

Public Culture Institution at a Glance	
Institution	The Boiler Room
Type	Underground Club Streaming Service
Social Media Platforms	Website
	Twitter
	Instagram
	Facebook
	Soundcloud
	YouTube
Best Practices	<p>Open Dancefloors Policy (encouraging diversity and respect)</p> <p>Broadcasting club performances and parties so people can experience them real-time</p> <p>Transmedia storytelling across various social media platforms</p> <p>Broadcasting different club culture from across the globe to encourage experiencing something new and related discussion</p> <p>Successful use of multiple social media platforms (all with a large following)</p> <p>Encouraging discussion through social media presence</p>
Content: Synchronous or Asynchronous	Both - Streams can be watched in real time and replay later.
Digital Media Activity	Streams of parties and performances, videos of them, music, interviews, dance parties, etc.
Who is the audience?	Global audience; anyone with internet who wants to experience the underground club scene from home.

Do activities encourage international / intercultural conversations? Or create a new, larger, more representative community?	Yes - broadcasting underground club scenes from around the world allows for everyone to experience culture from across the globe and engage in a discussion about it.
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