OTT Business-Model Architecture Checklist

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.



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This checklist lists the systems SVOD, AVOD, TVOD, FAST and hybrid models force into the build. Our seven-volume handbook covers the video stack under those systems. Volume 3 handles DRM tiers, players and delivery economics, Volume 2 covers packaging and ingest for linear channels, and Volume 1 covers encoding.

WHAT YOU WILL FIND INSIDE

- DRM tiers: Widevine L1 and FairPlay
- Delivery economics for free audiences
- Players, ad breaks and playback rules
- Packaging for linear FAST channels

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Vol. 4 · Audio for Video I — PCM, codecs, loudness, accessibility, real-time voice processing

Vol. 5 · Audio for Video II — jitter buffers, lip sync, Atmos, quality metrics, neural codecs

Vol. 6 · AI for Video I — models and inference, computer vision, speech, search, generative video

Vol. 7 · AI for Video II — real-time pipelines, agents, serving, cost, compliance, verticals

Choosing between SVOD, AVOD and hybrid before you build?

We will map your 1-3 year model to billing, ad stack, DRM and consent systems, and design the mounting points for a second engine. 250+ video products shipped since 2005.

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