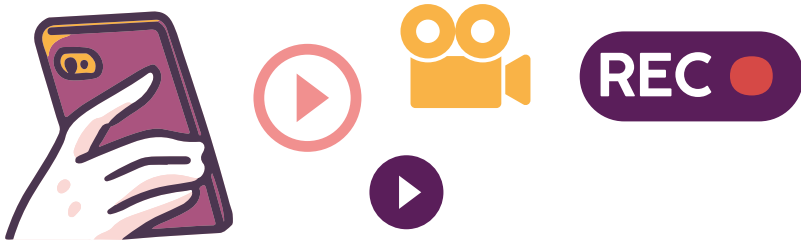
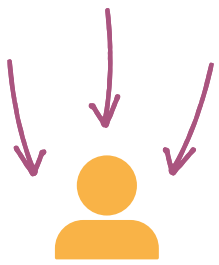


# Why do a webcast?

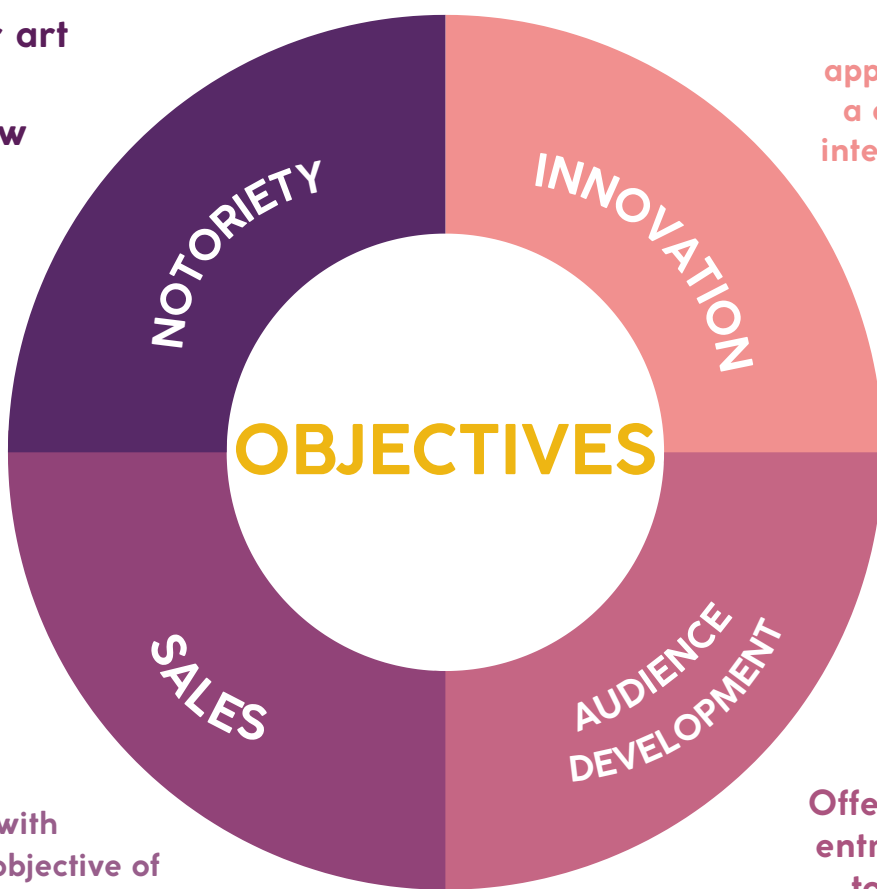


Before choosing where to disseminate your work, it's important to determine what your objective(s) are

Disseminate your art to reach a wider audience or a new audience



Explore new ways to approach your work with a camera and/or virtual interactions that help you renew your creative approach



Publicize your work with presenters with the objective of selling a virtual or physical version, or with funding agencies in order to secure financing



Offer a different point of entry to facilitate access to a work and identify audiences or build audience loyalty



Behind the scenes, additional content, cultural mediation

## EX 1

Record an existing work to



Send a full work of high quality to funding agencies.  
Disseminate excerpts on social media networks to attract audiences

## EX 2

Create a documentary on the creation of a work to

Offer a mediation activity in schools that may be interested in viewing the show.

Lend added value to the work by approaching presenters, who can then send the documentary exclusively to special subscribers.

## EX 3

Create a work solely for the Web with recording and interactions to

Explore a new medium.

Draw a younger audience that consumes more digital products by offering a new artistic experience.

