## Distribution methods

## Most used methods by content type

Гуре	Means of Distribution	Availability	Reachability	Distribution Type	Monetization
	Internet	Electronic Sell-through	Recording (permanent)	Download	Free, Pay Once
Video		Transactional on Demand	Recording (temporary)	Download	Free, Pay Per View, Subscription
		Subscription	On Demand	Streaming	Free, Subscription, Ads
		Scheduled	Scheduled Viewing	Streaming	Free, Subscription, Ads
	Multichannel Distribution	Transactional on demand	On Demand	Download	Free, Subscription, Ads
		Catch-up	Recording (temporary)	Broadcast + Download	Free, Subscription, Ads
		Scheduled	Scheduled Viewing	Broadcast	Free, Subscription, Ads
	Over the Air	Scheduled	Scheduled Viewing	Broadcast	Free, Ads
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\*The rights triggered by the consumption of Content by End Users are usually cleared by the distributor and do not create an obligation for End Users to clear additional rights themselves.

_	Examples of Distributors		Rights Layering (copyright)			
Content Examples	International	Canada	Original Source of the Content Content Provider	<b>Distribution</b> By Content Provider or Third Party	Consumption of Content * By the End User	
Digital movie copy	iTunes	Zik.ca (discontinued), Cineplex	Reproduction Rights (copy(ies) of the work) + Making Available Right	Reproduction Rights (if copies on additional servers)	Reproduction Rights	
Digital movie rental	iTunes, Netflix	Illico, Cineplex, Canada Screens	Reproduction Rights (copy(ies) of the work) + Making Available Right	Reproduction Rights (if copies on additional servers)	Reproduction Rights	
Subscription-based streaming service	Netflix, Hulu, tubi.TV	tou.TV, Club Illico, CraveTV, NFB	Reproduction Rights (copy(ies) of the work) + Making Available Right	Reproduction Rights (if copies on additional servers) + Performance Rights (communication to the public by telecommunication)		
Online TV	Twitch, PlayStation Vue	Bell Alt TV	Reproduction Rights (copy(ies) of the work) + Making Available Right	Reproduction Rights (if copies on additional servers) + Performance Rights (communication to the public by telecommunication)		
Digital movie rental		Shaw on Demand	Reproduction Rights (copy(ies) of the work) + Making Available Right	Reproduction Rights (if copies on additional servers)	Reproduction Rights	
Temporary recording of real-time TV show		, Illico	Reproduction Rights (copy(ies) of the work) + Making Available Right (for downloading)	Reproduction Rights (if copies on additional servers for downloading)	Reproduction Rights (for downloading)	
Scheduled TV show		Bell Fibe / Alt TV	Reproduction Rights (copy(ies) of the work)	Reproduction Rights (if copies on additional servers) + Performance Rights (communication to the public by telecommunication)		
Scheduled TV show		CBC	Reproduction Rights (copy(ies) of the work)	Reproduction Rights (if copies on additional servers) + Performance Rights (communication to the public by telecommunication)		

Subscription, Ads, Freemium

Streaming

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Interactive
content

	 Internet	Electronic Sell-through	Recording (permanent)	Download	Free, Pay Once
ractive ntent		Subscription	Recording (temporary)	Download	Free, Subscription
		Remote	On Demand	Streaming	Free,

Digital music album	iTunes, Amazon	Zik.ca (discontinued)	Reproduction Rights (copy(ies) of the work) + Making Available Right	Reproduction Rights (if copies on additional servers)	Reproduction Rights
Podcasts	Spotify, Apple Music, iHeartRadio	CBC	Reproduction Rights (copy(ies) of the work) + Making Available Right	Reproduction Rights (if copies on additional servers)	Reproduction Rights
Subscription-based streaming service	Spotify, Apple Music, iHeartRadio	Zik.ca (discontinued)	Reproduction Rights (copy(ies) of the work) + Making Available Right	Reproduction Rights (if copies on additional servers) + Performance Rights (communication to the public by telecommunication)	
TV-Radio channels		Stingray Music	Reproduction Rights (copy(ies) of the work)	Reproduction Rights (if copies on additional servers) + Performance Rights (communication to the public by telecommunication)	
Satellite radio	SiriusXM	SiriusXM Canada	Reproduction Rights (copy(ies) of the work)	Reproduction Rights (if copies on additional servers) + Performance Rights (communication to the public by telecommunication)	
Broadcast radio		CBC	Reproduction Rights (copy(ies) of the work)	Reproduction Rights (if copies on additional servers) + Performance Rights (communication to the public by telecommunication)	
Digital videogame copy	Steam, App Store, Google Play, Nintendo Store		Reproduction Rights (copy(ies) of the work) + Making Available Right	Reproduction Rights (if copies on additional servers)	Reproduction Rights
Subscription-based service	Xbox Game Pass		Reproduction Rights (copy(ies) of the work) + Making Available Right	Reproduction Rights (if copies on additional servers)	Reproduction Rights
Browser-based games	facebook.com, miniclip.com	NFB Interactive	Reproduction Rights (copy(ies) of the work) + Making Available Right	Reproduction Rights (if copies on additional servers) + Performance Rights (communication to the public by telecommunication)	
Console-based games	PlayStation Now		Reproduction Rights (copy(ies) of the work) + Making Available Right	Reproduction Rights (if copies on additional servers) + Performance Rights (communication to the public by telecommunication)	