

BROADWAY
LICENSING GROUP

WHO WE ARE

At Broadway Licensing Group the importance of theatre is understood and embraced. We exist to make everyone a theatre person by providing visionary partnership to educational institutions, community theatres, and professional companies, helping them realize the ultimate theatre experience that leaves people touched, moved and inspired.

Embracing the intersection of art and technology, Broadway Licensing Group employs a uniquely personal production partner approach. Because we believe it's only when more people experience theatre, that we unlock the abundant possibilities within it.

Let's make everyone a theatre person.



OUR IMPRINTS

The logo for Dramatists Play Service, featuring the letters 'DPS' in a bold, sans-serif font. The 'D' is red, and the 'P' and 'S' are black.

Dramatists Play Service

Established in 1936

The greatest collection of Plays in the American theatre canon, including Tony- and Pulitzer-prize winning titles.

The logo for Playscripts, featuring a red circle with a white letter 'P' inside.

Playscripts

Established in 1998

One-Act and Full-length plays for educational theatre programs, including for Theatre for Young Audiences and competitions.

The logo for Broadway Licensing, featuring the letters 'BL' in a bold, sans-serif font. The 'B' is red, and the 'L' is black.

Broadway Licensing

Established in 2017

Broadway, Off-Broadway, and direct-from-London musicals, for professional and non-professional theatres.

The logo for StageWorks, featuring the letters 'sW' in a lowercase, sans-serif font. The 's' is red, and the 'W' is black.

StageWorks

Established in 2017

A live stage development incubator for the world's strongest brands: ELVIS, The Beatles, Hasbro, and more.

The logo for Broadway on Demand, featuring the letters 'BOD' in a bold, sans-serif font. The 'B' and 'D' are black, and the 'O' is a red circle with a white play button icon inside.

Broadway on Demand

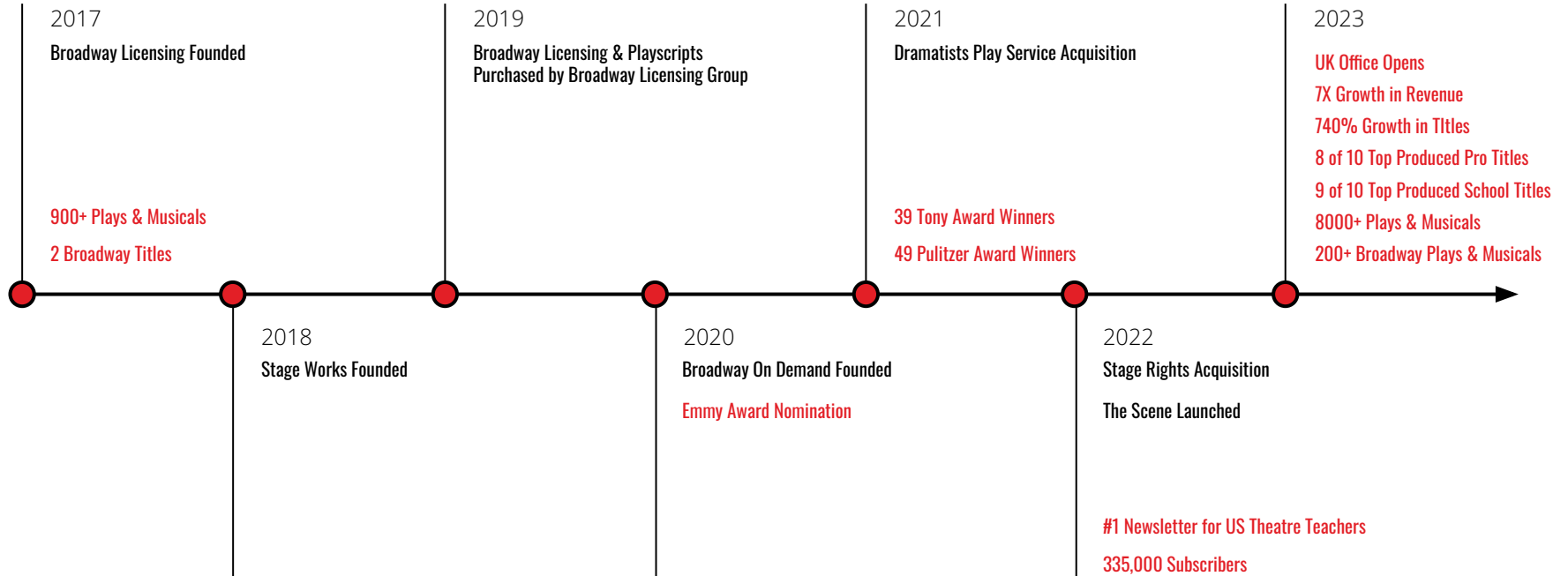
Established in 2020

First to market, Emmy Award-nominated TVOD and FAST platform, accessible to more than 50MM homes.



2017 - 2023

RAPID SCALE



RISE

In 2017, BLG was founded on modest beginnings. In 2023, BLG is making many of the most aggressive and impressive offers for Broadway IP, resulting in company growth from 7 to **50** people.

7X
GROWTH
2017 - 2023

SURGE

In 2017, BLG had two Broadway titles. In 2023, that number increased by more than **9000%**, to include the works of Broadway legends Arthur Miller, Tennessee Williams, Paula Vogel, and more.

200+

BROADWAY TITLES

2017 - 2023

SCALE

In 2017, BLG represented 900 titles.
In 2023, BLG represents more than **8,000** titles, making it the second largest catalog for live stage to plays and musicals worldwide.

742%

INCREASE IN TITLES

2017 - 2023

PROFESSIONAL

In recent years, BLG has represented **9 out of 10** plays produced by professional theatres.

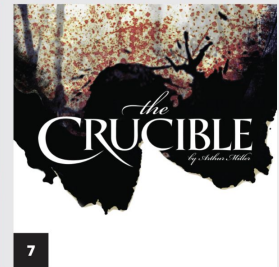
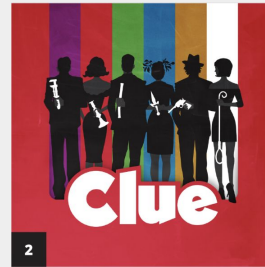
Source: American Theatre Magazine



EDUCATION

In recent years, BLG has represented **9 out of 10** full-length and one-act plays produced by high school theatres - including CLUE, the **#1** most-produced play in the United States.

Source: Educational Theatre Association



HONORS

In 2023, BLG added two new Tony Awards to its repertoire, totaling **37** Tony Award-winning and **49** Pulitzer Prize-winning plays.



TONY AWARDS



PULITZER PRIZES



EMMY NOMINATED

In 2020, BLG launched a first-of-its-kind theatre arts streaming platform. In 2021, Broadway on Demand received a **Daytime Emmy** nomination for its original series, "Broadway Master Class".



BOD + **BROADWAY**
MASTER CLASS

GLOBAL REACH

BLG now represents titles worldwide, with runs of its IP having been produced in **74** countries on all six habitable continents.



PRODUCTIONS IN **74** COUNTRIES

Australia	Hungary	Peru
Austria	Iceland	Philippines
Bangladesh	India	Portugal
Belarus	Ireland	Republic of Georgia
Bermuda	Israel	Romania
Brazil	Italy	Scotland
Canada	Jamaica	Senegal
Cayman Islands	Japan	South Africa
China	Kazakhstan	South Korea
Colombia	Kenya	Spain
Costa Rica	Korea, South	Sri Lanka
Croatia	Latvia	Switzerland
Cyprus	Lebanon	Taiwan
Czech Republic	Lithuania	Thailand
Denmark	Luxembourg	Trinidad and Tobago
Democratic Republic of Congo	Madagascar	Turkey
Dominican Republic	Malta	United Arab Emirates
Ecuador	Mexico	United Kingdom
Egypt	Netherlands	United States of America
England	New Zealand	Ukraine
Finland	Nigeria	Vietnam
France	Northern Mariana Islands	Wales
Gibraltar	Norway	Zambia
Greece	Papua New Guinea	Zimbabwe
Guatemala	Panama	

SEAN CERCONE

Sean Cercone has leveraged his expertise in theatrical production, licensing, and content creation to diversify, strengthen, scale, and rapidly expand the portfolio into new sectors and markets around the world. Under Cercone's leadership, the company has grown from a launch in 2017 to the leader in the theatrical licensing industry with the **most licensed plays in North America.**



BROADWAY

L I C E N S I N G G R O U P

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