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SHOW-SCORE'S THEATER FAN COMMUNITY HITS 100,000 MEMBERS

**“THE ULTIMATE FAN GUIDE TO NYC THEATER” HAS BECOME THE GO-TO
PLACE FOR THEATER AVIDS TO SHARE THEIR PASSION**

November 7, 2016 (New York, NY): In less than 14 months, **Show-Score.com**, a new online community where audiences share their passion for live theater, has grown to over 100,000 members, who have written over 162,000 member reviews of shows playing in NYC.

The idea for Show-Score began to take shape three years ago when **Founder and CEO Tom Melcher** and his wife, who are avid theater fans, moved to NYC. Despite seeing 250+ shows in their first year they struggled to keep informed about the city's theater scene because no truly comprehensive theater listings service existed. Melcher assumed others felt the same frustration, and friends and acquaintances confirmed that they would see more shows if it weren't so hard to figure out which ones to see. So, like Rotten Tomatoes for movies, or TripAdvisor for hotels, Show-Score came into being, designed to help theatergoers answer a key question: *What should I see?*

In its first 14 months, Show-Score has captured the imagination of audiences and theater practitioners alike. It has grown from a comprehensive listings service of all the shows, all the reviews, and all the prices, to a bona fide fan community. Members have come to depend on Show-Score's "Top Scoring Broadway" and "Trending Beyond Broadway" lists to find the right shows for them; they follow other members and critics to get recommendations; and they enjoy connecting with each other at Member Nights, a program where their influence within the Show-Score community earns them invitations to new shows.

Show-Score's unique approach has gained the industry's attention, with write-ups in [The New York Times](#), [Variety](#), [AP](#), [Forbes](#), [Huffington Post](#), and [Observer](#). Show-Score has also forged innovative partnerships across the theatrical ecosystem: from its "Predict the Tonys" experience with Audience Rewards (where the prize was 1 million Audience Rewards points for correctly predicting who would win), to its collaboration with FringeNYC (to help more than 70,000 FringeNYC fans quickly discover the right shows for them from over 200 options).

"We're tremendously gratified by everyone's response to Show-Score," said Founder and CEO Tom Melcher. "The industry has been so generous with their advice and support. Many members regularly send us unsolicited emails to tell us how we've revolutionized the way they consume theater. We even had one member send us a box of Schmackary's cookies as a thank you, simply for building this community. We were so flattered!"

Sample emails from members include:

- “Without organizations like yours, I’d be sitting home most nights planted in front of the TV or buried in a book instead of galavanting around the city enjoying the many off and off-off productions, and meeting new people of like mind,” wrote member *Patricia 3* (a 65+ year-old woman who goes to the theater 4-5 times a week, and loves small, intimate venues and thought-provoking performances).
- “I think your site is really great for a number of reasons, and I now habitually use it to decide if I would like to see shows. It is also very easy and pleasant to score shows myself, which is key, since often I just feel kind of stuck and stressed about how to provide online reviews of things. I think you guys have come up with a terrific model that benefits both theater goers AND the shows/producers as well,” shared Show-Score member *Megan Cossey* (a 35-49 year-old woman from the Bronx who sees all sorts of live theater and whose top-scored show is Paula Vogel’s *Indecent*).

The average Show-Score member is a 44 year-old woman, reflecting the demographics of the NYC theater-going audience. Show-Score now has the largest database of audience taste in NYC theater, and continues to grow rapidly.

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QUICK FACTS

- Show-Score launched on September 15, 2015.
- On November 6, 2016, Show-Score hit 100,000 registered members.
- For free, Show Score lists all shows within the 5 NYC boroughs that have 7+ performances. Each show listing includes all professional and blogger reviews, prices from the box office and major discount outlets, and reviews by Show-Score members. Listings can include related content about the show, from articles to videos to social media posts. Listings can also include profiles of cast and creative team members.
- There are currently 1,933 shows published on Show-Score from 550 theater companies.
- To date, members have written over 162,000 member reviews.
- Show-Score has excerpted and scored over 14,269 critic reviews.
- Show-Score lists reviews from 2,328 professional critics and bloggers.
- There are currently more than 11,300 actors, playwrights, directors, and designers listed, with more cast and creative teams being added every day.

ABOUT SHOW-SCORE.COM

For people who enjoy live theater, Show-Score.com simplifies the theater landscape to help you discover shows you’ll love, from people you trust, at the right price for you. Inspired by how Rotten Tomatoes covers movies, Show-Score.com uses simple numeric rankings and useful categories to organize a powerful mix of theater reviews from our vibrant user community, all of the professional reviews for a given show, and direct links to ticket deals.

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