Creating Virtual Theatre & Digital Storytelling

We understand that nothing can truly take the place of attending a live theatrical event. While that isn't an option at the moment, creative storytelling is still possible for those who want to give it a try! Theatres all over the world are looking at new ways to deliver virtual content. If that is something you and your collaborators are considering, we hope you'll find this information helpful.

The Platforms

There is no one-size-fits-all solution to presenting online programming. We have heard from several people, however, that their most fulfilling experiences have occurred when the content was generated with the digital platform in mind from the start. So, dive in and see which platform(s) feels like the right fit for you!

Zoom	Obviously designed as a meeting platform, theatre makers have been finding numerous ways to utilize this technology to deliver creative content. Paid options allow for webinar formats which grants the host greater control, or for integrating with other streaming services such as Vimeo, Facebook, and YouTube Live.
Instagram TV	IGTV allows Instagram users to create unique channels where they can upload videos between 15 seconds and 10 minutes long by category.
Vimeo	Allows for uploading video content, which can be password protected, and integrates with other platforms like Zoom for live streaming.
Facebook Live	Allows you to stream live to your Facebook community using a webcam, mobile device, or by integrating with another platform, such as Zoom.
YouTube Live	Allows you to stream live using a webcam, mobile device, or by integrating with another platform, such as Zoom.
On the Stage - Play it Forward	A free program to keep theatre thriving during the pandemic. They provide tools and systems to get a live production up and running, and a dedicated production webpage, on which you can sell tickets if you choose.
LiveLab by CultureHub	A new tool that empowers artists and arts presenters to meet, create, collaborate, rehearse, and ultimately produce multi-location performances from virtually anywhere in the world. Launching in June, 2020.

StreamYard	A live streaming studio in your browser allowing you to interview guests, share your screen, and much more. Allows you to stream directly to Facebook, YouTube, LinkedIn, and other platforms.
Hopin	An online events platform, perhaps most useful for creating virtual conferences and trade shows that mimic the in-person experience.
OBS Studio	Free and open source software for video recording and live streaming.
Twitch	A live streaming platform for gamers, being adapted by some for virtual "theatre" programming.
Podcasting Platforms	The top 6 are free to use.
JamKazam	Allows you to play music live and in sync with others in different locations.

Hints & How-To Guides

- Zoom Theatre Best Practices - webinar hosted by Queens Theatre
- American Repertory Theatre - Tips for Zoom Workshops
- Live Streaming for Artists webinar hosted by Creative Captial
- Streaming Zoom to Vimeo Live

If you decide to move forward with creating for the virtual space, be sure to submit your events to A.R.T./New York's user-generated database of online programming!

A.R.T./New York's Virtual Theatre Base