



Venue Network Affiliate Program

BECOME A VENUE NETWORK AFFILIATE AND YOUR VENUE CAN LIVE-STREAM ON KARAOKE UNIVERSE.net

Live-Stream All Your Karaoke, Live Music And DJ / Dance Content To The World

Your venue can take advantage of live-streaming a wide variety of Karaoke and music-themed content on a monthly basis. Some examples of what you can live-stream on your venue's personalized broadcast channel page are:

- KWC preliminary contests, State Finals, Regional Finals, National Finals
- Other Karaoke and music contests
- Karaoke nights
- Live Band nights
- DJ / Dancing nights
- Concerts and special music events
- Jam Sessions and Open Mic nights

What Your Venue Receives When You Sign Up

Your venue will receive a personalized Live-Stream Broadcast Channel Page that displays your live-stream content. Your page will come with the following features that benefit your venue sales, your viewers, and your on-site participants:

- *Your logo with complete contact details for your venue*
- *A link to your website*
- *A video promotional reel that posts your monthly broadcast schedule and monthly Venue Promotion in a video loop that is running whenever you are not live-streaming*
- *Sponsor presence from our sponsors which could include sponsor-driven prize promotions that creates another perk for your viewers (people LOVE free stuff)*
- *A personalized chat room for your viewers to interact with each other while watching your content*
- *A poll that you design to add another level of viewer participation*

Here Is What Every Venue Gets When They Sign Up For Any Of Our Venue Network Affiliate Packages:

- *You venue listed in our Live-Stream Broadcast Channel Guide, so that viewers can find you by country, state and city if they are browsing for content to view – which also helps drive Karaoke singers looking for a place to live-stream their performances*
- *Live-Stream Broadcast Channel Page sponsor options for you to earn 50% commission on the local sponsors you sell*
- *Great global exposure for your Venue to potential tourists to your town*



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Program Details

KARAOKE UNIVERSE.net has established a program for Karaoke venues around the world to become a Venue Network Affiliate, and live-stream their KWCUSA preliminary contests, music-related contests, karaoke nights, live bands, DJ's, jam sessions, open mic nights, concerts and special musical events online through their own personalized live-stream broadcast channel page on *Karaoke Universe.net*. This program is a great way to attract new music devotee patrons and their friends and fans into your venue and increase the awareness of your venue among potential visitors to your town. It's also an excellent way to increase local and out-of-town exposure for your venue and its music-related events.

In order to live-stream, Venues must set up a camera and computer system inside their establishment and be able to turn on a couple of switches to connect to their broadcast channel page on *Karaoke Universe.net*, and start live-streaming within minutes. The list of equipment, computer system, and hardware requirements is listed below. Venues can purchase the equipment, have it installed locally, and set up their live-stream connection with *free* technical support from our on-call customer service team.

Note: If you have your own computer that meets the minimum system requirements listed below, you can start live-streaming for as low as an investment of \$400 for a camera, converter box and connecting cables.

Once you sign up for the network affiliate program we will build your broadcast channel page required to show the live-streams by working with you to gather all your artwork and logos for your venue so we can put it into your channel page. Your monthly schedule of contests and other music related events will be played in a looping promotional video whenever you are not live-streaming.

We suggest that you can monetize the live-streams locally by selling advertising space on your broadcast channel page that can send viewers directly to sponsor and advertiser websites (sponsor presentation can be provided upon request). Your venue can sell on-camera exposure through sponsor logo walls, on-camera product placement, and product endorsements. Your venue will benefit by bringing in more local participants into the bar who want to be on camera and be seen by their friends and family anywhere in the world or in the crowd for the broadcasts. It also increases sales for you and your sponsors by providing on-camera endorsements presented by your live-stream host, to a potential global audience of viewers.

You may find it beneficial to share this idea with your local Tourism Authority, so your town can benefit from the global exposure that your live-streams can create around the world. By working with them, you may be able to attract more sponsors to your events and it is even possible that your Tourism Authority may even sponsor your events themselves and provide some funding.

We will also be introducing new original karaoke-themed reality and game show programs that you can produce in your local area for broadcast on the Karaoke Universe.net online network that will give you a wider variety of content to stream and attract even more local participants and online viewers for your venues and sponsors to enjoy.

Your Venue can display any of the live-streams that are broadcasting on *Karaoke Universe.net* for the enjoyment of your local patrons. It's as easy as plugging any computer that has a high-speed Internet connection into your in-house TV system. Just purchase the correct connecting cable to send the signal from the computer to the TV's. Here is a link to some very helpful information that can help you determine the correct cable for your needs: [Computer to TV Connections](#)



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Equipment Needed For Venue Live-Streaming or Mobile Live-Streaming

1. **Camera** - You will need a good digital video camera or camcorder that has at least 12MP resolution with either a firewire *AV output* or *S-Video output* or *RCA-Video output* connection to the encoding box that streams through the computer that will produce clear images in lower light settings. We also recommend getting a tripod with your camera or mounting your camera to keep your shots steady - especially if you want to set up the camera and leave it alone. The brands and models we recommend for your camera selection are:

2.5" LTPS LCD Camcorder / Webcam - [Click Here For Product and Pricing Info](#)

Sony Handycam DCR SR47 - [Click Here for Product and Pricing Info](#)

Sony Handycam DCR-SR87 - [Click Here for Product and Pricing Info](#)

Canon ZR 960 - [Click Here for Product and Pricing Info](#)

Canon FS200 - [Click Here for Product and Pricing Info](#)

For a more broadcast-quality video signal, use a professional video camera like either of the following Mini-DV cameras (priced between \$900-\$2,000) for you to research specs and pricing:

Canon XL-1S

Canon XL-2

Sony PD-150

Sony PD-170

Panasonic - many choices

JVC - many choices

2. **Computer** (Desk Top or Laptop PC System) - You will need a desktop or laptop PC computer to run your stream. The computer must be Windows based with Windows XP or newer operating system, with a duo-core processor of 1.6 GHz minimum speed and 2 GB of RAM. The computer must also have a 6-pin firewire connection, and a high-speed Internet connection (preferably hard-wired to the computer with an Ethernet cable but wireless will work). The streaming system will also require that you download a free Adobe streaming protocol software that must be set up before the stream will work. We will provide complete instructions on where and how to download this free software and, our technical support team will work with the venue's installation person to walk them through the set up process and test the stream.

3. **Bi-Directional Media Converter Box** - You will need a media converter box to encode your audio & video signals for live-streaming through your computer. The box we recommend is the Grass Valley ADVC-110, and you can learn more about the device by visiting:

<http://www.grassvalley.com/products/advc110>

You will also need to have the proper cable connecting your video camera to the encoding box and a 6-pin to 6-pin fire wire cable connecting the encoding box to your laptop computer. (*Note: if your computer has a 4-pin fire wire connection, then you MUST purchase the power adapter for the Grass Valley ADVC-110.*) You can run RCA (red & white) audio into the box from your master audio mixer for clean sound for your live-stream.



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Pricing Options

The following pricing options give you the choice to try out our service by the month, or take advantage of our generous 3-month pre-pay discount.

Number of Simultaneous Viewers	Monthly Cost 1-100 hrs	Pre-pay 3-month discount	Total for 3 months
1-499	\$30.00	\$20.00 / month	\$60.00
500-999	\$60.00	\$50.00 / month	\$150.00
1000-1999	\$120.00	\$100.00 / month	\$300.00
2000-2999	\$180.00	\$150.00 / month	\$450.00
3000-3999	\$240.00	\$200.00 / month	\$600.00
4000-4999	\$300.00	\$250.00 / month	\$750.00
5000-10,000	\$600.00	\$500.00 / month	\$1,500.00

Number of Viewers	Monthly Cost 101-200 hrs	Pre-pay 3-month discount	Total for 3 months
1-499	\$60.00	\$50.00 / month	\$150.00
500-999	\$120.00	\$100.00 / month	\$300.00
1000-1999	\$240.00	\$200.00 / month	\$600.00
2000-2999	\$360.00	\$300.00 / month	\$900.00
3000-3999	\$480.00	\$400.00 / month	\$1,200.00
4000-4999	\$600.00	\$500.00 / month	\$1,500.00
5000-10,000	\$1,200.00	\$1,000.00 / month	\$3,000.00

Venue Content Restrictions

Each Venue Affiliate Network must adhere to our live-streaming content guidelines that prohibit the following types of content:

- Profanity
- Obscene gestures
- Sexual Content
- Nudity
- Violence (physical or verbal)
- Slanderous or defaming commentary
- Bullying
- Political Campaigning
- Non-music related content