SHOW STREAM PLATFORM

A FREE RESOURCE GUIDE FOR ONLINE THEATRE

BROADWAY MEDIA
SENSATIONAL ONLINE THEATRICAL EVENTS.

ABOUT

Show Stream is a platform of tools necessary for a truly absorbing theatrical production, online. Our platform is available for all our customers to use, and included in this brochure are offerings from our trusted partners that make a high quality streaming experience more possible than ever before.

In this publication, we will walk you through everything you need to know about live streaming and how to maximize your budget to reach new audiences and expand your theater’s revenue. Streaming can be a very many-stepped process, though hopefully not a very difficult one, with the tools and resources we’ve created. Once the initial work is complete, the same approach can be used for each of your productions. Through this new line of theatrical tools and resources, we remain committed to theatremakers and supporting the amazing theatre you create.

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Broadway Media recommends StreamYard and Zoom, and have partnered with these companies to provide you with free trials of the software. For a more complete theatrical experience, Broadway Media recommends MyStage – a library of animated virtual backdrops for your actors.

### WEB APP

**broadway.media/streamyard**

Web apps run through your browser, which means you don’t need to download software.

We provide access to StreamYard, allowing you to stage a virtual performance with a remote cast.

StreamYard allows up to 6 actors onstage at a time, and up to 10 total “backstage”. If your actor joins part way through your live show, they enter a green room (backstage). That way, they’re not surprised by suddenly being thrust onto your live show.

StreamYard has a free plan, which is very generous, though we do not recommend using it for your performance. You’ll have to put up with a StreamYard watermark on the top right of your live streams and a limit of streaming hours. The Basic plan removes the StreamYard, gives you unlimited streaming, and records an archival video of up to 4 hours.

### CONFERENCE APP

For virtual readings with a large cast, there are many video conferencing tools out there, such as Zoom, which has live-streaming built-in.

Zoom doesn’t focus on streaming, therefore the live element is fairly basic, so it doesn’t have the same level of features as StreamYard. You can’t add your own branding, graphics, or colors, and Zoom includes its only logo on live streams (which we find annoying).

Zoom supports virtual backgrounds, with or without a green screen. If you’re staging a performance with a large cast, cost-effectively, Zoom is probably the best option.

**NEED TO KNOW:** Other streaming options like Google Hangouts or Skype will work for a virtual performance, however, they lack certain features and neither support virtual scenery.

<table>
<thead>
<tr>
<th>FEATURE</th>
<th>STREAMYARD</th>
<th>ZOOM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cast Size</td>
<td>6 onstage, 10 backstage</td>
<td>Up to 100</td>
</tr>
<tr>
<td>Platform</td>
<td>Web browser</td>
<td>Desktop &amp; Mobile</td>
</tr>
<tr>
<td>Price</td>
<td>$25 /month</td>
<td>$15 /month</td>
</tr>
<tr>
<td>Media</td>
<td>Upload and Stream</td>
<td>Desktop Share</td>
</tr>
<tr>
<td>Audience Experience</td>
<td>Customizable</td>
<td>Grid Layout</td>
</tr>
<tr>
<td>Directoral Opportunity</td>
<td>Yes</td>
<td>No (Conference call-style)</td>
</tr>
</tbody>
</table>
VIRTUAL DIGITAL SCENERY

REMOTE PERFORMANCES

Live-Streaming ("Zoom Shows")

A production with actors performing remotely that is captures separately and edited together; or an “online” edition optimized for actors performing live remotely via Zoom or similar platform. Working with virtual productions can mean awkwardly turning a messy room into a makeshift performance space. TVirtual Digital Scenery is a great post-production tool for use with green screens and as a visual device to establish the scenic environment. Now, you can capture our “Online Editions”, or “streaming Editions” on Zoom or StreamYard with accompanying virtual digital scenery.

STAGED PERFORMANCES

Pre-Recorded Stage Production
(Scheduled Content or Video On Demand)

Pre-recorded production with actors on stage, and edited prior to release to your audience. If you’re filming a live production without green screens, consider Broadway Media's Scenic Projections show packages – digital scenery that sticks to the official licensed script, starting for $395 for an entire show package.

OUR DIGITAL SCENERY PROCESS

Broadway Media is the only officially-recognized and licensor-approved scenery provider for theatre, worldwide. Through collaboration with authors and licensors, we’ve made a product that’s beautiful and easy to use. We make it incredibly simple to integrate Broadway-quality digital scenery into your upcoming virtual production.

Our network of award-winning designers will bring your vision to life! Custom design services begin at just $495. As the pioneers of digital scenery, Broadway Media has developed, refined and streamlined the process with creative excellence and technical expertise.

Want to learn more? Send an email to hello@broadwaymedia.com
REMOTE PERFORMANCES
CAPTURE HARDWARE

DESKTOP STUDIO

A high-quality set-up for streaming from your seat. Be the star in your virtual reading with elevated production values.

DESKTOP CAMERA

Featuring amazing high definition (1080p) image quality, dual front-facing microphones, smooth motion capture (60fps).

broadway.media/desktopcamera

DESKTOP GREEN SCREEN

A collapsible green screen that attaches to the back of your chair with straps, giving you a 52” x 52” screen to ensure clarity of your Virtual Backdrops.

broadway.media/greenscreen

DESKTOP LIGHTS

Our tabletop lighting kit features energy-efficient LED technology and color filters for a package that adapts to your needs.

broadway.media/lights

RECOMMENDED APPS

StreamYard
Zoom
Live-streaming is the perfect way to take your event online. Whether your event has an in-person component or will exclusively digital, Switcher Studio makes it easy to steam to the platform of your choice – reaching more participants, fostering engagement, and building community. And Switcher lets you do it all with iPhones and iPads.

Don’t cancel your event due to social distancing – take it online! Switcher has all the functions you need to turn a dynamic event into a dynamic live video. Capture a demonstration with multicamera streaming, display a presentation or website with screensharing, even bring in a remote guest (or two or three!) using Video Chat.

Because Switcher runs entirely on iOS devices, there’s no need for expensive gear or outside videographers to get started. Simply set up your iPhones or iPads, sync them to the switcher app, and produce your entire stream with simple taps. Use text to introduce speakers, topics and segments. Add graphics to brand your event and share extra info. Even roll in pre-recorded videos to show sponsor messages or earlier recordings.

Switcher integrates directly with Facebook, YouTube, LinkedIn, Microsoft Stream and Twitch – and you can stream nearly anywhere else using custom RTMP. You can even embed a stream on your own website if you’d like to gate access or monetize the event.

STREAM ANYWHERE WITH iOS MOBILE DEVICES
CONNECT MULTIPLE DEVICES FOR MULTICAMERA STREAMS
SHARE YOUR MAC, PC, OR IOS SCREEN
INVITE REMOTE GUESTS TO JOIN YOUR STREAM
BRAND YOUR PRODUCTION WITH GRAPHICS AND VIDEOS
EDIT YOUR FOOTAGE IN REAL TIME
ENGAGE YOUR AUDIENCE THROUGH COMMENTS AND POLLS

MONTHLY STANDARD
$75
billed monthly

On-the-fly video-editing iOS App
Screen Sharing iOS, Mac, PC
2 Guests Video Chat
100 Assets Cloud Storage
Go Live RTMP, Microsoft Stream, Crossposting
STAGED PERFORMANCES
CAMERA CAPTURE

ABOUT

If you want to level things up and create a more professional broadcast, then you'll want a Desktop software or hardware encoder, dedicated live streaming tools.

You have the ability to use multiple cameras, providing you the tools to adjust each scene before you go live.

HIGHLIGHTS

Record your video as well as live stream it
This is useful if you want to save an archive. Videos can record directly to your computer (which requires your computer to be a bit more powerful).

Live switcher
Switch between multiple cameras live with desktop software. Easily crop, resize, rotate and adjust each camera as you like to create different digital camera angles from a single camera input.

Add layers to your broadcast.
With desktop apps you can add layers to each camera feed, including text, images, pre-recorded videos, audio files, and more – such as lower-third text to display your event name, or an overlay event logo image.

Audio controls
We all know that having clear, uninterrupted audio is crucial for storytelling. We recommend some great tools to help you take control of actors’ audio, such as Noise Gate Controls, Noise Suppression Controls, and Gain Controls.

Recommended App: OBS
broadway.media/obs

Need to know: Streaming is very resource-intensive, so you'll need a fairly powerful computer to do anything.
Imagine being able to use Broadway-quality digital scenery without the Broadway-level expense or expertise: Scenic Projections by Broadway Media allows you to license official scenery packages for many of the most popular musical theatre titles at an incredibly low cost – perfect for the time-strapped teacher, or for combining with traditional scenic elements to take your production to the next level.

Whether you’re flying over London, adventuring beyond the Pride Lands, or feeling the crunch of snow beneath your feet in Arendelle, our Scenic Projections with help you craft a transformative storytelling experience regardless of your space, place or budget.

Performers live in a venue, onstage with a mix of in-person audience or at-home audience watching live.

Consider Broadway Media’s digital scenery resource, Scenic Projections, a collection of videos and still images, beautifully designed and aptly programmed to flow with the actors onstage – all controlled by the heroes behind light desks.

Want to learn more? Send an email to hello@broadwaymedia.com
With our recommended hardware, we’ve done the hard work for you. Our Feature-Oriented Inventory options are fully-vetted hardware organized by feature-set, so you can rent or purchase a high quality product with confidence.

Check out the “features” for each item as you go through this brochure to help you decide what is best for your theatre.

Need to know: What is Feature-Oriented Inventory?

Think of it like a car rental. You want an SUV with All-Wheel Drive? A car rental agency has a number of options to fulfill your criteria. It’s the same with our hardware packages. Want an HD camera that can be guaranteed to work with ShowStream? We have a number of options that we’ve strenuously tested to deliver exactly what you want, without the pain of research and additional cost passed on to you.

You get the hardware you need at the best price, without the mind-boggling detail.

Pro tip: Positioning your Cameras

If the primary video camera is located at the back of the room, you will need to zoom to deliver a tight image on the performance and main characters. Use a sturdy tripod to create a stable image, and make sure the flooring underneath the tripod is solid.

The Second camera can be located near the platform to capture another view of the performance.

Additional cameras may roam with the action.
# PRODUCTION CAMERA COMPARISON CHART

<table>
<thead>
<tr>
<th>FEATURE</th>
<th>ECONOMY</th>
<th>STANDARD</th>
<th>PLUS</th>
<th>PREMIUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Output</td>
<td>HDMI</td>
<td>HDMI</td>
<td>HDMI</td>
<td>SDI 4k</td>
</tr>
<tr>
<td>Cable Length</td>
<td>50 ft</td>
<td>50 ft</td>
<td>50 ft</td>
<td>100 ft</td>
</tr>
<tr>
<td>Screen Size</td>
<td>3 inches LED</td>
<td>3 inches LED</td>
<td>3.5 inches LED</td>
<td>3.5 inches OLED</td>
</tr>
<tr>
<td>Zoom Ratio</td>
<td>Optical: 32x</td>
<td>Optical: 20x</td>
<td>Optical: 12x</td>
<td>Optical: 20x</td>
</tr>
<tr>
<td></td>
<td>Digital: 1140x</td>
<td>Digital: 400x</td>
<td>Digital: 192x</td>
<td>Digital: 30x</td>
</tr>
<tr>
<td>Focal Length</td>
<td>2.8 to 89.6mm</td>
<td>3.7 to 73.4mm</td>
<td>9.3 to 111.6mm</td>
<td>8.8 to 176mm</td>
</tr>
<tr>
<td>Aperture F/s</td>
<td>f/1.8–4.5</td>
<td>f/1.0 to 8.0</td>
<td>f/2.8 to 4.5</td>
<td>f/2.8 to 4.5</td>
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<tr>
<td>Resolution</td>
<td>1920x1080</td>
<td>1920 x 1080</td>
<td>3840 x 2160</td>
<td>4096 x 2160</td>
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<tr>
<td>Media Type</td>
<td>SD Card</td>
<td>SDXC</td>
<td>SD/SDHC/SDXC</td>
<td>SDXC UHS-I</td>
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<tr>
<td>Audio</td>
<td>Stereo</td>
<td>Stereo</td>
<td>Stereo</td>
<td>XLR Audio input</td>
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<tr>
<td></td>
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<td></td>
<td></td>
<td>2-Channel 16-Bit</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>48 kHz</td>
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<tr>
<td>Purchase</td>
<td>broadway.media /camera-economy</td>
<td>broadway.media /camera-std</td>
<td>broadway.media /camera-plus</td>
<td>broadway.media /camera-premium</td>
</tr>
</tbody>
</table>

Please note: Broadway Media makes no revenue or profit from these suggestions. The information presented is for educational purposes only.
For production camera-style streaming set ups, you’ll need additional accessories to make your livestream work.

Check out this brief list of accessories you need for a successful setup.

- **Capture Card**
  - [broadway.media/capturecard](broadway.media/capturecard)

- **Switcher**
  - [broadway.media/switcher](broadway.media/switcher)

- **Tripod**
  - [broadway.media/tripod](broadway.media/tripod)

- **Field Monitor**
  - [broadway.media/fieldmonitor](broadway.media/fieldmonitor)
Make your stage come alive.

Official full-show digital scenery packages from the world’s leader in theatrical projection.