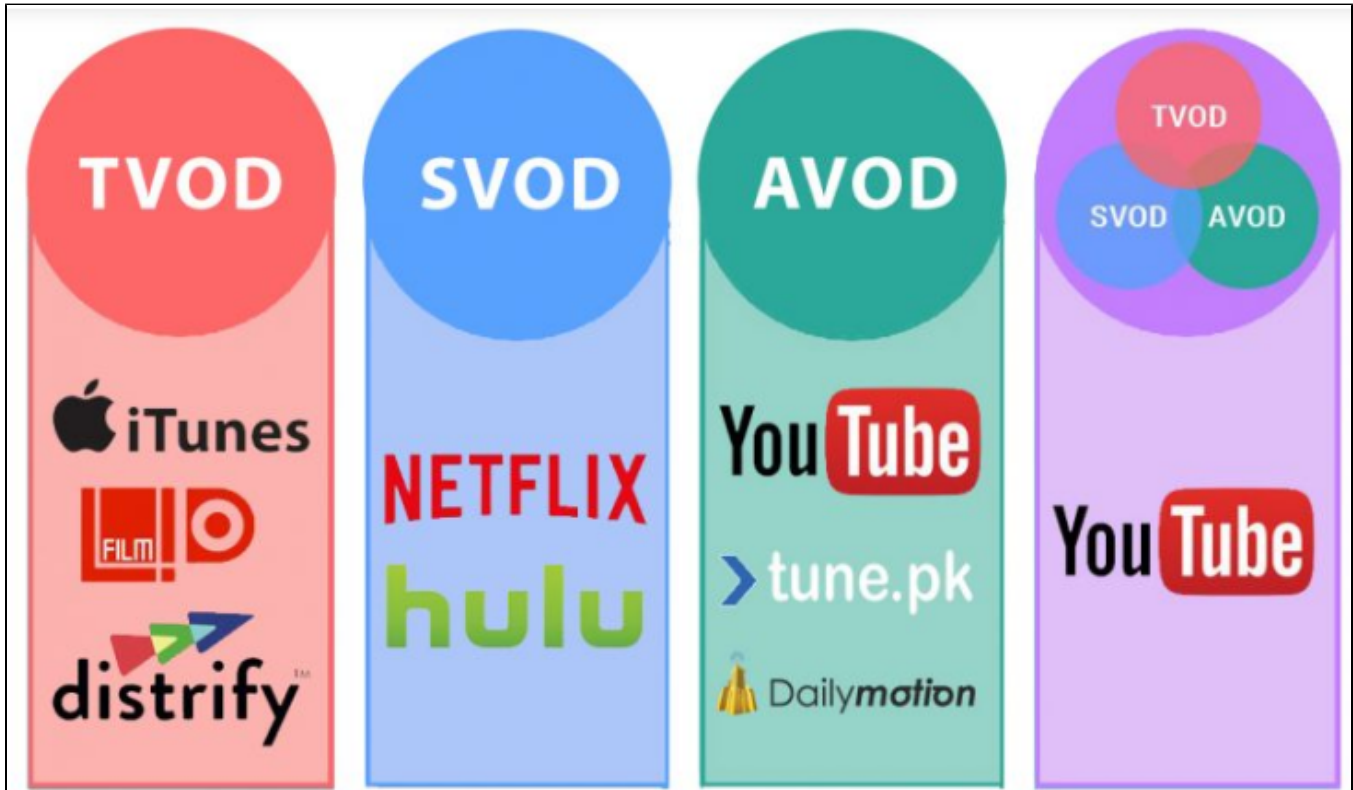


AVOD

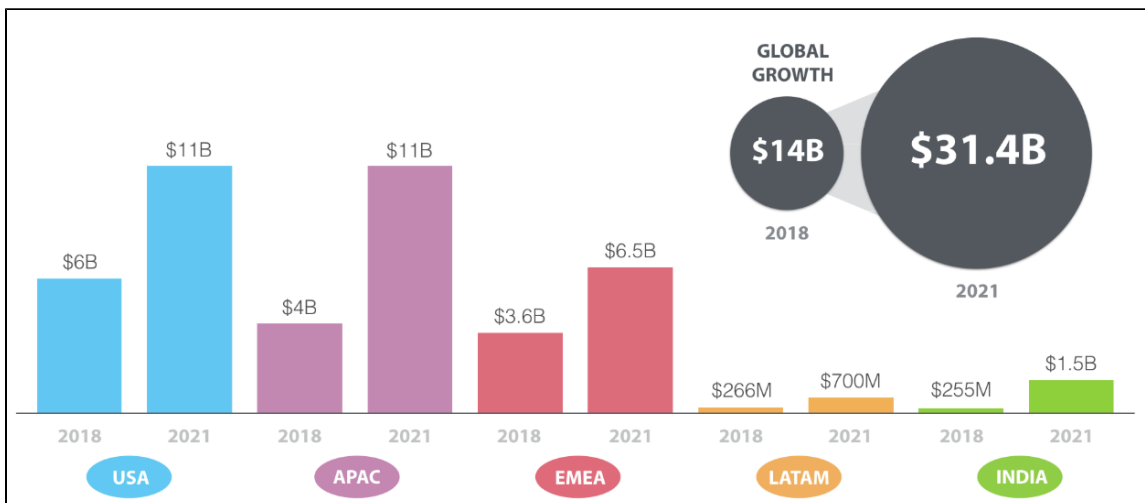
AVOD stands for **Advertising-based Video On Demand**. Unlike **SVOD**(Subscription VOD) and **TVOD**(Transactional VOD), AVOD is free to consumers. However, much like broadcast television, consumers need to sit through advertisements. You can see AVOD in action when watching DailyMotion, YouTube and 4OD, where ad revenue is to offset production and hosting costs.

Premium content owners rarely use AVOD as it generates lower amounts of revenue than SVOD and TVOD. It's interesting to note that YouTube has started to move its subscription-based Premium content to an ad-based model, with reports that the service was slow to catch on with users.



Pluto TV was the first major AVOD tree to fall via Viacom. Xumo was second via Comcast.

AVOD Market Growth Projections



Source: <https://www.unreel.me/2018/10/30/streaming-services-scale-ads/>

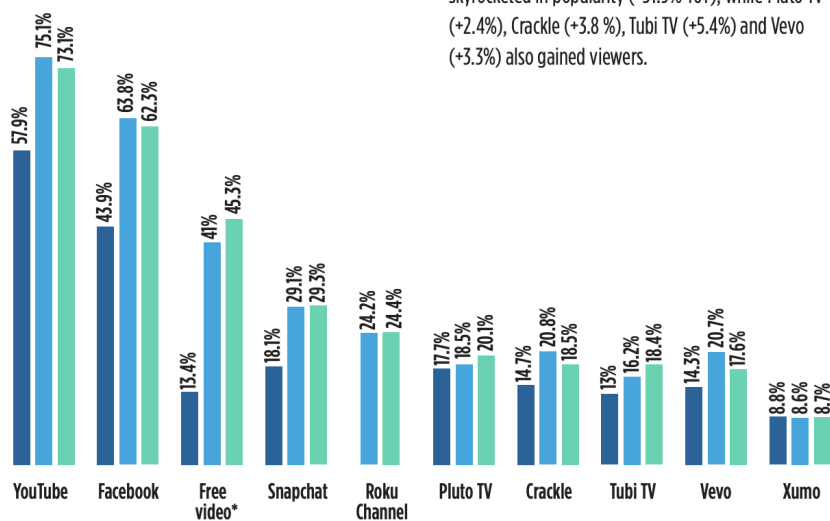


AD-SUPPORTED SERVICES GAINING GROUND YEAR OVER YEAR



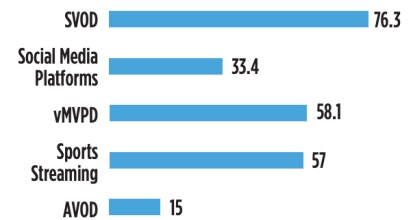
AVOD Service Usage (% of respondents)

■ 2018 ■ Q2 2019 ■ Q4 2019



At 73.1 percent, YouTube remains the most popular source of free streaming content, followed closely by Facebook (62.3%). Free video from network sites has skyrocketed in popularity (+31.9% YoY), while Pluto TV (+2.4%), Crackle (+3.8%), Tubi TV (+5.4%) and Vevo (+3.3%) also gained viewers.

Average Time Per View in minutes



Very Satisfied with SVOD



Very Satisfied with AVOD



References

- <https://www.broadbandtvnews.com/2020/01/06/2020-is-the-year-of-avod/>
- <https://www.viaccess-orca.com/blog/avod-solutions-increasingly-attractive>