

At MSIVOD all films are £1.00 to buy, no adverts! We're avoiding the AVOD (Advertisement Video on Demand) model, which is where viewers watch movies for free with ads. We're offering a TVOD (transactional Video on Demand) service. We feel that AVOD is dominating the industry and disrupting the marketplace because film-makers who work hard creating content, barely get paid for their work as a result of AVOD royalty rates. For example, in the past, when producers or distributors sold a film for £5.99 on a platform (whether physical media or digital), the income would be £5, 990.000. But now, a million views for instance on an AVOD platforms barely makes £5,000. The royalties are calculated based on how much the advertisers pay the AVOD platform to have their ads inserted over the films. It's essentially the advertisers and the AVOD platform who benefit, and not necessarily the content creators. In most instances, content creators are being paid pennies or a few hundred pounds for thousands or millions of minutes streamed. The royalty rates for AVOD just do not cut it and it's crazy how this has even been allowed to happen. We're trying to change this by selling each film for £1.00. At least filmmakers can have a better shot at making decent returns when they sell a few thousand downloads. If you are a film-maker, you will understand where we are coming from as it impacts you the most. If you are a viewer, please choose wisely because the content creators are creating the content to entertain us, and we don't want them to give up if they do not earn their well deserved royalties.

Additionally, we're on a mission to normalise the divide between small and big budget films, because often lower budget films are overlooked and appear at the bottom of the list. We're not afraid to place small and big budget films side by side. Anyone who buys a film from our service will directly contribute to our mission: reducing that divide and helping film-makers get paid properly.