <sup>3</sup>	\$299 <sup>3</sup>	Weekly <sup>2</sup>

<sup>1</sup> For adjudicated festivals and competitions

<sup>2</sup> Price is a per week fee

<sup>3</sup> Actual prices may vary. Specific pricing is determined by the theatrical licensing company at time of purchase.

## AFTER THE SHOW

After the show, Broadway On Demand will handle your box office calculations and payments to royalty participants.

## TICKET PRICING & BOX OFFICE

- You set your base ticket price. The minimum base ticket price for a 1-Act Play is \$2, for a Full-length Play is \$5, and for a Musical is \$7. <sup>4</sup>
- A technology fee is added on to your base ticket price, which is passed on to your ticket buyers
- After the run, Broadway On Demand calculates your gross box office from the total sales of the base ticket price. The authors' share is taken out and paid directly to the theatrical licensing company - generally 8% for plays and 10% for musicals. Refer to your licensing agreement for details. <sup>5</sup>
- The remaining box office is sent to you with a full box office statement

Ticket Price	Ticket Fee*
\$0-10	\$2.95
\$10.01 - \$15	\$3.95
\$15.01 - \$20	\$4.95
\$20.01 - \$25	\$5.95
\$25.01 - \$30	\$6.95
\$30.01 - \$40	\$7.95
\$40+	\$8.95

\*Fee assessed to Patron

### EXAMPLE BOX OFFICE

- You set your base price at \$10
- Your viewer pays \$12.95 (\$10 + \$2.95 technology fee)
- You sell 500 tickets <sup>6</sup>
- Your total gross box office is \$5,000 ( $\$10 \times 500$ )
- Broadway On Demand pays \$400 to the theatrical licensing company ( $\$5,000 \times 8\%$  <sup>7</sup>)
- Broadway on Demand pays \$4,600 to you ( $\$5,000 - \$400$ )

<sup>4</sup> Authors make their share from ticket sales, so minimum ticket fees are required and vary depending on the show.

<sup>5</sup> The authors' share is taken out and paid directly to the theatrical licensing company (generally 8% for plays and 10% for musicals). Refer to your licensing agreement for details.

<sup>6</sup> By way of example. Ticket sales are not guaranteed.

<sup>7</sup> 8% is a standard percentage for most plays. Your actual percentage may vary. Refer to the licensing agreement from the theatrical licensing company for details.

*Broadway on Demand video / livestream pages are hosted on Digital Ocean Box.*

## WELCOME TO BROADWAY ON DEMAND LIVE STREAM!

**The only place to be when you can't be at the show.**

Welcome! We are excited to have you join Broadway on Demand.

We want your Live Stream experience to be the very best it can be. Take a few minutes and read through this guide so you are prepared to tackle this new reality of our beautiful art form.

### SECTION 1: PRE-PRODUCTION

**Your stage manager is about to have a new role: that of IT support. Read through our pre-production tech needs to ensure you are set up properly to have a smooth production.**



#### Fundamentals

- You will need between 720p (pixels of resolution) and 1080p to stream through the Broadway on Demand (BOD) platform.
- Your streaming device (i.e. laptop, phone, camera) needs a minimum internet speed of 6mbps (megabits per second) to upload. Be sure you test your internet speed before you start. (See Appendix A for tips on how to check your internet speed.)



#### Software

You need to have appropriate software for the best experience. BOD recommends using Larix Broadcast (for phone cameras) or StreamYard (for laptop or phone cameras). (See Appendix B for setting up Larix Broadcast and Appendix C for setting up StreamYard.)

## SECTION 2: PRODUCTION CONSIDERATIONS

Clear sound, stable filming, and strong lighting are essential for a successful live stream. Read below for tips to make your production the best it can be.



### Audio Considerations

- Audio must be routed through the camera to ensure sync is maintained.
- Use a simple wired connection (requiring only a small adapter for iPhone or Android) or use a wireless transmitter.
- Use a directional shotgun microphone or mics on a stand in front of the stage or hung overhead or floor mics on the stage floor.
- Connect a single microphone directly to your camera using an adapter.
- Connect multiple microphones to a sound mixer and the output from the sound mixer will need to connect directly to your smartphone using an adapter.



### Audio Adapter Considerations

- If your output is a stereo headphone jack, we recommend the use of an Apple Lightning to 3.5 mm Headphone Jack Adapter.
- If your output is an XLR cable, we recommend the use of a 3.5mm to XLR Cable Unbalanced 1/8-inch Mini Stereo Jack to XLR Male Adapter Microphone Cord
- If you use a wireless transmitter, the receiver will need to connect to the iPhone via a thunderbolt adapter.



### Tripod Considerations

- Secure your phone to a tripod for a stable image.



### Camcorder Considerations

- A live streaming camera must have a clean HDMI out and a microphone input jack. (We do not recommend using a DSLR camera for full-length shows, as they tend to overheat.)
- You will capture the video using the camera and will send the image from the camera to a laptop or desktop computer via an HDMI to USB interface.
- The audio must be routed through the camera to ensure sync is maintained.
- Connect the camera to the HDMI to USB interface using the HDMI output on the camera. Then connect the HDMI to USB interface to the computer using the computer's USB input.
- Use a software encoder on your computer to stream the video to Broadway On Demand. There are several options, but we recommend StreamYard for its ease of use.



## Multi-Camera Considerations

In order to use multiple cameras, **you will need a switcher to control which camera is being fed at any moment to the live stream.** There are two options to do this: (1) a software option or (2) a hardware option.

**Software:** The least expensive software option is OBS (Open Broadcaster Software). OBS would take the place of Larix or StreamYard as your encoder but would allow you to switch between cameras or create picture in picture setups. Visit [www.obsproject.com](http://www.obsproject.com) for information on how to use the application.

**Hardware:** The most stable solution is to use a hardware switcher. We recommend the ATEM Mini from Blackmagic Design which can be found here: [www.blackmagicdesign.com/products/atemmini](http://www.blackmagicdesign.com/products/atemmini).



## Lighting Considerations

Cameras do not see light the way your eyes do. A camera cannot adjust for high and low lighting at the same time, so an actor in the spotlight can appear “blown-out” compared to the background. Use your tech rehearsal to check how the performance looks on camera. Remember you can adjust the lighting in the room as well as adjusting the exposure of the camera to achieve your desired look.

## Appendix A

### Check Internet Speed

You can test your internet speed using these Google options or through an alternative option, all listed below.

#### On Google:

- Open the Google Home app or Google Wifi app.

#### Test your internet speed with the Google Home app

- Open the Google Home app .
- Tap Wifi
- Scroll under “Network”.
- Tap **Run speed test**.

#### Test your internet speed with the Google Wifi app

- Open the Google Wifi app .
- Tap **Settings**.
- Tap **Actions tab**
- Tap **Network check** .
- Tap **internet**.

#### Other option:

- Open an internet browser.

Visit: [boxcast.speedtestcustom.com](https://boxcast.speedtestcustom.com)

- Tap Go. Note: the test will run and results will appear automatically.
- Check your UPLOAD results:

**Reminder:** your device requires 6mbps to stream at a minimum of 720p. So, in this example, this device would work well to live stream.

## Appendix B

### How to access Larix Broadcaster

- Open App Store on your mobile phone device.
- Search for and launch Larix Broadcaster:
- Allow Larix to access your camera and microphone.
- Tap the **Settings** icon:
- Tap Connections.
- Tap **New Connection**
- Complete the New Connection Form with the credentials provided by BOD for your specific livestream slot.
- Enter the name of your event.
- Enter the URL (provided to you by BOD).
- Select **Audio + Video** as the Mode.
- Select Target type (provided to you by BOD).
- Enter login and password (provided to you by BOD).
- Tap **Save**.
- Return to **Settings** page:
  - Tap **Video**:
    - Tap **Camera** to use (front or rear).
    - Tap **Video Size** and make selection.  
*Note: resolution must be a minimum of 1280x720, and up to 1920 x 1080!*
    - Tap **FPS** (Frames Per Second or frame rate) and select 30fps.
    - Tap **Bitrate** and select 3000kbps and above.
    - Tap **Format** and select H.264.
    - Change *Orientation* to landscape.

### If your production is being archived into the playback library:

- Return to Settings page.
- Tap Record/Snapshot or Record:
  - Select Record stream
- Return to the mobile application preview screen (the dashboard).
- Make sure your mobile device has network connection:
  - iPhone: Check your dashboard for warnings and make changes in the “Capture and Encoding” section in the Settings tab prior to recording; to ensure that there are no interruptions.
  - Android: Contact the Restream Support team via our Live Chat if you face any technical issues prior to live streaming.
- Tap the **red** “Broadcast” button **at the scheduled time**, and off you go!

## Appendix C

### How to access StreamYard

You can use a Free account to record VOD projects and do not need a subscription. However, to live stream through StreamYard, you must subscribe to obtain a “Basic” account. Pricing plans:

[www.streamyard.com/pricing](http://www.streamyard.com/pricing).

- Launch Chrome or another supported browser.
- Sign up for StreamYard at [www.streamyard.com](http://www.streamyard.com)
- Log in.
- Tap **Create a Broadcast**:
- Tap the “+” icon to select a new destination:
- Select **Custom RTMP**.
- Enter the Custom RTMP (provided to you by BOD). *RTMP codes will likely change each time you broadcast, so always double check with BOD before live streaming.*
- Follow remaining prompts to go live.