

What benefits do you expect to gain from a webcast?

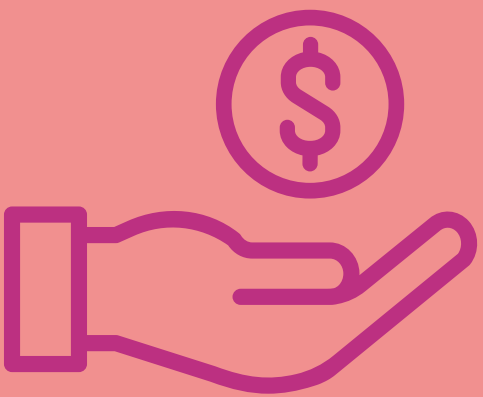
Notoriety



- The more that a work circulates virtually, the more that it becomes known by the greater public and potential presenters.
- Notoriety stemming from a webcast can increase:
 1. artistic credibility
 2. audience loyalty
 3. opportunities to broadcast the work or subsequent works
- Webcasting must be done in a way that doesn't diminish the value of the work in circulation

EX : Avoid self-presentation if you're submitting a work concurrently for a broadcast by a partner or partners

Financial



- Financial benefits, while possible, are often **quite limited**, if there are any at all.
- Examples of people earning a living from webcasts are **nonexistent**.
- Indirect financial benefits (sale of physical works, financing) are **more common**.

Heritage



- A work that is well recorded or produced lets you keep quality archives related to an approach or a company.
- These archives can help:
 1. Solidify a company's symbolic foundations.
 2. Preserve traces of a show for eventual promotion, sale or revival.

