

Free Video-on-Demand (FVOD) Best Practices

Introduction

FVOD ("Free Video on Demand") is a proposition or payment model that allows video content to be consumed for free by customers. Other models include transactional (TVOD), subscription (SVOD) and ad-supported Video-on-Demand (AVOD). Transactional and subscription models require that users have billing details or active subscriptions before content can be consumed. FVOD allows users to watch content without these account details and for no direct or indirect cost.

Use Case

The most common use case is to allow a pilot episode of a series to be available to a customer outside of a pay wall. Other use cases include offering full movies, trailers, and added value to the customer at no cost and with no active subscription.

Content Rights

OTT.X (formerly Entertainment Merchants Association - EMA), in conjunction with MovieLabs has defined an industry-standard format, called *Avails*, for transferring content rights data from Publishers to Retailers. *Avails* is an industry term for information about the time, location and business rules relating to offering an asset. Within the avails specification, the field used for defining the type of transaction being described within the avails document is called LicenseType.

Sub-Element	Usage	Usage	Definition	Field Type	Value Type	Accepted Value(s)
In XML and spreadsheet spec	Required	Optional	Description of field and associated contents	Boolean - no restriction Controlled - restriction on characters and/or syntax Restricted - defined by external standard UNRESTRICTED - defined by avails spec	String - text Date - Year, Month, Day Time - Hours, Minutes, Seconds Number - 4, 8, 16	Freeform - example Controlled - permitted characters and syntax Restricted - example Enumerated - AV preprod release
LicenseType	REQUIRED	REQUIRED	Type of transaction. For pre-order EST use "POEST", "Library" reserved for titles that were once offered for EST licenses, but is not longer offered. Library titles can potentially still be fulfilled	ENUMERATED	String	EST, VOD, SVOD, AVOD, POEST, Pre-release, Library

LicenseType

The LicenseType field is enumerated and includes a list of predefined acceptable values. Those values are listed below and the field is required to be populated within each Avails submission. Per the spec, additional values may be used by agreement between sender and receiver:

- 'EST' (Electronic Sell Through)
- 'VOD' (Video on Demand) – Download or streaming based on individual transactions (e.g., payment per use).
- 'SVOD' (Subscription VOD) – Streaming on a subscription service
- 'POEST' (Pre-order EST)
- 'Pre-Release – Title has not yet shown/aired and is not available online. Start of StartCondition indicates when title can be shown to consumers.
- 'Library – Title cannot currently be acquired (free, EST, etc.), but may be part of a consumer's library. Library titles may still be fulfilled within the constraints of the Avail.

FVOD Best Practice

Since FVOD titles will retain data similar to the other defined types of transactions (territories, dates, etc), we recommend that the LicenseType field is used and the value "FVOD" be included in the list of enumerated values.