TVOD & PPV — One-Page Transaction Reference

Transactional streaming is a payment problem wrapped around an entitlement problem: take money, grant a precise right, enforce it with a DRM license. Choose the model per title or event; keep card data out of your servers; mind the app-store tax. Engineering guidance; app-store and payment rules shift in 2026 — confirm live.

1 · CHOOSE THE MODEL

- ☐ **Rent (DTR)** — time-boxed access, $3.99–$6.99; 30 days to start, 48 h to finish.
- ☐ **Buy / own (EST)** — permanent library access, $9.99–$24.99; no expiry.
- ☐ **Pay-per-view (PPV)** — one live event, $59.99–$79.99; a spike of buyers at once.
- ☐ **TVOD wins** for fresh, scarce, or singular content (new releases, live, niche).

2 · PAYMENT & PCI CHECKLIST

- ☐ **Tokenize, never store** — card stays with the processor; you hold a token (PCI SAQ A).
- ☐ **Use hosted fields / redirect** — keep card data off your servers; avoid SAQ A-EP / D.
- ☐ **Support 3-D Secure 2** — EU Strong Customer Authentication (PSD2) or payments decline.
- ☐ **Follow PCI DSS v4.0.1** — mandatory since 2025-03-31; scope scales to what you touch.

3 · THE APP-STORE-TAX PLAYBOOK

- ☐ **In-app purchase = up to 30%** — a third of every transactional sale to the store.
- ☐ **Web checkout ≈ 2.9% + $0.30** — roughly 9× cheaper than in-app on the same sale.
- ☐ **Reader-app entitlement** — link out: buy on the web, watch in the app (video qualifies).
- ☐ **2026 is loosening** — Epic (Apple, US) external links; Google's settlement cut Play fees.

4 · ENTITLEMENT & REFUND EDGE CASES

- ☐ **A rental is a clock in the license** — expiry is in the DRM license, not the app UI.
- ☐ **Grant AND revoke** — the entitlement service must remove rights, not only add them.
- ☐ **App-store refunds vs web chargebacks** — the store owns one; you own the other (+fees).
- ☐ **Revoke on refund / chargeback** — a refunded viewer still watching is paid-for-free.

WHERE IT'S HEADING — STORE FEES ARE LOOSENING (2025–2026)

The app-store commission is the largest controllable cost in transactional streaming, and the rules are moving faster than at any time since the stores opened. In the US, after the Epic v. Apple litigation, apps have been able to link to external web payment since April 2025; the commission Apple may charge on those external purchases was still being decided in court through mid-2026 (an appeals court allowed some fee in December 2025; Apple's request to pause the changes was denied in May 2026). In parallel, Google's March 2026 settlement with Epic removed anti-steering restrictions worldwide and lowered Play fees (a 20% service fee on most in-app purchases, 15% for qualifying programs, and 10% plus a 5% billing fee for subscriptions), though a purchase completed within 24 hours of an in-app link click still owes the service fee. The direction is clear — fees are loosening and external checkout is becoming normal — but the exact rate, geography, and conditions differ by store and by month. Treat the payment path as the highest-leverage decision in a TVOD build, model both the in-app and the web-checkout economics, and confirm the live rules for every store and country at implementation time.

Companion to: 'TVOD and Transactional Flows: Rent, Buy, PPV'
www.forasoft.com/learn/ott/articles-ott/tvod-transactional-flows-rent-buy-ppv



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This reference covers rent, buy and pay-per-view, the PCI path, the app-store tax and entitlement edge cases. We wrote seven volumes on the delivery stack that enforces those rights. Volume 3 covers DRM, players and the economics of streaming, Volume 2 HLS, DASH and CMAF, and Volume 1 encoding.

WHAT YOU WILL FIND INSIDE

- DRM licenses and entitlement enforcement
- HLS, DASH and CMAF packaging
- Economics of video delivery
- Players across devices

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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

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Adding rentals, purchases or pay-per-view events to your OTT service?

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