

Brand	Products	The Pitch	Content Roster	Model/Access				Offerings	Pricing/ Membership
				AVOD	TVOD	SVOD	Free/Ad Supported		
HBO	HBO Go	The TV Everywhere outpost of HBO.	- Original and Licensed	No	No	Yes - Through Cable	Free	"Free" as part of a cable subscription	Different for each cable provide; prices range from \$10 (Verizon) to \$17.99 (DirectTV). Most cable providers' prices are \$15.
	HBO NOW	An SVOD service that targets cordcutters.	- Original and Licensed	No	No	Yes - Through streaming devices	Free	1st month free	\$14.99/month
Hulu	Hulu	A SVOD service owned by Hulu LLC	- Original and Licensed	Yes	No	Yes - Through OTT	Ad supported	1st month free	\$7.99/month
	Hulu Commercial Free	Same as Hulu but with no commercials	- Original and Licensed	No	No	Yes - Through OTT	Free	1st month free	\$11.99/month
	Hulu Live TV (Beta)	Same as Hulu except with no commercials + stream live TV	- Original and Licensed	Yes	No	Yes - Through streaming devices	Ad supported	7 days free	\$39.99/month
Netflix	-	SVOD service + DVD by mail	- Original and Licensed	No	No	Yes - Through streaming devices	Free	1st month free	Basic: \$7.99/month Standard: \$10.99/month Premium: \$13.99/month
Amazon Video	Amazon Prime	A SVOD service offered by Amazon.com	- Original and Licensed	No	Yes	Yes - Through OTT and streaming devices	Free	Amazon Prime Student: 6 months free Amazon Prime: 30 days free	Amazon prime: \$12.99 /month, \$99/year Amazon prime student: \$6.49 /month, \$49/year Amazon prime video: \$8.99 /month
YouTube	YouTube Red	An SVOD service that unlocks content created exclusively for YouTube.	- Original and Licensed	No	No	Yes - Through OTT	Free	1st month free	Normal: \$9.99/month Family: \$14.99/month (up to 6 family members)
	YouTube TV	An SVOD service that targets cordcutters by streaming Live TV.	- Original and Licensed	Yes	No	Yes - Through OTT	Ad supported	1st month free	\$40/month (plus additional charges if the customer wants Showtime (\$11/month), Fox Soccer Plus (\$15/month), Shudder (\$5/month), or Sundance Now (\$7/month))
ESPN	ESPN+	An SVOD service targeting sports fans	- Original and Licensed	-	No	Yes - Through OTT	Free	30-day free trial	\$4.99/month (or \$49.99/year)
MLB	MLB.TV	An SVOD service targeting baseball fans	- Original	No	No	Yes - Through OTT	Free	Some trials through sponsored partners (i.e. Free for college students, sponsored by Gatorade)	\$115.99 yearly, \$24.99 monthly (full MLB), \$89.99 yearly (Single team)
Cheddar	-	Live TVOD & SVOD network focused on news	- Original as well as Licensed	No	Yes	Yes - Through OTT and streaming devices	In has co-branding segment	1st month free	\$2.99/month, \$29.99/year
Vice	-	A website and magazine that features current events and cultural commentary. Recently launched a TV network (ViceLand) and a premium cable show (VICE on HBO).	- Original as well as Licensed - Original Editorial	Yes	No	Yes - magazines	Ad supported	None	(Physical Magazines) US Edition: \$35.00 US Edition for Global Subscribers: \$75.00 Canadian Edition: \$35.00
WNET Thirteen	Thirteen	A non-commercial educational television station	- Original content	No	No	No	Free	None	Donation (not subscription): Basic: \$60-99 Associate: \$100-249 Director's Forum: \$250-499 Producer's Forum: \$500-999 Broadcaster's Forum: \$1000-1499 Patron: \$1500

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Slate	Slate	An online magazine that covers current affairs, politics, and culture from a liberal perspective.	- Original news content	No	No	No	Ad supported	None	None
	Slate +	A premium podcast, Ad-free Slate IOS app, discount on Slate events, etc	- Original news content	No	No	Yes - through magazines and websites	Free	2 week free trial	\$35/year
TheBlaze	TheBlaze Preium	An AVOD & SVOD digital news platform focussing on conservative opinions	- Original news & live content - Licensed content	Yes	No	Yes - cable, streaming devices	Ad supported	14 day free trial	\$99.95/year, \$9.99/monthly
New York Times	New York Times Insider	A subscription news platform.	- Original news content	Yes	No	Yes - through newspapers and website	Ad supported	None	Basic: \$9.99/month (\$15.99 after 1 year) All Access: \$16.99/month (\$26.99 after 1 year) Basic: \$143/year All Access: \$195/year
The Guardian	-	An subscription news platform based on British news	- Latest news, world news, sports, business, opinion, analysis and reviews	Yes	No	Yes - through newspapers and website	Yes	Digital Pack: Free for 14 days	Digital Pack: Then \$19.99/month Guardian supporter: \$6.99/month
Tribeca Shortlist	-	An SVOD platform for curated monthly movie picks.	- Licensed Content	No	No	Yes - through OTT	Free	7 day free trial	\$4.99/month
The Information	-	An subscription news platform focussing on technology and business	- Original news content	No	No	Yes - through newspapers and website	Free	None	\$399/year, \$199/year for under 30, All Access: \$749/year, \$39/month
VRV	-	An AVOD/SVOD platform for genre and short form content.	- Different channels for anime, dramas, video games, news	No	No	Yes - through OTT and streaming devices	Free	30 day free	\$9.99/month
Film Spotting	-	A podcast service focused on films	- Film critic and movie reviews	Yes	No	No	Ad Supported	None	Donation based
Film Slate	-	An AVOD supported blog about films & television storytelling.	- Original content	Yes	No	No	Ad supported	None	None
WNET Thirteen	-	An AVOD nonprofit radio networks	- New York radio stations that braodcasts news and different shows/programs	Yes	No	No	Ad supported	None	Donation based; could be monthly donations or yearly donations
PBS	-	PBS is an American TV program distributor and news broadcaster	- Original and Licensed	Yes	No	Yes - Through streaming devices	Ad supported	None	Donation based: at least \$60/year or \$5/month
The Atlantic	Premium Membership	Access a community of editors and readers and support journalism	- Original content	Yes	No	Yes - through newspapers and website	Ad supported	"free" digital and print subscription	\$120/year, \$12/month
	Digital subscription		- Original content	Yes	No	Yes - through newspapers and website	Ad supported	None	Digital: \$24.5/year

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Medium	-	An open blogging / content platform for individuals to share their thoughts and experiences.	- Original content	Yes	No	Yes - through website	Ad supported	None	\$5/month, or \$50/year
The Economist	-	An AVOD & SVOD editorial content based magazine	- Original content	Yes	No	Yes - through newspapers and website	Ad supported	None	\$12/12 weeks intro, then \$152/year (~12/month)
Ars Technica	Ars Technica Premier	An AVOD & SVOD news platform	- Original content	Yes	No	Yes - through website	Ad supported	None	\$50/year, \$5/month, \$30/6 months
Crunchyroll	-	An AVOD & SVOD platform that streams East Asian media	- Licensed Content	Yes	No	Yes - through OTT and streaming devices	Ad supported	None	\$6.95/month
Craftsy	Craftsy Unlimited	A SVOD platform for craft tutorial	- Teacher uploaded video tutorials	No	No	Yes - through OTT and website	Free	7 day free trial	\$14.99/month, \$120/year
WSJ	WSJ +	An AVOD & SVOD daily editorial content focussed on international news	- Original content	Yes	No	Yes - through newspapers and website	Ad supported	\$1/month for 2 months (monthly) / half-price for the first 6-months (annual)	All Access Digital: - \$36.99/month - \$110.97/6 months; \$110.97/quarter thereafter - \$221.94/year; \$110.97/quarter thereafter
Crooked Media	-	An ad supported content platform	- Original content	No	No	No	Ad supported	None	None
Rooster Teeth	FIRST	A TVOD & SVOD service focusses on original content and broadcast news	- Original content	Yes	No	Yes - through OTT and streaming devices	Ad supported	None	\$4.99/month, \$19.99/6 months, \$35.99/year