




# Typical distribution paths for different contents

Content examples	Type	Means of distribution	Availability	Scheduling
Digital movie	 <b>Video</b>	Internet	Electronic Sell-through	Recording (permanent)
Digital movie rental		Internet	Transactional on Demand	Recording (temporary)
Subscription-based streaming service		Multichannel Distribution	Transactional on Demand	Recording (temporary)
Online TV		Internet	Subscription	On Demand
Temporary recording of real-time TV show		Internet	Scheduled	Scheduled Viewing
Scheduled TV show	 <b>Audio</b>	Multichannel Distribution	Catch-up	Recording (temporary)
Digital album		Multichannel Distribution	Scheduled	Scheduled Viewing
Podcast		Over the Air	Scheduled	Scheduled Viewing
Subscription-based streaming service		Internet	Electronic Sell-through	Recording (permanent)
TV-Radio channel		Internet	Transactional on Demand	Recording (temporary)
Satellite radio		Internet	Subscription	On Demand
Broadcast radio		Multichannel Distribution	Scheduled	Scheduled Viewing
Digital videogame copy		Multichannel Distribution	Scheduled	Scheduled Viewing
Subscription-based service		Over the Air	Scheduled	Scheduled Viewing
Browser-based game		 <b>Interactive Content</b>	Internet	Electronic Sell-through
Console-based game	Internet		Subscription	Recording (temporary)
	Internet		Remote	On Demand
		Internet	Remote	On Demand

## Distribution type

Download

Download

Download

Streaming

Streaming

Broadcast + Download

Broadcast

Broadcast

Download

Download

Streaming

Broadcast

Broadcast

Broadcast

Download

Download

Streaming

Streaming

## Monetization

Free, Pay Once

Free, Pay Per View, Subscription

Free, Subscription, Ads

Free, Subscription, Ads

Free, Subscription, Ads

Free, Subscription, Ads

Free, Subscription, Ads

Free, Ads

Free, Pay Once

Free, Ads

Free, Subscription, Ads

Free, Subscription, Ads

Free, Subscription, Ads

Free, Ads

Free, Pay Once

Free, Subscription

Free, Subscription, Ads, Freemium

Free, Subscription, Ads, Freemium

## Examples of distributors

### International

iTunes

iTunes, Netflix

Netflix, Hulu, tubi.tv

Twitch, PlayStation Vue

iTunes, Amazon

Apple Music, Spotify, iHeartRadio

Spotify, Apple Music, iHeartRadio

SiriusXM

Steam, App Store, Google Play, Nintendo Store

Xbox Game Pass

facebook.com, miniclip.com

PlayStation Now

### Canada

Zik.ca (discontinued), Cineplex

Illico, Cineplex, Canada Screens

Shaw on Demand

tou.tv, Club Illico, CraveTV, NFB

Bell Alt TV

Illico

Bell Fibe / Alt TV

CBC

Zik.ca (discontinued)

CBC

Zik.ca (discontinued)

Stingray

SiriusXM Canada

CBC

NFB Interactive

