



PAY TO PLAY

How to Build a
Revenue-Generating Video
Subscription Offering





Who Should Read This Guide

IF YOU HAVE VALUABLE VIDEO CONTENT and you want to turn those assets into a subscription offering, this guide is for you. We'll cover everything you need to know to build a professional video subscription website and charge for access to your videos.

We produced this guide based on over fifteen years of experience supporting video projects for small, medium and large-sized organizations -- we've learned a great deal about what makes a successful video offering.

We wrote this guide with these types of people and organizations in mind:

- Professional educators
- Customer training professionals
- Businesses looking to turn training into an offering
- Individuals with subject matter expertise
- Thought-leaders with compelling content

In these pages, we'll go into detail about how to create the right type of video experience for your business model. We assume you have or are in the process of creating great video content. Our primary goal is to provide the knowledge you need to package your content into a paid offering and grow your subscriber base effectively.





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Introduction

VIDEO SUBSCRIPTION OFFERINGS ARE GROWING TREMENDOUSLY. Subject matter experts and organizations are creating new revenue streams by sharing expertise, skill development, training and other high value information via online video.

Over the last five years, we’ve seen organizations of all sizes create new offerings or transition a DVD-based video business to an online version. Online video technology has matured to the point where it’s now not only feasible, but easy for a non-technical team to launch and manage a video website, payment processing, video email marketing and video analytics without IT support.

If your business is producing high quality video material, you may not have the expertise in video technology required to create the video experience you want. The guide book will show you how to go from a file of video content on your computer or a history of DVD content to a revenue-generating video subscription website.

The concept for Pay to Play came from speaking with many of our customers who have had great success with their video subscription offerings. As we learned from their experiences, we began to see patterns. Turns out successful video subscription sites had a lot in common.

The book is broken down into four major sections:

- Producing High Value Content
- Creating a Great Subscriber Experience
- Developing a Sound Marketing Plan
- Measuring & Learning from Video Analytics

By the end of the book, you will have the knowledge you need to get your own video subscription offering off the ground. You’ll also know what to look for in video technology and what to expect as you ramp up.

A professional video camera is shown from a low angle, with a hand operating the controls. The camera's monitor is tilted upwards and displays a man in a yellow shirt holding a white folder. The background is blurred, suggesting an indoor setting.

Producing High Value Content

1

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IT GOES WITHOUT SAYING THAT THE FOUNDATION OF A SUCCESSFUL VIDEO SUBSCRIPTION OFFERING IS HIGH VALUE CONTENT. Your video content is your product. For you to stand out and earn subscribers, you have to provide value to your audience.

Of the four components of a video subscription offering, this is the one where technology can help you the least. Your success depends on your ability to understand your audience's needs and desires and deliver the best content possible.

Remember you're up against a lot of freely available video content, so before you invest in building a video experience ask yourself if your videos provide:

- real learnings,
- new information, and
- remarkable content.

Common Classes of Video Subscriptions

When we look at the most successful video subscription offerings, there are some commonalities that jump out—especially in terms of the classes of offerings. These are a few models we've seen work well.

▶ **CERTIFICATION**

Provide video courses that lead towards a formal certification. This works well if you are training resellers or partners, providing continuing education and equipping people with new marketable skills.

▶ **DVD TO ON-DEMAND**

Businesses that have succeeded with DVDs can make the switch to an on-demand model with online video becoming more affordable and desirable.

▶ **PAID TRAINING**

Take your standard customer support or training, turbo charge it and provide a paid version. As more business invest in producing training and education material, there is room to create paid versions.

▶ **PREMIUM CONTENT**

For media-focused companies, video subscriptions are an excellent way to expand your offerings. Use your free assets to upsell premium content. This works best when you consistently produce new videos.

Questions to Ask Before You Produce

The best video strategies are focused on delivering measurable video results. In this case, you want your videos to either entice someone to sign up for a subscription or keep a subscriber engaged with your content.

Before you produce a new video, it's best practice to run through a checklist to ensure your video will drive the right actions. Here are common questions that can help you produce videos with your subscription experience in mind.

What do you want to accomplish with this video?

Examples: Gain new subscribers, provide new content to existing subscribers.

Types of Video Formats that Excel

Creativity is certainly an asset, so don't take this list as the end all be all. With that in mind, there are patterns in the types of videos that sell well. Use these formats to get inspired.

WHITEBOARD TALKS

For complex topics that are best illustrated, whiteboard talks are a great way to convey information. Get your subject matter experts in front of a whiteboard and have them walk through one specific subject, using the board to draw as they go.

SUBJECT MATTER EXPERT + SLIDES

Another way to teach procedures and concepts with video is to combine footage of an expert speaking with slides. This format is more dynamic than just having slides and creates a personal connection by showing the speaker in front of the camera.

PROCEDURE + PROCESS DEMOS

The focus here is on getting something done. By the end of the video, your viewer should know how to accomplish a desired task and have all the information required to go do it themselves.

Who is your audience?

*Describe your audience in detail.
What is their attention span like?
What do they want to accomplish?
How will your video help them get there?*

Where and how will your audience view your videos?

*Think about the type of devices they watch on.
Do your viewers watch the entire video or skip around?*

What types of in-video interactivity will you overlay on your video?

*Will you use chaptering to break up longer content?
Do you want to mention interactive elements in your video?*

Will you need to produce a preview of your video (to display before your Paywall)?

Do you need a short version as a teaser? Where will you cut off the preview and require subscription?

How will you measure the success of this video?

Examples: Video views, qualitative feedback, new subscribers gained.

The Content Essentials



You know you are set up to succeed if you answer yes to the following questions.

- Are you providing new or exclusive information?
- Is your content remarkable?
- Do you have enough content to meet and sustain demand?
- Are you able to consistently produce content?



Creating a Great Subscriber Experience

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AS YOU FIGURE OUT YOUR CONTENT STRATEGY AND SUBSCRIPTION OFFERING, YOU NEED TO MAP OUT HOW YOU WILL DELIVER YOUR CONTENT TO YOUR VIEWERS.

Your video subscription website is the foundation of your offering. You want to make sure your website is easy for both you to use and your subscribers to navigate. The easier it is for you to manage the faster you'll be able to add new content and manage your audience. For your subscribers, you want to offer an enjoyable experience that makes it easy to purchase, view and search.

There are three key points to consider when creating a great subscriber experience:

- Create an easy to use site for you & your subscribers
- Make a good first impression & convert viewers to subscribers
- Engage subscribers & keep them coming back

Creating an Easy to Use Site

Studies have shown that website visitors take mere seconds to determine if they want to continue to browse the site or go elsewhere. Your number one objective is to hook a visitor in and get them interested in your video content. Your branding and website should be set up to do just that. Here are the key factors that are important for your video website configuration.

SITE ACCESS

Site access determines how viewers get to your content and the environment in which they watch your videos. The option you pick depends on how your video subscription offering works. From completely open to restricted access, there are a number of ways you can build your video subscription website.

- **Public Site:** Your video subscription site is open to anyone and optimized to be found in web search. Your videos can show up as results in search engines and your site provides open access to view the list of videos available once a visitor lands on that page. When a visitor views one of your videos, a Paywall form gates the video content and takes the person through a purchase flow. This format is best if you want viewers to see all of the content available for your subscription, you want the general public to subscribe and your content is not sensitive material such as internal corporate training. A public site environment also enables you to embed videos across the web while continuing to gate videos with a Paywall form.
- **Private Site with Paywall:** In this situation, your videos are only available after a viewer has logged into a website. This can be accomplished using a login system on your video website or using a Single Sign On (SSO) integration if you already have a system or application with users. Once a user logs in, they are able to view the available videos and related information. To gain video access, an in-video Paywall form embedded in the video takes you through a payment flow.
- **Private Site:** If you manage payment through a third-party system or if your video subscriptions are part of a larger package that is purchased outside the video site experience, you can use a private video website to provide your offering. Content is gated by a login page or SSO integration. This setup is optimal when video are complimenting another product or service that has been purchased.

Regardless of the type of site access you setup for users, you want to ensure that your subscribers can access content when and where they need it. This means a viewer should be able to watch their video subscription on every type of device including laptop, mobile, and tablet. Your video site technology should automatically optimize for these scenarios.

VIDEO PLAYER

In addition to creating a great video website, your video player will be instrumental in setting you up for success. A video player is the wrapper that goes around your video file. It's what enables you to serve up your video for your viewers to watch. The player gives the viewer the ability to play the video, choose their resolution, share the video and more.

The player should also enable you to provide more functionality on top of the actual content. For example, you need an intelligent video player to offer and accept payment within the video. A modern player will also support video transcriptions, closed captioning and in-video interactivity, such as chaptering, links and calls-to-action, to engage your subscribers.

Your video player is also what enables you to understand how your subscribers engage with your content. An intelligent player will collect advanced analytics that allow you to determine if your video strategy is working. Make sure you can gather data about how your individual subscribers watch your videos and which parts of your videos are most popular. Section four covers video analytics in more detail.

USER EXPERIENCE

When it comes to user experience, there are two components you will want to be aware of and optimize for: search and flow.

Search

- It must be easy for a subscriber to search and find relevant video content on your video subscription site.
- Use video metadata such as title, short description, long description, tags, categories and subcategories to organize your content.
- You can enhance your search by having a quality search toolbar that picks up keywords and phrases in your video description, related tags and transcripts.

Flow

- The flow and guidance through your content should be easy to digest and not overwhelming.
- Break up video content into digestible parts with video chaptering.
- Use playlists or related video suggestions to propose additional content.
- Keep categories and organization simple by sticking to a preset list of topics with very clear titles and descriptors.
- If you are organizing training related content, it may be helpful to list your sections into the phases of a product setup or title your video to answer one of the 5 W's: Who, What, When, Where or How. Or use a 'what's in it for me statement' in your video description.



Getting Your Subscribers to Pay

The moment of truth: turning a viewer into a subscriber. This section covers the best practices around presenting your subscriptions to your viewers and getting them to give you their credit card number. When it comes to your subscription sign up process, make sure you are: enticing, simple & secure.

ENTICING

Communicate your offering to your viewers clearly. Make sure they know what they are getting when they subscribe and get them excited about it. Use video previews or free content to give them a taste of what you offer and hook them in.

SIMPLE

Getting people to click is hard. Getting people to give you their credit card number is even harder. For every extra step in your payment process, people will drop off. Make sure your video subscriptions are easy for someone to fill out on the fly and on a mobile device.

SECURE

We assume you are using a secure payment processing system to protect your subscribers' credit card information. Once that is in place, it's important to communicate in a way that instills confidence. Make sure your video website is branded and professional.

Engage Your Subscriber With Interactivity

Increase the engagement factor of your videos by incorporating in-video interactivity. Adding video interactivity is like enriching your videos with an extra layer of information. This extra layer can be used to help viewers get to the part of the video they care about faster or allow them to navigate from the video to another resource when they need it. In a video subscription scenario, in-video interactivity can be a great tool for upselling additional subscriptions.

TYPES OF INTERACTIVITY

- **In-Video Links:** Add links on top of your video that send viewers to external resources to supplement training videos with PDF documentation, websites for reference, etc.
- **Comments, Drawing & Images:** These tools enhance the video to emphasize specific content. This is great for recorded seminars or content from a lecture.
- **Chaptering:** Video chapters break up longer content into easily digestible segments. From the table of contents, a subscriber can click thru to the content that is most meaningful to them.
- **In-Video Quizzes:** To reinforce information, you can engage your audience to complete a quiz before, during, or after they watch a video. You can also use quizzes as a method to survey and gather information from the subscriber such as feedback on what content to share or other data such as demographic information.

For you, video interactivity is a great way to gather valuable data about your subscribers. That's why it's very important that any in-video engagement be connected to your analytics. Knowing what people are clicking on and how they are watching your videos will help you continue to deliver content, increase revenue and maximize your ROI.

Video Subscription Pricing Strategy

Pricing is a delicate topic. What works for one business may not work for another. Figuring out what to price your subscriptions at will take some research and trial; however, there are a few guidelines you can follow.

Align Yourself with Your Industry Norms

All industries have different levels of price sensitivity. If your industry is perceived as highly specialized, you can charge more for your videos. Technical, medical and legal fields often command a higher price point.

- Which industry are you in?
- Is your content required for people to do their work?
- What are people in your industry used to paying for information?

Assess the Uniqueness of Your Content

If you are the only one producing this type of content, you can go for a higher price point. However, if your content is already available for free across the web, you should reconsider your angle.

- Can people find a substitute for your content for free?
- How exclusive is your information?
- Can you differentiate yourself well?

Reference Proxies for Your Content

Is your video subscription content replacing something that was previously sold on DVD or presented in person at conferences or workshops? If so, use the cost of those products or events as a benchmark for setting your price points.

A Real Life Example

Imagine your video course replaces a workshop that costs \$1500. Since a video version doesn't offer the same in-person experience, you can drop the price to 20 - 50% of the live event cost. It's a good idea to start on the expensive side and offer discount codes if needed, rather than devalue your content to quickly.



Developing a Sound Marketing Strategy

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YOU'VE GOT THE CONTENT. YOU'RE SET UP TO WOW YOUR VIEWERS. How do you grow your audience and entice them to subscribe? In this section, we'll cover the the basics of creating a marketing plan, video SEO best practices, ways to increase conversion and thoughts on pricing.

When it comes to marketing your online video subscription offering, it's important to have the right mindset. Success usually doesn't happen overnight so you should plan to roll out various marketing campaigns, test different tactics and make continuous improvement.

A full tutorial on digital marketing techniques is beyond the scope of this guide, however, we'll share some ideas based what we've seen work for video-based offerings.

Put a Plan in Place

Start by envisioning what success looks like. Describe the results you want to see. This could be in the form of a goal statement, such as: add 50 new subscribers in the first quarter. From there, work backwards. How many people do you think you need to reach to get to 50 subscribers? If you don't have data to work with yet, you can make educated guesses.

The next step is to define where your potential subscriber base hangs out online. List out different ways you can reach your audience. What do they search online? Which publications do they read? Are their paid acquisition models (AdWords, LinkedIn Ads, Facebook Ads) that can help?

What does a successful launch look like 30 / 60 / 90 days out?

How will you position the launch? What are the key messages to your potential subscribers?

Where will you announce your new video offering?
List both organic (free) and paid channels.

Email Marketing with Video

If you have an existing contact base, you'll want to think about how you will announce your new video subscription offering to them. Email marketing is a typical tactic and there are a number of ways to incorporate video into your efforts.

When first announcing your video subscription offering, a phased approach works well. Start off with simple email campaigns reaching out to a small group of your known contacts. You'll learn from this first group and determine improvements that can be made to your email marketing and video subscription site.

Email clients (i.e. Outlook, Gmail, Mail) don't support video playback directly inside an email. This means you need to lead your email subscribers from the email to your video subscription site. Best practice is to embed a video thumbnail into your email. By showing the play button or using a call-to-action (i.e. Watch now), you will increase the likelihood of someone clicking through to the full video.



When your contact clicks the video link or video thumbnail, that link should take them to a video playback page. This can be a page within your video gallery or it can be a page on your website where you have embedded the video. It's essential for your video playback environment to be branded and controlled so you can create the best possible subscriber experience and gather analytics.

Behind the scenes, you want tracking links configured so you can identify your contacts based on their email address. When you embed video thumbnails or even links to your videos in your email marketing campaigns, you can track what your contacts do when they receive the email. By using a tracking link, you'll know who watched your video and how they watched your video. Did they watch the entire thing? Did they watch it more than once? Did they stop watching immediately? Email tracking contributes to your overall video analytics, which we will cover in more detail in section four.

Video SEO

If you want people to find your video subscription site, you need to set up your website for proper video search engine optimization (SEO). There is a lot of information out there about SEO and it may feel like it's constantly changing, but basics remain the same. You can accomplish quite a bit by putting the following in place.

PRODUCE GREAT CONTENT

Search engines, like Google, Bing and others are savvy. The ongoing changes they make to their algorithms are typically to ensure that poor content gets weeded out and quality content is easier to find. Producing useful content is the foundation. Does your content solve problems or add value? Is it easy to share with other? There's no sense in optimizing for robots if no one actually wants to watch.

MAKE YOUR VIDEO READABLE

The reason video SEO is considered tricky is because search engines can't understand the contents of your video. There are a few things you can do to provide the right information to search engines in a format they can read.

For each video you add to your video subscription offering, you need to provide the following metadata. It's helpful to choose one keyword / key phrase that best describes your video and make sure you use that keyword / key phrase in the metadata.

- Video Title
- Video Description
- Tags

Remember to make your metadata attractive to a human being. If a search engine displays one of your videos in a list of results, you want to appeal to the person searching.

To really nail the nuts and bolts of video SEO, you need to have the basics covered with a properly configured video sitemap. Every entry in your video sitemap must include a link to a landing page for a video, hence the value of the video resource site or video gallery. While you can configure a sitemap manually, we using a solution that automates the video sitemap for you so you don't have to worry about it on an ongoing basis.

USE VIDEO TRANSCRIPTS TO BOOST SEO

Transcriptions can have a major impact on your search rankings. In a test with one of our customers, video transcriptions lead to first page ranking for longtail keywords in just a few weeks!

To unlock the content in your videos, add video transcriptions directly to the HTML of each of the pages where your videos are hosted. Transcriptions give your viewers the option to «read» a video if they can't listen at the time, while providing the keyword richness a search engine needs.

Transcriptions are also very useful in creating additional content from your videos. For example, you can use a transcript as the base for a blog post that links back to your video subscription site.

Subscription Terms

Each video subscription offering model is unique. The pricing terms for one business may not work another. Tie your pricing and subscription terms to your specific offering and buyer. How do your subscribers like to make purchases? Do they like to buy a la carte or do they prefer package deals?

Your subscription terms will heavily depend on how your produce video content. Do you provide set courses that include a series of videos best watched in order? Do you produce new video content frequently? Here are some option we've seen work well:

- **One-Off:** A one time payment for access to one video. By providing this type of offering, your subscribers can test out your video content without committing to an entire subscription. If you are just starting out, it's a good idea to give people a way to test the waters and earn their trust.
- **Monthly All Access:** A monthly recurring fee for access to all videos available across your site. This is great if your audience is homogenous and most everyone is looking for the same type of content.
- **Yearly All Access:** Use a yearly all access subscription option to give a discount to subscribers who are hooked on your content. If you are just starting out, don't expect too many to jump right in for a full year commitment.
- **Monthly Category Access:** If you have a variety of tracks, for example different courses, you may want to provide subscriptions to a specific category of videos on your video subscription site. This way your subscribers have the option to buy only the content they are interested in most.
- **Yearly Category Access:** Use this type of subscription to provide a discount to subscribers willing to pay upfront for an entire year. Only offer yearly access if you have enough content and an aggressive video production schedule to keep subscribers engaged for 12months.

Your success will depend on your ability to create a sound marketing plan and use technology in your favor. But even more important, is your ability to continuously learn from your subscribers, experiment with new marketing tactics, measure what you do and adapt.

How do you measure the ROI for a video subscription offering?

When you launch a video subscription site you are starting a business or creating a new offering for your company. Before you start, it's prudent and motivational to have a clear path to break even and revenue growth.

There are some upfront costs required: your video infrastructure is your building, your video website is your storefront and your video content is your inventory.

To measure ROI, you want to understand the variables at play and define your goals. Answer these core questions:

- What subscription levels will you offer?
- What are your marketing costs to get a subscriber?
- What are your technology costs?
- How many subscribers does it take to break even?

Plug the numbers [into your ROI calculation template](#). Here's a sample. You can download your own version [of this worksheet here](#).

RAMP UP PHASE: ROI CALCULATOR SAMPLE

Monthly Subscription		\$50
Subscriber Count		
Month	1	10
Month	2	20
Month	3	40
Monthly Recurring Revenue		
Total MRR Month1		\$500
Total MRR Month2		\$1,000
Total MRR Month3		\$2,000
Video Subscription Software Costs		
Month	1	\$1,000
Month	2	\$1,000
Month	3	\$1,000
Net Profit By Month		
Month	1	\$515
Month	2	-\$30
Month	3	\$940
Total Net Profit For Launch		
Phase		\$395

[Download Excel Worksheet](#) 



Measuring, Learning & Growing with Viewer Analytics

4

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YOUR VIDEO SUBSCRIPTION SITE IS LIVE. PEOPLE ARE SIGNING UP AND ENGAGING WITH YOUR CONTENT. You've begun generating revenue. In many respects this is only the beginning.

From here, you can start measuring, learning and growing with qualitative and quantitative data from your subscribers.

The beauty of modern online video platforms is that they give you a crystal clear picture of what's going on with your video subscription offering. With video analytics, you can understand how your content is performing and how your viewers are engaging or not with your offering.

Often we optimize for launch day, but what's even more crucial is to keep learning, adapting and expanding your reach. Video analytics will help you figure out what's working and what needs work.

Questions to Continuously Ask Yourself

To continuously improve and grow a video subscription offering, you should ask a lot of questions. The answers will come from speaking with your subscribers and by digging into your video metrics.

We asked our customers what types of questions they ask themselves on an ongoing basis, these are the most common. Whether you ask these informally or use them to create your reporting structure, these questions will help you grow revenue by creating the best video subscription experience possible.

- What are my subscribers paying for?
- Which videos fail to convert a viewer to a subscriber?
- Which videos convert the best?
- Who are my subscribers?
- How do my subscribers watch videos?
- Do they watch the entire video or jump around?
- Which subscription levels work best?
- Are there opportunities to increase conversions?

Video Metrics that Matter

CONVERSIONS

Conversions to a paid subscriber is the ultimate measurement of success. Keep track of what's converting and what's not.

- Revenue: Total revenue generated by your video subscription offering.
- Subscription Performance: Which subscriptions generate the most revenue?
- Paywall Conversion: How many people see your video Paywall versus how many subscribe?

ENGAGEMENT

Which videos perform best? Which parts of your videos are most watched? Least watched? This data is valuable at the video level and at the individual viewer level.

- Top Viewed Videos: Which videos are viewed the most?
- Most Clicked Chapters & Links: What are your subscribers most interested in?
- Most Viewed Portions of Videos: Are some portions of videos rewatched more than others? Does this imply confusion or interest?
- Video Views / Subscriber: How many videos do your subscribers view in a given time period?

AUDIENCE

Understand who your video viewers are, where they come from and how they watch your videos.

- Site Referrers: How do your subscribers find your site? Search, referrals from third-parties, etc.
- Browser Usage: Which browsers and devices are most popular among your subscribers? Does your site perform well for them?
- Location: Which states or countries do your subscribers come from?

SUBSCRIBER BEHAVIOR

Each subscriber should have a user profile showing you which videos they have watched, heat maps for each time they viewed a video and an audit trail of their quiz results.

Knowing Where to Go Next

With data in your hand you're ready to ramp up and grow your video subscription offering. With video analytics you should always understand:

- what subscribers are paying for,
- how subscribers watch your content; and
- which video content works and what to develop next.



Conclusion

AT THIS POINT YOU SHOULD HAVE THE KNOWLEDGE YOU NEED TO BUILD A REVENUE-GENERATING VIDEO SUBSCRIPTION OFFERING. From video content strategy to subscription site configuration to marketing to measurement, you have the power to get people to pay to play.

To sum it all up, the most successful video subscription models produce unique content, understand their audience, and make it easy for themselves to manage and their subscribers to buy.

The best are always learning and growing. A video subscription offering is usually dependant on your ability to anticipate what your subscribers want and continuously produce new content.

When you set yourself up with the right technology to create a fabulous video subscription experience and measure the metrics that matter most, you have the insights you need to win with video.

If you have questions about how to transition your video business online or launch a new video subscription offering for your business, reach out to us. We've enabled hundreds of business take their video where it needs to go and we're excited to work with you.



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