

How It Works

The Performing Arts is our passion and we understand the importance of using technology to deliver your performances to your community. BookTix Live was built with all of the innovation, security and customer service you have come to expect from BookTix Ticketing. We recognize that every group has different experience levels, and budgets when it comes to livestreaming. We also understand that many clients need to use their current ticketing system and can not use BookTix. We want you to know, that no matter your position or which ticketing system you use, we are the streaming platform for you.



Setting up

Getting started with BookTix Live is easy. You will work directly with a BookTix team member who will set up your account and add your show to the platform. We will help you decide what equipment to use and which software to download. We work with you from signup to streaming and help you with everything in between. Our knowledgeable staff can help you with:

- Selecting the best streaming option for your needs and budget
- Setting up hardware and providing support based on your streaming option
- Integrating your online ticketing
- Training and Tutorials
- On Call Staff the day of your stream

STEP 1	STEP 2	STEP 3	STEP 4	STEP 5	STEP 6
Livestream signup form	Obtain equipment	Set up ticket sales	Use our resources and tutorials	Livestream test with BookTix team member	Follow our guide for a successful stream!

*Pro Advanced customers will work directly with their own professional team, and connect with the BookTix Live team for testing and stream setup.



Licensing

Contact your licensing house to secure the rights for the show. Make sure the license includes livestreaming rights. Each Licensing house is handling this differently, so it is important to know exactly what you have the rights to do. If you are working with TRW or one of our exclusive partners, they will send us your licensing agreement directly. Consider shows conducive to livestreaming - smaller casts, minimal sets and blocking.



Security

Securing the intellectual property of authors and designers as well as the distribution and privacy rights of performers was the main objective of creating this platform. We are using the same security to protect your stream as the major streaming platforms use. We have instituted a way for each ticket holder to receive a unique single use stream pass that can only be used to stream on one device at a time. If the stream pass is shared or used by the same guest in a second browser, it will be kicked out of the video stream.



Patron Experience

If you're using the BookTix ticketing system, patrons will purchase their ticket via your online box office. Their e-ticket will contain the StreamPass that will automatically link them to your livestream. The stream pass can only be used on one device at a time, and will work on both computers and mobile devices. Your secure stream will be viewed right in the patron's browser - no software or players to install.



The Stream

We understand the emotional and financial investment of putting a show up and it is no different when being streamed over the internet. We know that livestreaming sounds overwhelming, but it's not with BookTix. We are here to help you every step of the way, and will work with you to ensure your hardware is set up and configured correctly to stream over our platform. We have a stream testing tool built into BookTix Live, so you can easily test your equipment on your own time, or you can schedule an appointment with a BookTix team member and we will run through the test with you, step by step. The day of your event, staff is standing by and ready should you need any help.



Equipment

We recognize that every organization has different financial limitations and levels of expertise, so we built BookTix Live to work with a variety of hardware options, all designed to fit your comfort level and budget. From using your mobile device, to hiring a multi-camera production company, we have you covered. We put together a list of hardware for our recommended EZ Stream Equipment Kit that provides you with the basics of what you will need to connect your camera to your computer in order to stream. You're welcome to use your own equipment as well!



Ticketing

If you are already using the BookTix system for online ticketing, integration is easy! Your patrons will enjoy an easy-to-use online box office interface, and an e-ticket including direct access to your livestream. For those organizations bringing their own ticketing, you will upload a patron list to be able to email a stream pass out to your patrons.



Pricing

The cost to livestream an event with BookTix Live is based on the number of single use stream passes that are created in the system. There is a set fee per stream pass created. The fee per stream pass depends on if you are using the BookTix ticketing system or bringing your own ticketing system. Most organizations will be comfortable with 720p HS stream options, but 1080p streaming is available for an additional fee. Clients using BookTix ticketing benefit from lower streaming fees and the added bonus of including the streaming fee on top of the ticket price (and covered by the patron) or hiding it within the ticket price.



Sample Timeline

4-6 Weeks Prior to Show (or more):

Get your license and your show details squared away and determine if you will be streaming all tickets, or have a mix of in-person and streaming tickets available.

3 Weeks

Rehearsal and staging, etc. Start your ticket sales!

2 Weeks

Plan your cues and have your camera operator in rehearsal, adjust lighting, makeup, blocking etc. for your stream.

1 Week Out

Plan out your pre-show experience. Will you stream a simple logo for your show, or work on an advanced presentation of images for the cast, or even advertisements from paying donors!

4 Weeks (or earlier)

Select the camera (or mobile device) you will be using and work with BookTix to purchase or rent the hardware you need for your stream.

2 Weeks

Connect up all of your streaming hardware and confirm your livestream test with a BookTix team member.

3-5 Days Before

Make sure to include your streaming team in your final dress rehearsals so they can practice using the equipment.

Day Of

Don't change any settings from your test - get ready to stream with our Day Of guide! Start streaming at least 15 minutes before you plan to start your show. Break a Leg!

You can reach out to our team at any time during this process - we are here to support you!

We can help with ticketing, equipment setup, testing, streaming and more.

Email us at help@booktix.com