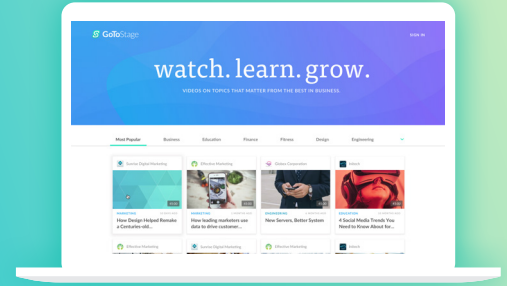# How to publish your on-demand webinars on GoToStage

Add past webinars to your Channel to reach new audiences and generate more leads.

GoToStage is the all-access video platform for actionable business content that professionals crave but can't find anywhere else. For your brand, it's an opportunity to reach the 60 million professionals who join GoToWebinar events each year. It might just become your new favorite channel for generating awareness and leads.

As part of the public beta for GoToStage, we want to work with you to get your content published. Your live webinars are among the best-performing business webinars in the world, and we believe they deserve a big stage where even more people can discover them.

As a GoToWebinar customer, you already have access to a new feature called the Channel page. Everything you add to your Channel will automatically be published on GoToStage for the beta launch. (You can always **hide your Channel** if you'd prefer to keep your content off GoToStage.)
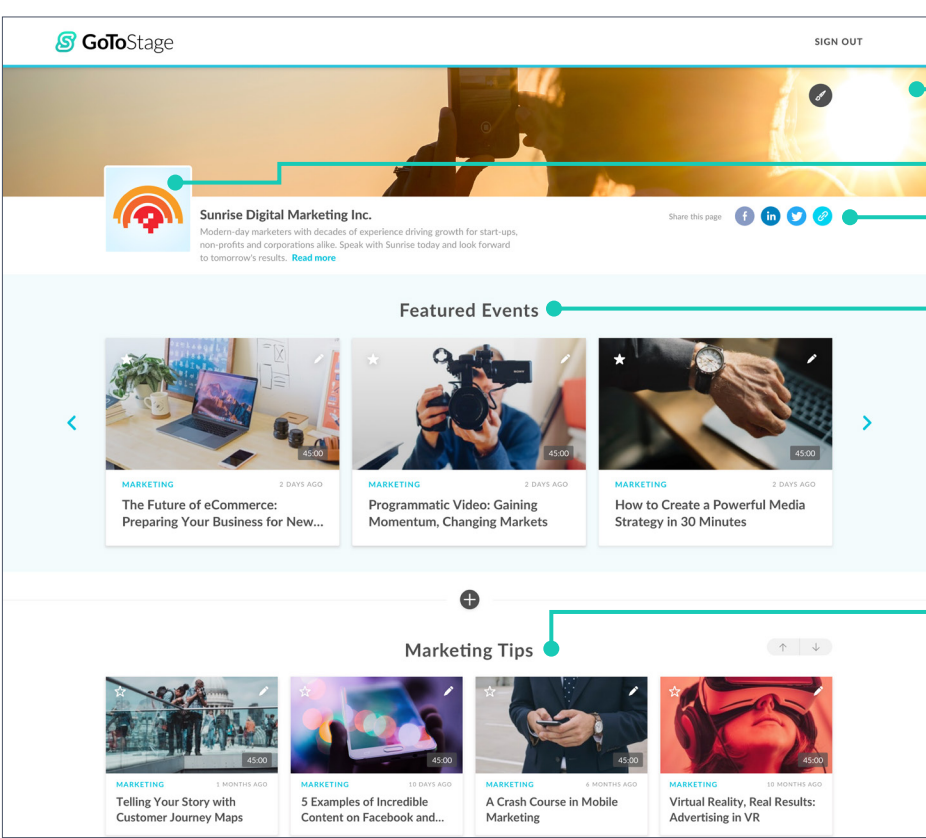
Bigger audience

One-click uploads

Fully customizable

Introducing your Channel page

You can now manage and share all your past webinars in one convenient location. Consider it your fully branded library of on-demand webinars. Not only can your customers or clients easily find and watch your webinars, but anyone can discover your Channel through web searches.

Add your own banner and theme

Add a logo and overview to let your customers know who you are

Let your customers share your page with their friends or co-workers

Add up to 5 featured events

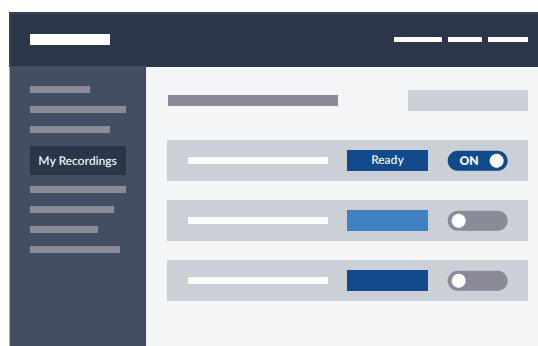You can edit your video thumbnail, category and title

Each GoToWebinar organizer has their own Channel. You can tailor the page in minutes to your audience and content by adding a banner, logo, descriptions and more.

As people view your webinars, you'll receive registrant and attendee data. And your audience can share your Channel or your webinars on their LinkedIn, Facebook or other social media feeds.

Adding recordings to your Channel

To add recordings to your Channel, you have to prepare them first. Once a recording is ready, you can share the link or publish it with a click.

1. Log in online and go to the **My Recordings** page.

2. Find the desired recording you'd like to add to your Channel and select **Prepare** and then **Continue**. Once it's done preparing, you will see a "Ready" message.

3. Toggle the "Add to Channel" button to the On position **ON**. That's it!

Customizing your Channel

You can easily access your Channel and customize it to your liking! From the **My Recordings** page, select **View Channel Page** to get started.

Here's what you can customize:

Logo	Add a logo to your Channel that will appear next to your Channel name.
Color theme	Change the main color theme of your Channel page.
Featured events	Pick five webinars from your list to feature at the top of your Channel page.
Banner image	Add a banner image that reinforces your brand to the top of your Channel page.
Page title	Edit the way your page title appears.
Custom groups	Create group headings to organize your webinars into categories your audience will find relevant.
Thumbnail pictures	Add a thumbnail picture to each recording to display on the Channel page. GoToWebinar will automatically create a default image for you, but you can easily remove this thumbnail and add a new one.
Video title	Edit the video titles as they appear on the Channel page. This will not change the name of the original recording on the My Recordings page.
Video description	Write descriptions that will appear under your videos when users click a recording to watch.

*Want to learn more? Check out our **short tutorial videos** or find answers to all your questions in our **FAQ**.*