BookTix Live FAQs

The System

What is BookTix Live?

BookTix Live is a dynamic, comprehensive, and secure livestream platform built for ease of use, controlled access, and seamless integration with BookTix online ticketing (though you can opt to use your own ticketing). BookTix Live was built with all of the innovation, security and top-notch customer service you have come to expect from BookTix Ticketing.

How does this system work?

BookTix Live has the advantages of many popular streaming services such as YouTube Live, but also includes the ability to sell tickets and distribute secure access to reduce piracy. We can help you acquire and configure the technology needed to stream your live or prerecorded content to our secure servers. The video will then be disseminated to ticket holders via a secure StreamPass that can only be accessed by one device. The entire system is easily integrated with our ticketing platform (or you can use your own ticketing platform) and can be used for Hybrid Events (part of the audience is in person, and part of the audience is online) as well.

How does BookTix Live differ from other platforms like YouTube Live, Facebook Live, Zoom, etc?

BookTix was built specifically for limiting access and distribution solely to ticket holders. On other streaming platforms, while there may be private links or passwords, they can still be shared and downloaded. We are providing a secure, one-time access StreamPass to paying patrons with the option to integrate with the BookTix ticketing system. BookTix also offers support for setting up your stream, selling tickets, and on-call service on the day of your livestream event. If you use both our ticketing system and BookTix live, we are your one-stop-shop for streaming your event, with the added bonus of our awesome customer support team.

Why is BookTix Live a better choice for streaming?

BookTix Live allows you to give exclusive access to your livestream, with a seamlessly integrated, easy-to-use ticketing system. Our customer support team is here to help you - from setup, to testing - and we have emergency support staff on call via phone or chat for your livestream event. We have instituted a way for each ticket holder to receive a unique, single use StreamPass that can only be used to stream on one device at a time. We are using the same security to protect your stream as the major streaming platforms use. If you are using the BookTix ticketing system, you will also benefit from a reduced streaming cost that can also be passed onto your patrons.

What will my audience experience be like?

If you are using the BookTix system for ticketing, your patrons will purchase their StreamPass tickets through your online box office. The email they receive will contain their exclusive StreamPass to view your livestream event at the specified date/time selected by you. They will simply need to click the StreamPass link in their email, and they will be brought directly to the BookTix Live site where they can join your stream. They will wait in your virtual "lobby" (where you can upload a program and enable the donations button) until your stream begins. If you are not using the BookTix system for ticketing, you will have the option to upload your patron list for each individual performance, and email your patrons their StreamPass via our system, or download a list and email your patrons through your own email provider.

Is BookTix Live just for streaming live shows?

No, you can stream any event with BookTix Live - a concert, webinar, workshop, graduation, and more. You can even stream a prerecorded show or remote (Zoom-style) performance. The technology and livestream setup is the same, and you sell the tickets (or "comp" tickets if your event is free), then your patrons receive a StreamPass ticket via email. Easy!

Can I use BookTix Ticketing if I stream to another platform?

Absolutely! BookTix Live is a standalone streaming platform, and BookTix ticketing is a separate system as well. The advantages to streaming with BookTix Live are being able to integrate your online ticketing if you use our system, as well as providing secure access to your ticket holders. If you want to use BookTix ticketing with a different streaming platform, you can reach out to a BookTix team member to discuss: info@booktix.com.

How do I sign up? Is there a contract?

To sign up, just fill out this form and start the setup process, and someone from the BookTix team will reach out to you for more information. There is no contract to use BookTix Live.

Ticketing

Do I have to use BookTix for my ticketing or can I just use BookTix Live to stream?

You can absolutely "bring your own" ticketing system. In this situation, you would upload your ticket buyers into our system and issue StreamPasses, or simply generate all of your StreamPasses and send them out through your own email provider. However, please keep in mind that BookTix Live was built to integrate seamlessly with the BookTix ticketing system, and BookTix ticketing clients enjoy a lower price for streaming, as well as the option to include the streaming fee in their processing fees (and have them passed onto the patron, if desired).

I'm interested in your ticketing system, how does that work?

The BookTix ticketing system is a free-to-you service that allows you to set up online tickets for any show or event. The all-inclusive credit card processing fee can be passed onto the patron, or hidden within your ticket price. You will have a customizable online box office and full admin portal where you can control your sales, reporting, advanced features, etc. Our easy to use ticketing system seamlessly integrates with our streaming platform.

Can I use this for a "hybrid" event - part socially distanced in-person, and part virtual/streaming?

Absolutely - the BookTix live system is built to accommodate a fully-virtual livestream event, or if you are using the BookTix ticketing system, you can build a custom hybrid sale system that is part standard ticketing (in-person audience) and part StreamPass ticketing (livestream). This means your "live" tickets and your "stream" tickets are all purchased in the same place, through the same online box office, with all of your details and reporting in one convenient place.

How are you handling social distancing for live tickets?

While we're happy to advise on in-person ticketing, we cannot make final decisions since restrictions are location and audience specific. If your organization is able to do an in-person event with an audience, we can build a custom seating chart following your social distancing guidelines. We can also help you set up a "hybrid" event - where you may have a limited number of standard, in-person tickets available, with the remaining tickets being StreamPasses. Alternatively, if you already have a seating chart in your BookTix account, you can block off individual seats to reflect your social-distancing layout (we are happy to help with this as well). You can also switch to general admission with a maximum number of tickets capped at your max capacity, and handle your in-person patrons accordingly - the remainder of your tickets would be StreamPass tickets.

Can I still do a fully free event and accept donations?

Yes - you always have the option to "sell" comp tickets to an event, and pay the stream fees directly to BookTix. You always have the option to enable donations on your online box office if you are using BookTix for ticketing. If you are using an outside system, you will still just need your patron info to disseminate StreamPasses.

Pricing

How does pricing work?

As with our ticketing platform, our aim is to be as free as possible to the organizations we support. Since there are costs associated with server bandwidth for video distribution, we charge a straightforward per ticket streaming fee. If you are using BookTix for ticketing, we recommend you pass the low per ticket stream fee on to your patrons, which will cover the fee and provide our system to you at no cost. You also have the option to hide the fee in your ticket prices if you prefer. Keep in mind that this streaming fee is separate and in addition to the regular credit card processing fee associated with selling tickets. BookTix ticketing users will benefit from a lower per stream fee for using the integrated system. Check our pricing guide for more information.

Do I need to use a credit card to sign up?

A credit card is not necessary. If you are using BookTix ticketing with BookTix Live, you will be able to have your stream fees deducted from your ticket revenue or covered by your patrons when they purchase tickets. If you are using a different ticketing vendor, your fees will be invoiced separately.

I've never done a livestream before, can you help me get set up?

Of course! One of the biggest benefits of using BookTix Live is our customer support. No matter what streaming option you select, live or prerecorded, mobile or full equipment, the BookTix team is here to support you. You can rent or purchase one of the EZ Stream kits from our partners, which our staff have been trained on exclusively. Our support team provides expert tips and best practices, an extensive help library, as well as one-on-one setup and testing of your stream with a BookTix team member if desired. BookTix also provides emergency on call staff available via phone or chat for the day of your livestream.

Do I need a full team or staff to livestream?

Livestreaming an event is a process best suited to a team for quality and professional results, however, you might be able to accomplish a successful livestream on your own with patience and some practice and training. You may also have an A/V club or volunteers able to help - it is a great opportunity for collaboration and to get creative!

Does it have to be live, or can I stream a prerecorded show?

As long as you have acquired the proper rights for streaming something prerecorded, you can livestream a pre-recorded event with BookTix Live. Please reach out your licensing company.

Can we have performers individually recorded and splice together into a cohesive video?

This can be done, and streamed as a prerecorded video, but please reach out your licensing company to ensure that your rights cover this type of remote performance.

Can I add other elements to our livestream - like an intro, program, or other files?

Yes - using OBS Studio, the software we recommend for livestreaming, you have the ability to add on a variety of video, audio, and still images. Check out our Advanced OBS guide for some tips.

Do I have to have my performers sign a waiver?

Though we cannot offer legal advice, we do require that you obtain a waiver from anyone within the organization that will be shown on camera. Many schools do this already for their students, but may need to include additional language about livestreaming online. You should also alert audience members of an in-person event that they may be filmed and/or streamed online. Please refer to our Terms that you will agree to when signing up to use BookTix Live for more details.

What are the benefits to livestreaming?

Many organizations currently have limits on large gatherings as well as social distancing guidelines to follow in order to be able to hold live events. In this situation, our system helps you follow social distancing guidelines by offering either a fully virtual event, or a "hybrid" event where there are a limited number of in-person tickets available, with the remainder of tickets available for the virtual livestream of the event. Many organizations may be unable to have an in-person audience at an event, and will benefit from the ability to stream prerecorded video, only if allowed by their license/streaming rights. A bonus for all organizations is the ability to now reach a broader audience than you ever have before - you won't be limited by your physical location. You may also choose to limit access to your stream to a specific location - an available feature of our system.

Shows & Licensing

Does the streaming license allow me to stream previously recorded performances or can I use a prerecorded video?

BookTix is responsible for the technical side of streaming, all licensing decisions must be directed to and approved by the authors and licensing companies prior to setting up a livestream event. Please contact your licensing company for details.

Do you have a list of shows recommended for livestreaming?

This question is best directed towards the agents at the licensing house, but we recommend considering works that can be staged with social distancing and filmed easily without much camera movement.

How does this work with licensing partners?

You should contact your licensing partner for the most up to date information and requirements regarding your livestreamed show. TRW, Pioneer, and Theatrefolk are our exclusive partners, and all show titles must be streamed via BookTix Live. We are also an approved vendor for the majority of licensing houses - please check our website for a full list of licensing partners that have approved BookTix Live for all of their streaming titles. If your licensing partner is exclusive with another service and you already use BookTix ticketing, please reach out to your licensing house directly to discuss using BookTix.

Technology

What technology do I need to stream?

This will depend on the type of livestream you are planning. For a basic live performance with a mobile device, the mobile device and an app is all you need. For more elaborate live setups, you will need a camera, video encoder, computer, cables to connect everything, and potentially an audio adapter, in addition to software such as OBS Studio. You might also decide to hire an outside company with their own equipment if you prefer to have a professional team run your livestream for you. If you are planning a remote performance, your actors will need computers and a webcam, and software such as Zoom or StreamYard. Prerecorded livestreams will simply need the video file that you will be streaming - the recording equpiment is up to you! Remember that the quality of your livestream will depend on the quality of your equipment and/or video file. If you'd like to discuss your options, please reach out to a BookTix team member, or check out some of our help documents for guidance.

Can I purchase my equipment directly from you?

We don't stock the equipment directly, however, we are happy to provide recommendations as well as vendors to purchase or rent the equipment from. Please check out our ready to purchase EZ Stream kits from bodymics.rentals and Heartland Scenic.

Can I use my own equipment if I already have it?

Absolutely - just double check you have all of the necessary equipment to livestream. We always recommend a stream test in BookTix Live ahead of your livestream to make sure your equipment is set up and configured properly.

Will you help me set up all of my hardware and software?

Of course! That is the best part of using BookTix Live - our support team is here to help you every step of the way, from setup to stream. Our staff is trained on the equipment in our recommended EZ Stream kits, as well as OBS Studio software, but can also help with basics on other equipment and software if needed. Just reach out to one of our team members to schedule an online meeting or phone call for help.

If you have any questions not addressed here, please email us: help@booktix.com