

There are a growing number of options to manage live streaming and paid digital content, with varied levels of sophistication depending on your needs, your budget, and the integrations offered by your ticketing software. Use our guide to explore the range of Spektrix-integrated options available to you, and the crucial questions to help guide your choice.

Top tips for successful streaming

- VALUE YOUR DATA:** Every streaming ticket you sell now is valuable revenue, but by making sure that audience and sales data sits in Spektrix you can turn streaming ticket holders into loyal audiences, deepening your relationships and growing your revenue further in the future. Try out different prices, formats and messaging; explore different combinations of ticket and donation income; and report on their success to learn what your audiences want from this new medium.
- CONTACT US EARLY:** Our knowledgeable support consultants can help you ask the right questions when you're comparing streaming options, help you get started, or make sure you have the latest information in a fast-developing world.
- TELL US WHAT YOU DECIDE:** We'd love to know what choices you make, why you make those decisions, and how they work out for you, so we can continue to develop our system and support to meet your needs now and in the future.

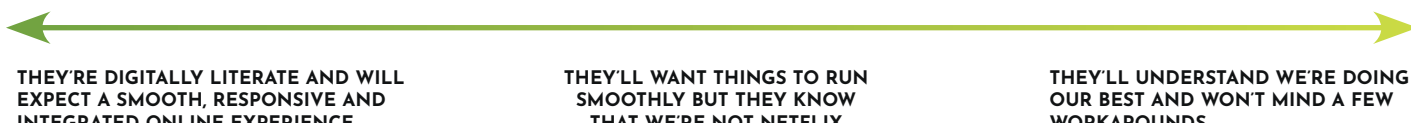
What do you need from streaming?

Consider where your organization falls on the sliding scale of priorities when it comes to choosing a streaming product.

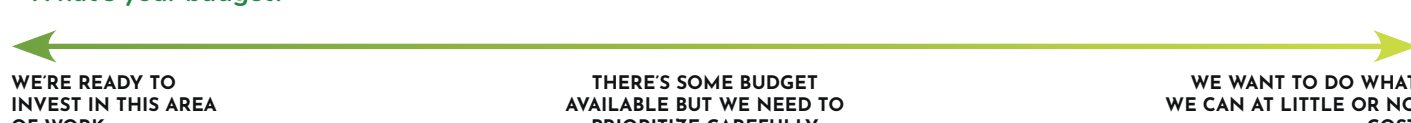
How important is streaming to you?



What will your audience expect?



What's your budget?



What skills and capacity do you have in-house?



<p>STREAMING'S A PRIORITY AND AN IMPORTANT FUTURE INCOME STREAM</p> <p>You're ready to commit time and budget to a great online experience. You have the skills in house or in your web team to meet your audience's high expectations and make a real contribution to income streams.</p> <p>Consider a higher upfront cost to save money long term, and look for the smoothest possible integration of payments, data and user experience.</p>	<p>STREAMING'S A POSSIBILITY, BUT THERE'S STILL A LOT TO CONSIDER</p> <p>Things aren't set in stone either way - there might be some revenue in streaming, and you can invest some time or budget to explore it, but this isn't the top priority for either you or your audience.</p> <p>Keep your options open with pay as you go charging models based on your income, and make sure you have the data you need to find out what's working for you.</p>	<p>YOU'RE STREAMING BECAUSE IT'S THE ONLY OPTION FOR NOW</p> <p>You'll share some content or classes online while you have to - but time and money are tight, and the real priority for you and your audience is to get back to live events as soon as possible.</p> <p>Get started with low cost 'DIY' options within Spektrix - you can always move to a different model in future if you're streaming for longer than planned.</p>
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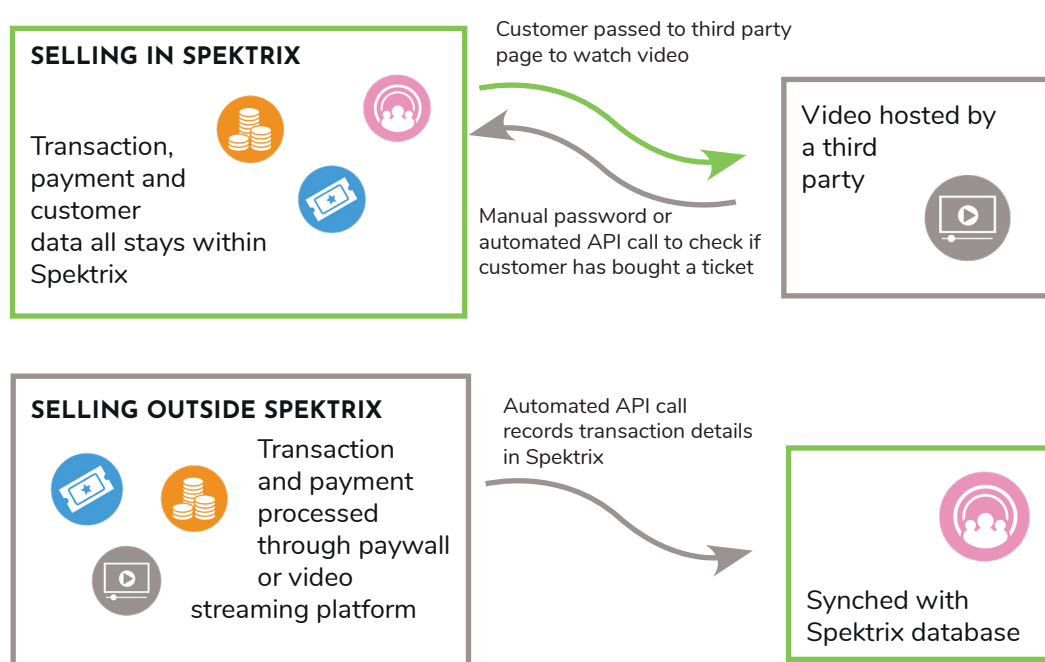
ADDITIONAL QUESTIONS

Next, consider how you'll plan programming, pricing and marketing for your streamed content.

- Live streaming or on demand?** Audiences value the buzz of a live event, even if it's remote - but you may reach more people by making 'catch up' content available for 48 hours or more.
- High value or high volume?** Price sensitivity is still untested - consider dynamic pricing, early bird offers or donation-led asks to win commitment and learn what audiences will pay.
- Who's your audience?** With geography no longer a limiting factor, consider testing new collaborations and promotion routes based on your artform, not your local area.
- What's your preferred platform?** Some popular streaming sites - notably Vimeo and YouTube - apply extra charges if you're using an external payment provider. Check terms and conditions carefully before selecting your approach, and don't assume it's ok simply because you've seen someone else do it - everybody's learning on their feet in this new digital performance space.

Types of streaming

It's worth understanding the basic differences between managing transactions inside and outside Spektrix.



We're working with a number of streaming partners, whose products provide an integration or paywall between Spektrix and the streaming platforms which host your digital content. As of early December, this list is correct to the best of our knowledge - but please let us know if you spot anything that's missing. Our API is open to any developers who have something to add, and we're keen to share the widest possible range of options to meet the differing needs of each organization we work with. New options are emerging all the time, and we'll keep this document updated with information about new products from Spork, Easel TV and Broadway on Demand.

- Payments within Spektrix
- Upfront cost
- Live synch of data back to Spektrix
- Spektrix purchase path (add upsells & donations)
- Choice of video platforms
- Pay as you go - percentage or monthly fee
- Smart TV app

COGPLAYER	cogplayer.com	
A super-simple, mobile-friendly platform. Embed and sell video (and other online content).		
FOR: All Spektrix users MODEL: Selling in Spektrix, via a standalone microsite with Spektrix iframe integration PLATFORM: You embed from the video platform of your choice FEES: Setup plus monthly fee (no per-ser or per-play fees). Pricing shown online.		
[SHOWCASE]	showcase.substrakt.com	
[showcase] is a Substrakt product. A user-friendly platform that allows cultural organizations to distribute digital content, manage customer data, control viewing access, and activate new revenue streams.		
FOR: All Spektrix users MODEL: Selling inside or outside Spektrix through your own branded streaming platform PLATFORM: Your choice of video platforms, including its own [showreel] service FEES: Upfront cost and monthly fee; two tiers available		
SUPERCOOL PAYWALL	supercooldesign.co.uk	
A flexible, user-friendly paywall providing a frictionless journey within clients' websites. Monetize all kinds of digital content - including video - while collecting customer data.		
FOR: New and existing Supercool clients MODEL: A paywall inside Spektrix, built within your own website PLATFORM: Your choice of video platforms FEES: Upfront setup cost - no monthly fees		
TICKETCO MEDIA SERVICES	start.ticketco.events/uk/spektrix	
An on-demand solution for arts and culture, securing a frictionless customer journey and enabling ticket sales to be open throughout events.		
FOR: All Spektrix users MODEL: Selling outside Spektrix through your own branded streaming platform; or hosting content sold inside Spektrix PLATFORM: Built around its own video platform on Amazon Web Services; native apps for Apple, Fire and Android TV FEES: Pay as you go with no upfront investment		