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## SHOW-SCORE ANNOUNCES CHANGES TO SCORING APPROACH

**MEMBER REVIEWS WILL BE SHOWCASED;  
CRITIC REVIEWS WILL BE DISPLAYED BUT WILL NO LONGER BE SCORED**

June 28, 2019 (New York, NY): **Show-Score.com**, the leading online community for theater fans, today announced a change to how it scores and displays reviews from members and professional critics. In an email to Show-Score's 277,000 members (full text pasted below), Show-Score's Founder Tom Melcher explained that Show-Score members have now written 400,000 reviews of New York City theater on the site. To further this strong community, Show-Score will now be showcasing these member reviews even further, allowing members to learn more about the reviewer and to find theater fans who share their taste.

At the same time, Show-Score will continue to aggregate the major professional critics with a brief review summary and a link out to their full review. The site will no longer be scoring and excerpting critic reviews itself, nor posting critic scores.

As Melcher said in an email, "We still want our members to access a range of professional critical opinion because we believe that critics provide useful context and commentary, and represent a spectrum of taste in theater. We would much prefer that the critics score their own reviews, since they are writing their response to the work they have experienced. However, while some critics have been sending us their scores and excerpts, we have not been able to get complete buy-in, which is necessary for a uniform scoring system to work."

The full text of the email to Show-Score members is below:

Hi,

Thanks for being part of our Show-Score community of theater fans! I'm writing with a quick update about a change to Show-Score's scoring system.

As you know, our site currently aggregates critic and member review scores to come up with an overall score for a show. Starting today, we will be calculating our "ShowScore" using member scores only. We will still display major critics' reviews, but we will no longer be including an individual critic score for each review, nor will critic reviews influence the overall score.

We made this decision for a number of reasons, primarily driven by the fact that we now have 400,000 member reviews on Show-Score -- thank you so much for sharing your opinions! Members are consistently telling us that they can make decisions earlier and more easily based on what other theater fans think about a show.

To make this process even easier, we are now displaying more information about each member, including their standing within the Show-Score community, information they've provided about themselves, and a link to see their other reviews. If you like their taste in theater, you can click the "+GET ALERTS" button, which means you'll be notified when they score a new show. It's like having an army of "theater scouts" who share your taste!

At the same time, we still want our members to access a range of professional critical opinion because we believe that critics provide useful context and commentary, and represent a spectrum of taste in theater. We will therefore still aggregate the major critics with a brief review summary and a link out to their full review.

That said, we will no longer be putting a score on critics' reviews. Since we launched four years ago, we have been excerpting and scoring each critic review. As we explained from the beginning, we would much prefer that the critics score their own reviews, since they are writing their response to the work they have experienced. However, while some critics have been sending us their scores and excerpts, we have not been able to get complete buy-in, which is necessary for a uniform scoring system to work.

From the beginning, Show-Score has been about helping you "discover shows you love, from people you trust, at the right price for you." By featuring our member reviews more prominently, and by continuing to aggregate and organize opinion from the major professional critics, we are furthering that mission.

Thank you again for being part of our community!

Thanks,  
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Tom Melcher, Founder & CEO

On July 8, 2019, [this clarification to our announcement about critics' reviews](#) was emailed to the critic community.

## **ABOUT SHOW-SCORE:**

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, the major professional reviews for a given show, and direct links to ticket deals.

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