

OTT Business-Model Architecture Checklist

Fora Soft Learn

The systems each monetization model forces into your build. Decide the model before you build.

SVOD

Subscription - recurring fee for library access

- Recurring billing engine (trials, proration, dunning)
- Plan-level entitlement service, consulted on every play
- Premium DRM: Widevine L1 (TEE) + FairPlay for 4K/HDR
- Billing route: web sign-up keeps the app-store cut
- Churn analytics as the primary success metric

AVOD

Advertising - free to watch, advertisers pay

- Ad stack: SCTE-35 signaling, ad-decision server, VAST/VMAP
- Server-side ad insertion (SSAI) to beat ad-blockers
- Privacy / consent layer: VPPA, GDPR, CCPA exposure
- Registration wall instead of a paywall
- Egress discipline: free audiences mean large traffic

TVOD

Transactional - pay per title (rent or buy)

- Payment processor and a tight PCI DSS boundary
- Per-title, time-boxed entitlement with rental clocks
- Refund, failed-payment, and chargeback reversal paths
- Windowing: titles appear and expire on a schedule

FAST

Free ad-supported linear channels

- The entire AVOD ad stack (SCTE-35, VAST, SSAI)
- Linear playout scheduler plus a program guide
- Readiness for a channel's peak concurrent audience

Hybrid

Two or more models in one product (the 2026 norm)

- BOTH engines: billing/entitlement AND the ad stack
- Premium DRM AND a consent layer at the same time
- Second-engine mounting points designed in from day one

Rule: decide your 1-3 year model before architecture. Bolting on a second engine later is a whole project.