




# Content distribution

## from producers to end users

Content	Accessibility			Distribution Path				Examples of distributors	
	Content Type	Availability	Monetization	Scheduling	Means of Distribution	Technical Distribution Method	Routing	Destination	International examples
 <b>Video</b>	Electronic Sell-through	Free	Scheduled Viewing (content may only be accessed while it is broadcast to a mass audience)	Internet	Broadcast	Unicast	PC	iTunes	Cineplex
 <b>Audio</b>	Transactional on Demand	Ads		Over the Air	Streaming	Multicast	Smartphone	Netflix	Illico
	Subscription	Freemium	On Demand	Multichannel Distribution	Download	Broadcast	Tablet	Smart Speakers	Twitch
Catch-up	Subscription	Recording (temporary)	Peer-to-peer						Digital Media Player
 <b>Interactive Content</b> <small>Involving active participation from the End User</small>	Remote	Pay Per View	Recording (permanent)				Video Game Console	iHeartRadio	NFB Interactive
	Scheduled	Pay Once					Smart TV	App Store	

### Notes

- Internet includes all means of accessing the internet, such as mobile data, wi-fi, ethernet, etc.
- Amateur content is excluded, considering the focus on paths between producers and End users.
- Physical copies of content are excluded.
- Theatrical distribution and public performance/exhibition are excluded.