

# LA MAMA ONLINE PACK

## Filming, Live Streaming and Online Seasons

La Mama Theatre is on traditional land of the Kulin Nation. We give our respect to the Elders of this country and to all First Nations people past, present and future. We acknowledge all events take place on stolen lands and that sovereignty was never ceded.

La Mama is financially assisted by Creative Victoria (Creative Enterprises Program), and the City of Melbourne (Arts and Creative Partnership Program).

We are grateful to all our philanthropic partners and donors, advocates, volunteers, audiences, artists and our entire community. Thank you!

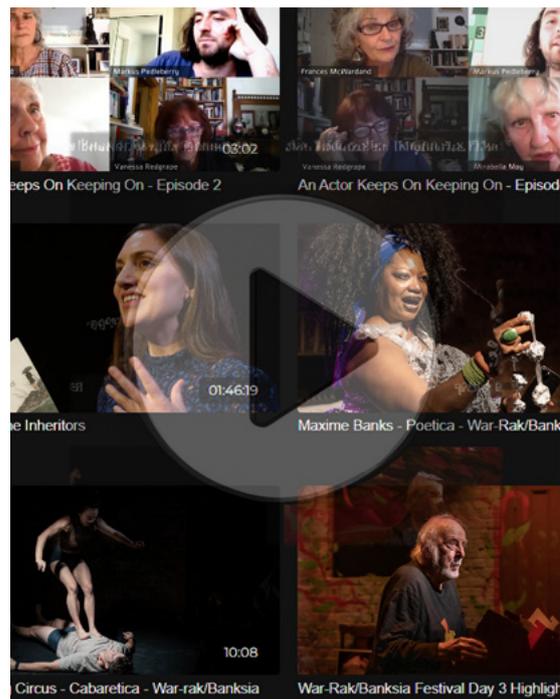
**La Mama HQ**  
205 Faraday Street Carlton VIC 3053

**La Mama Courthouse**  
349 Drummond Street Carlton VIC 3053

**Office Hours:** Weekdays 11am - 4pm  
**Box Office** opens 4pm performance nights  
12pm for Playreadings and 2pm Sundays  
**Office** (03) 9347 6948

**General enquiries:** [info@lamama.com.au](mailto:info@lamama.com.au)  
**Ticketing:** [ticketing@lamama.com.au](mailto:ticketing@lamama.com.au)  
**Website** [www.lamama.com.au](http://www.lamama.com.au)

[facebook.com/lamama.theatre](https://www.facebook.com/lamama.theatre)  
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La Mama On Screen Page: <https://watch.lamama.com.au/catalog>

La Mama strives to be an environmentally sustainable organisation.  
Please consider the environment before printing.

# INTRODUCTION

La Mama Online provides audiences with new opportunities to connect and experience theatre virtually. The rapid shift to online streaming highlights the value of digital engagement and providing accessible content and experiences for broader local, regional, national and international audiences.

From 2022 we started to support artists to create more digital works and access to theatre online. We have two opportunities - **Livestreaming and Online Seasons** to all La Mama main season artists. People are embracing online streaming like never before. Live streaming has proven a new way of digital communication, reaching your audience, content promotion, and consumption. Online Seasons are an extension of your show season that allows room for adding different effects to bring in much-desired variety to your content, which gives audiences the opportunity to view videos whenever convenient for them from any Internet-connected device.

To support this, La Mama HQ and La Mama Courthouse have the capabilities of filming, streaming and live-theatre broadcasting. A video-on-demand platform [La Mama On Screen](#) has been built to be the home to present your digital works.

The online pack is to inform you about what La Mama can offer in regards to producing and launching your digital works. We always put artists' rights first and hope you find these new concepts add value to your production and benefiting your outreach. Online offerings are entirely optional and at the discretion of the creative team.

About La Mama Online and upcoming livestream shows: <https://lamama.com.au/about-la-mama/la-mama-presents/la-mama-online/>

What's On: La Mama On Screen: <https://watch.lamama.com.au/catalog>

## WHAT WE OFFER

From 2022 all main season shows at La Mama Theatre (HQ and Courthouse) have the option to:

1) Have the show filmed and live-streamed on La Mama's [Youtube channel](#) with an unlisted link. Remote audiences can purchase livestream event tickets at **\$10/person** via Trybooking.

and/or

2) Have the show filmed and available for rent on [La Mama On Screen](#) one week after the show season. All tickets will be **\$10 per video**. The online season starts one week after the show's live season and lasts for two weeks.



### La Mama Theatre

@LaMamaTheatre · 192 subscribers · 166 videos

With a rich history spanning over 50 years and a national profile, La Mama is Australia's ho... >

[lamama.com.au/supportlamama](http://lamama.com.au/supportlamama) and 1 more link

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## WHAT YOU'LL RECEIVE

1) 80% of your Livestream and/or online season ticket sales in addition to your in-person season ticket sales.

2) Filming services with multiple cameras and audio equipment from pre- to post-production.

3) A digital copy of the final edited version of your show which you're encouraged to download and share with cast and crew, and use the recording/part of the recording for promotional purposes, funding applications or as showreel materials.

## FEES AND REMUNERATION

Much of the cost associated with the online offerings are covered by La Mama, however, each production will need to contribute financially for the use of this service.

This cost will either be 10% of your total box office (in-person season and livestream/online season sales) or a \$300 fixed fee, whichever is less.

### **For example:**

If your in-person ticket sales exceeds \$3,000, the fee for the online offerings will be capped at \$300.

If your total ticket sales (online and in-person) is below \$3,000, the fee for the online offering will be 10% of your total box office.

The fee will be deducted from your final box office reconciliation. Please allow two weeks after your season has closed to receive the box office reconciliation. If you choose the La Mama online options (Livestream and/or Online Seasons), allow a month after the last live performance in your season for us to calculate the total ticket sales.

## TERMS AND CONDITIONS

### 1) Deadline:

If you'd like to arrange a livestreamed show, please get in touch at least **4 weeks** before your opening, this is to ensure that we have enough time to set up ticketing and promote the livestream event;

If you'd like the show to be filmed only for the online season, please confirm the filming date at least **2 weeks** before your opening.

We won't be able to accommodate last minute filming requests so please discuss with your team and get back to us as early as possible.

### 2) Possibility of the second filming:

If substandard recording occurs as a result of La Mama's input or venue technical issues, we will offer a second filming in your show season;

If a substandard recording occurs due to uncontrollable factors like audience interruptions, we will evaluate the footage and discuss the options case-by-case.

If the creative team are not happy with their performance that was filmed, we will not be able to re-record another performance.

**3)** La Mama will keep a copy of the recording in our archives and will not share this content with anyone unless we have permission from the primary contact.

**4)** La Mama will only provide filming services if you choose to go ahead with any of the online options. If you would like to film your show for your personal use only, you're welcome to source videographers elsewhere or contact us for a separate quote.

**5)** Production teams are not allowed to sell videos filmed by La Mama elsewhere without La Mama's permission.

**6)** It is the artists' responsibility to ensure all rights are obtained for the online recording. This includes any music used that isn't original and any text used.

**7)** All performers filmed are required to complete, sign and return the Release Form.

## STEP TO STEP GUIDE

### Pre-Production

- 1)** After the online season launch and your show's web page is live on the La Mama website, you'll receive an email from Online Producer Ruiqi ([ruiqi@lamama.com.au](mailto:ruiqi@lamama.com.au)) with this online pack.
- 2)** Please discuss with your team and confirm whether you'd like to take up the online offerings and which option/s (livestream and/or online seasons) you'd like to take.
- 3)** We'll confirm the date for livestream/filming and 3 seats will be reserved on that day for the cameras. Ideally, the filming/streaming will take place on a **Friday evening** within your show season.
- 4)** If you opt in a livestreamed show, we'll set up the livestream booking link and include the info on your show's web page.
- 5)** All cast members will be requested to sign a release form.

### Production

La Mama staff will discuss the filming with your team/stage manager prior to the show to go through the lighting cues, audio volume, camera angles and movements, etc.

We'll take care of the equipment setup, remote camera control, recording footages from multiple cameras and real-time audio mixing.

If you're doing a livestreamed show, the livestream playback will be available for 72 hours after the event.

## Post-Production

### 1) Editing (applicable to online seasons)

We will require the following details for the editing within 3 days after the filming:

- (i) At the beginning: show title, content warnings (optional);
- (ii) Show credit list for the video at the end.

If you have a specific request of a desired camera angle for a scene, please let us know at the same time.

La Mama will add La Mama's logo at the beginning and La Mama On Screen's logo at the end of the video, and a slide of funding organizations' logos at the end.

### 2) Final video delivery: One week after the filming/livestream

Please note that La Mama will only deliver a final edited .mp4 file with a link to download. We'll not be able to provide a physical copy or editing files or footage from a single camera. We'll not be able to make changes that were not raised in the previous notes. Minimal changes may be achieved.

3) Upon receiving the final video, please download and save a copy for your future use.

We recommend the production team has the subtitles professionally done for the access needs but it's entirely optional. There are services such as [RedBee](#), [Rev](#) or you can create your own subtitles with tools such as [VTT Creator](#).

## Online Season Launch

One week after the filming/your show season, the video will be uploaded to La Mama On Screen and will be available for two weeks.

Please share the link to the online season with anyone who might be interested in seeing the show but can't physically attend, meanwhile La Mama will promote the online seasons on newsletters and social media.

Your team will receive a private link for Comp access on La Mama On Screen. The private link may also be shared with reviewers who are interested in reviewing the show online.

The video will be taken down and archived after the two-week online season. La Mama will seek permission from the team before using this material.

Any further questions, please contact Online Producer Ruiqi at [ruiqi@lamama.com.au](mailto:ruiqi@lamama.com.au).