


# Distribution methods

## Most used methods by content type

Type	Means of Distribution	Availability	Reachability	Distribution Type	Monetization
 <b>Video</b>	Internet	Electronic Sell-through	Recording (permanent)	Download	Free, Pay Once
		Transactional on Demand	Recording (temporary)	Download	Free, Pay Per View, Subscription
		Subscription	On Demand	Streaming	Free, Subscription, Ads
		Scheduled	Scheduled Viewing	Streaming	Free, Subscription, Ads
	Multichannel Distribution	Transactional on demand	On Demand	Download	Free, Subscription, Ads
		Catch-up	Recording (temporary)	Broadcast + Download	Free, Subscription, Ads
		Scheduled	Scheduled Viewing	Broadcast	Free, Subscription, Ads
	Over the Air	Scheduled	Scheduled Viewing	Broadcast	Free, Ads





**Audio**

Internet

Electronic Sell-through

Recording (permanent)

Download

Free, Pay Once

Transactional on Demand

Recording (temporary)

Download

Free, Ads

Subscription

On Demand

Streaming

Free, Subscription, Ads

Multichannel Distribution

Scheduled

Scheduled Viewing

Broadcast

Free, Subscription, Ads

Over the Air

Scheduled

Scheduled Viewing

Broadcast

Free, Ads



**Interactive content**

Internet

Electronic Sell-through

Recording (permanent)

Download

Free, Pay Once

Subscription

Recording (temporary)

Download

Free, Subscription

Remote

On Demand

Streaming

Free, Subscription, Ads, Freemium

Streaming

Digital music album	iTunes, Amazon	Zik.ca (discontinued)	Reproduction Rights (copy(ies) of the work) + Making Available Right	Reproduction Rights (if copies on additional servers)	Reproduction Rights
Podcasts	Spotify, Apple Music, iHeartRadio	CBC	Reproduction Rights (copy(ies) of the work) + Making Available Right	Reproduction Rights (if copies on additional servers)	Reproduction Rights
Subscription-based streaming service	Spotify, Apple Music, iHeartRadio	Zik.ca (discontinued)	Reproduction Rights (copy(ies) of the work) + Making Available Right	Reproduction Rights (if copies on additional servers) + Performance Rights (communication to the public by telecommunication)	
TV-Radio channels		Stingray Music	Reproduction Rights (copy(ies) of the work)	Reproduction Rights (if copies on additional servers) + Performance Rights (communication to the public by telecommunication)	
Satellite radio	SiriusXM	SiriusXM Canada	Reproduction Rights (copy(ies) of the work)	Reproduction Rights (if copies on additional servers) + Performance Rights (communication to the public by telecommunication)	
Broadcast radio		CBC	Reproduction Rights (copy(ies) of the work)	Reproduction Rights (if copies on additional servers) + Performance Rights (communication to the public by telecommunication)	
Digital videogame copy	Steam, App Store, Google Play, Nintendo Store		Reproduction Rights (copy(ies) of the work) + Making Available Right	Reproduction Rights (if copies on additional servers)	Reproduction Rights
Subscription-based service	Xbox Game Pass		Reproduction Rights (copy(ies) of the work) + Making Available Right	Reproduction Rights (if copies on additional servers)	Reproduction Rights
Browser-based games	facebook.com, miniclip.com	NFB Interactive	Reproduction Rights (copy(ies) of the work) + Making Available Right	Reproduction Rights (if copies on additional servers) + Performance Rights (communication to the public by telecommunication)	
Console-based games	PlayStation Now		Reproduction Rights (copy(ies) of the work) + Making Available Right	Reproduction Rights (if copies on additional servers) + Performance Rights (communication to the public by telecommunication)	

