

# ONE GLOBAL CULTURAL SECTOR

We have created this platform to provide the Cultural and Creative Sector with a tool that helps it become self-sustained and more resilient during turbulent times, through connecting with its audiences virtually while being able to generate income to feed-in its operational cycle.

Beyond turbulent times, this platform also helps the sector stay virtually global, where audiences from anywhere in the world will be able to watch any artist or participate in any creative activity without necessarily having to be physically in the same geographical location.

Strategically, this platform helps the sector better understand its new virtual global audience, and its rapidly changing dynamics, demographics and behaviour in a period that involves a constant adaptation of new practices and quick adjustments to strategic plans.

To get started, we would like to introduce you to a few important definitions:

- **“BASITA.LIVE”** shall refer to this platform including all its virtual platforms (website and application).
- **“BASITA”** shall refer to the Parent Company, whose registered office is in Amman, Jordan.
- **“AGORA”** shall refer to the Partner Cultural Organization, whose registered office is in Alexandria, Egypt
- **“Website”** shall refer to the online platform [www.basita.live](http://www.basita.live)
- **“Application”** shall refer to the platform’s application available on Apple store and Android.
- **“GLOBAL CULTURAL SECTOR”** shall refer to our slogan and the rationale behind our platform, as well as all our activities and partnerships.
- **“Creative User”** shall refer to any individual or organisation, privately or publically owned that is responsible for the organisation and delivery of any event, activity, or any creative content of any kind (whether pre-recorded or live, or both), for free or for a fee, via **Basita.live** platforms.
- **“General User”** shall refer to any individual, or organisation, privately or publicly owned, that purchases or attempt to purchase any tickets, including but not limited to tickets to live or pre-recorded events.
- **“Event”** shall refer to any event, of any nature, including but not limited to performances, exhibition virtual tours, workshops, masterclasses, courses, talks, educational activities, or other types of events where the **“Creative User”** wishes to announce, promote, and share his creative content using the **Basita.live** platforms.
- **“Ticket”** shall refer to any form of paid or complimentary “viewing code” or a “token” or any other method of measuring the viewership of any content on **Basita.live** platforms, and identifies the holder as having purchased or been given permission to access a specific Event.
- **“Services”** shall refer to the services provided by **Basita.live** to artists, individuals and organizations in reference to an **“Event”**, which may include but not limited to, advertising, promoting, delivery of event viewing code, analysing audience data,

collection of payments, and any other services provided by **Basita.live** to the **“Creative Users”** and **“General Users”** as agreed by them.

- **“Host Partner”** shall refer to Cultural Organizations, Theatre, Independent Spaces or government venues who act as a liaison between the **“Basita.live”** and artists in their community to offer them logistical, technical, and administrative support, such as, but not limited to:
  - Offering their venue for recording or live streaming their creative content / performances
  - Offering their technical support to organize the technical production of the creative content
  - Offering administrative support such as organizing payments, and cross-promotion of the events
- **“Standard Ticketing Purchase and Refund Policy”** shall refer to the terms and conditions governing the purchase of tickets and different cases where the **General Users** are eligible for refunds.
- **“Information Security, Privacy and Usage Policy”** shall refer to terms and conditions governing the security, privacy and usage of any information provided by any **Creative or General User** or collected by **Basita.live** as a result of a service.
- **“Virtual House Rules”** shall refer to the **Basita.live** code of conduct during events.
- **“Earned Income”** shall refer to the amount transferred to the **“Creative User”** after deducting the “Service Fees”.
- **“Service Fees”** shall refer to the bank charges, payment gateway charges, website admin expenses, and any other fees that **Basita.live** pays for each transaction and event. **“Service Fees”** is a flat percentage as mentioned below in the **Earned Income** clause.
- **“Basita.live Community Mandate”** shall refer to a programme of activities and partnerships **Basita.live** undertakes to support the Cultural and Creative Sector and specifically the sector’s young and upcoming creatives and freelancers.
- **“Creative Incubation”** shall refer to a programme of joint collaboration between young and established artists where young artists get the chance to learn by doing.
- **“Mentor Artist”** shall refer to artists who agree to offer a number of free mentorship hours to young and emerging artists from the platform.

# INFORMATION FOR ARTISTS

## 1- Examples of events you can organize on “Basita.live”:

- If you are a **filmmaker**, you can upload your film for a virtual screening. You can also interact with your audience before or after the screening, answer their questions or introduce them to your film.
- You can choose whether or not your content will be deleted after the screening, in case you would like to make it available as long as possible for your audiences from different time zones to access it, or for people who were busy at the time of the live screening. Your audience can then be able to purchase a “**Ticket**” at any time as long as the content is still available online.
- If you are a **Performer** you can upload your pre-recorded performances or perform live to your audiences. If you upload your pre-recorded performances you can still make a live appearance before or after the pre-recorded content, to interact with your audience, answer their questions and / or explain your content.
- You can choose to keep your content as long as you want for your audiences from different time zones to access it, or for people who were busy at the time of the live performance. Your audience can then be able to purchase a “**Ticket**” at any time as long as the content is still available online.
- If you are a **visual artist**, a **museum**, a **gallery**, or an **exhibition space**, you can organize your virtual exhibition tours, your educational programmes, and your talks and debates.
- If you are a **hand crafts artist**, or an **arts educator**, you can organize your workshops and masterclasses.

## 2- How it works:

- Create an account on **Basita.live**
- Submit your account for approval
- It takes maximum 24 hrs to approve and authenticate and account on **Basita.live**
- Log-in to your account
- Create your event
- Submit your event for review
  - If your event involves a pre-recorded content, you can immediately upload the content before submitting the event for review.
  - If your event involves a live component, you will receive a link for live streaming with instructions, after submitting your event for review.
  - If your event involves a mix between a pre-recorded and live content, you will be able to upload the pre-recorded content before submitting your event for review. Once your event is approved, you will receive a link for the live content with instructions.
- It takes maximum 24 hrs to review and approve an event on **Basita.live**
- Once your event is over you can see your statistics and event report on your “manage event” panel
- It takes up to 20 days to transfer the income to you. We do not keep the income in our bank account to generate income. We receive the tickets revenue only after 14 days from the event due to the payment gateway rules. Once we receive the revenue, we proceed immediately with transferring 75% of the income to the artist.

- We charge 25% to cover all necessary banking charges, currency transfer, payment gateway and card holder fees, and site expenses.

**Please read our Community Mandate if you wish to engage with us in other programmes and join us in our mandate to support the ecosystem of the Creative and Cultural Industries at such a challenging time.**