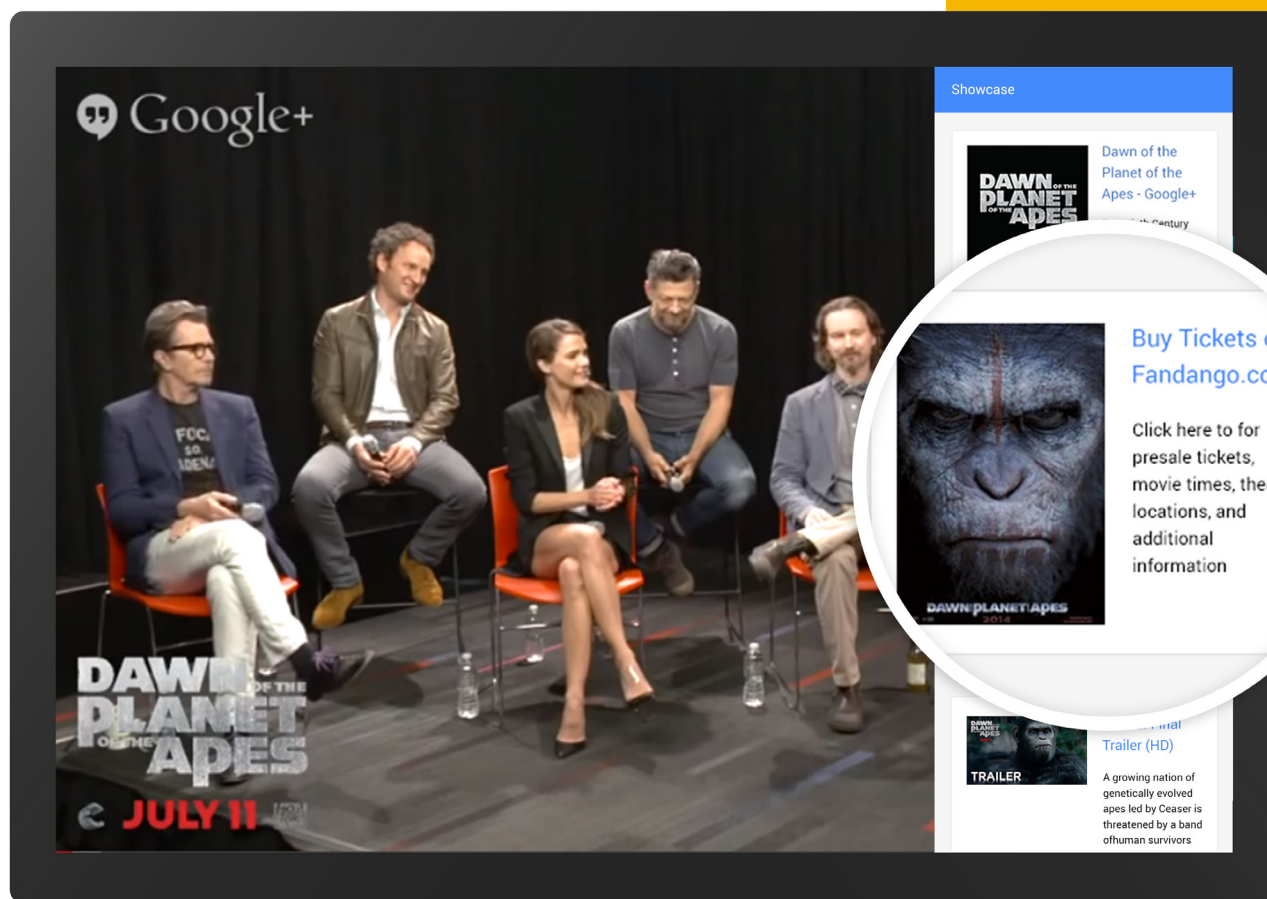# Showcase App
for 💬 Hangouts On Air

Create a richer, more engaging live video broadcast

The Showcase App is a new feature for Hangouts On Air (HOA) that allows creators to direct users to websites, merchandise, YouTube videos and Google Play content right from an HOA. This is a great way to help viewers discover additional content relevant to your live broadcast, plus build a Google+ following and deepen your audience interactions.

How Showcase App works

During the broadcast, viewers will see cards on the right side of the screen. A viewer can click on any of the cards to view that content in a new tab while the HOA continues in the other window. After the live broadcast, the content cards will continue to live on for playback versions.

Getting Started

1. Click on the Hangouts icon in the navigation bar, then click "Start a Hangout On Air."
2. Click the "Showcase" icon 🏷 on the Hangout Event Page, then click "Play."
3. Enter the desired website URLs. Click 'Show item' to check URLs have autosaved.
4. Note that if your Hangout is scheduled for a later date, you can disable the app until right before your event and it will save all of your cards.

Tips

- Link to websites with multiple images to showcase a slideshow of images on a card.
- Click "Edit" to remove images or edit text within the card.
- Use the toggles to hide and unhide the card from your audience.
- Leave the Showcase App (not the HOA) by clicking on the "X" in the top right corner.

Best Practices

- Create incentives for viewers to interact and engage with the additional content. These could include revealing never-before-seen YouTube videos or featuring discounted merchandise.
- Set up all payments and sales through a third-party site or services such as Google Wallet. There is no purchase flow within the Hangout.
- Share the link to the Hangout Event Page or the direct link to the Hangout player with Showcase App via social media to extend reach and engagement.
- Include tracking codes on URLs you share via the Showcase App to track clicks and other analytics your web content supports. Alternatively, use goo.gl or other URL shorteners as a simple way to track clicks of content showcased.

Use Cases

The Showcase App can help create a more engaging experience during your live broadcasted Hangout. You can:

- Sell merchandise
- Reveal new video content using YouTube
- Promote a film or album release with links to ticket sales, trailers and Google Play content
- Rally constituents or build awareness for key causes and issues by linking to relevant resources and websites