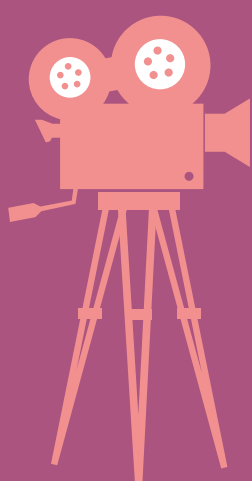


# 4 types of webcasts

## What form of webcast is the most appropriate?

### 1 Live streaming

LIVE



The work is performed before one camera or multiple cameras, which retransmit the performance in real time at a fixed date and time.


The live stream can be made available *a posteriori* on certain platforms.

**E.G :** live retransmission of a show revival on Facebook, Instagram, TikTok or the presenter's platform.



### 2 Live streaming with recording(s)



The work is recorded prior to the webcast (in full or in part, with interventions in real time) and retransmitted in real time at a fixed date and time. 

The live broadcast can be made available *a posteriori* on certain platforms.

**E.G :** live broadcast on Facebook of solos filmed separately with a master of ceremonies improvising live interventions between each clip.

### 3 Leasing

SUBSCRIBE



The work is recorded ahead of time and made available to the audience for a pre-determined period of time.

Leasing can be free of charge or payable and/or take the form of a subscription.



**E.G :** Online posting of a documentary on your show by a presenter who makes the work available to the audience in conjunction with your on-stage performance.

**E.G :** Netflix subscription



### 4 Purchase

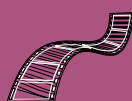


The work is recorded ahead of time and received by the audience, which can view it at any time once the purchase is made, thanks to a physical or virtual medium.

The purchase can be free of charge or payable and/or take the form of a subscription.

**E.G :** an individual downloads a show recording after answering a survey or paying a fixed amount

**E.G :** purchase of a film on iTunes



## nota bene

Regardless of the form of the webcast, making it available free of charge always requires another form of payment by the audience.

**E.G:** personal information requested (age, gender, city of residence, etc.) in exchange for access to a video, importing cookies into the user's computer, etc.