

RenderLife Productions



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TVOD, AVOD, SVOD Platforms in Film and New Media



For aspiring or professional filmmakers that desire to get more into distribution or studios, there is an answer. The desire to explore new distribution pathways and generating revenue has grown tremendously in the tv, film, and media arena. Many creatives have had serious opportunities by placing their products on various platforms that can boost its viewership around the world. Although the Industry of Television and Film, or Media Company navigation can be a jungle, things can happen that can take ones product to the next level. It's NOT impossible. Video Streaming has leveled the curve for creatives to get their products out on the market. In this article, the different streaming options will be explained.



SVOD = Subscription VOD

When people want to see your product they want to see YOUR product! That's phenomenal. On the business tip, subscription based video on demand is an option (SVOD). You pay a subscription fee (usually by a monthly rate) for watching with no limits. This is awesome for people who have their favorite movies for a period of time which is a cool plus. Some creatives seek to place their projects with services that have this option.

An awesome example is Netflix who has done well to bring great movies to millions of people. Based on this option, creatives have an opportunity to place their product on this platform.

AVOD = Advertising VOD

Wait a minute I get to watch for FREE, BUT OHHHH I have to watch the advertisements. Well for those that are patient in an impatient world, You hit the movie gold mine!

One example of this model is YouTube. We like YouTube! Check out some free movies. YouTube as well as Vudu has come up with the model of offering free movies for audiences to

view, BUT the consumer pays by watching advertisements. Payment is in time, NOT money if that makes sense. Creatives, especially on YouTube, have used the platform to get their products out into the world at no cost to them. With YouTube, creatives have the opportunity to market themselves and build up their own subscription base for free. With YouTube, creatives can either partner with YouTube and become a YouTube film OR build up their own audience and make money based off of their own viewership.

TVOD = Transactional VOD

Transactional VOD means You pay each time for the content you choose to watch. Usually there are two options - rent or buy. Now this is a mind negotiation, to rent or to buy that is the question! Several platforms have this: YouTube, Vudu, PrimeVideo, Vimeo, etc. For the creative, it would be up to you to identify the best business model to get your product out into the universe.

Hybrid

Many streaming services have a combination of two or even all three of SVOD, TVOD and AVOD models, if they are looking for a gumbo mix of options. Sometimes people may be indecisive. Nevertheless, it's cool to see more options than ever before on this new digital media planet for audiences and creatives.

As a creative, you will choose the best option that will build your brand and get your product out into the ever-noisy media world. My motto has been this: *Invest in yourself and others will invest in you.*

Thank you for reading.

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