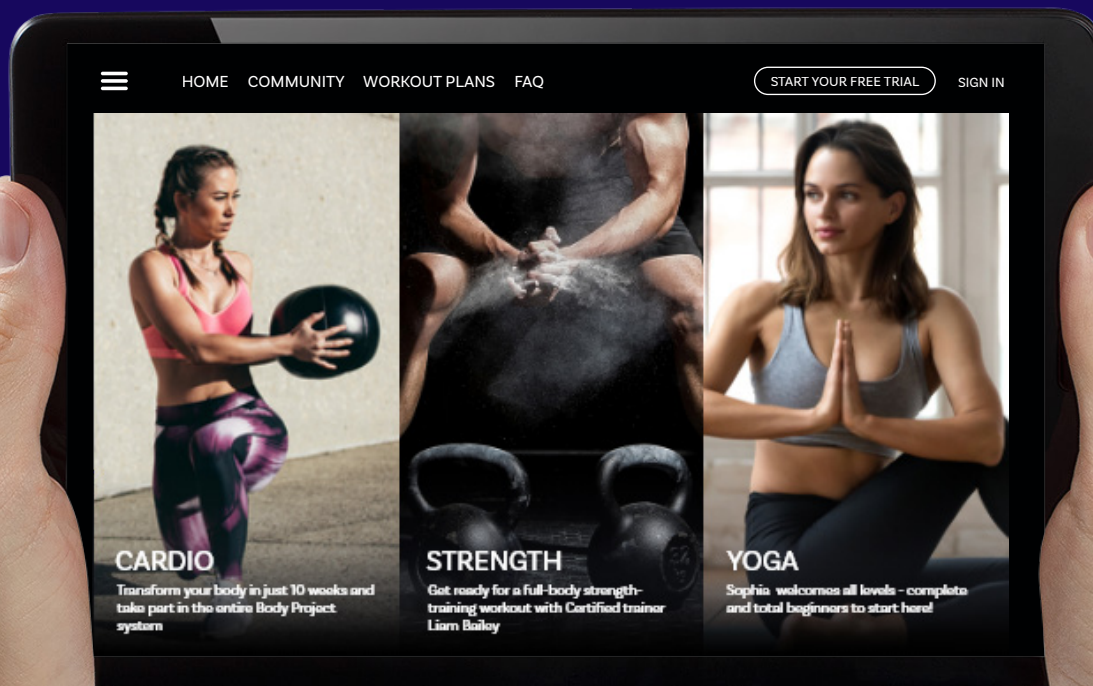**flowplayer** + inplayer

A powerful combination to monetize premium video content.

Introduction.

As an enterprise-level VOD and live streaming platform, Flowplayer is one of the most deployed video players on the web. It's been an ideal place to host and distribute your premium video content since it was founded in 2004.

Whether you're a media publisher, content owner, broadcaster, or business looking to build your brand, Flowplayer is a great way to grow your profile and revenue online. We support thousands of businesses looking for more control over their online video publishing and streaming efforts as they reach billions of viewers around the world.

But the next piece of the puzzle is how to monetize your video content. In this guide, we're going to cover how you can use InPlayer - the world's leading pay-per-view and subscription paywall solution - to better monetize your Flowplayer videos through a seamless integration between the two platforms!

The state of video on demand (VOD).

Before we dive into Flowplayer or InPlayer, let's take a step back and look at the strength of video on demand right now.

As a reminder, video on demand (VOD) is a system for distributing media so that users can access video content at their convenience on their own schedule. In contrast to traditional over-the-air programming, VOD doesn't lock people into a specific broadcasting schedule, and can be accessed on a wide range of devices.

Of course, from a business perspective, it's important to acknowledge the incredible power and flexibility of video on demand (VOD). Never before has it been possible for enterprises to create professional content that rivals traditional media - but today, just one or two talented team members have the capacity to publish quality videos that entertain, inform, and persuade a target audience.

> **Today, video on demand is big business. In fact, according to Statista, the subscription video streaming (SVOD) segment is projected to reach a total of $82.43B in 2022.**

Whether you're looking at video production for lead generation or as a profit center in its own right, there's a lot of potential to monetise your videos in this brave new VOD world.

How to monetize your videos with ads?

First, we want to point out that Flowplayer provides native support for monetisation through online advertising, including both client side or server side ad insertion.

> **With advertising-based video on demand (AVOD), you can serve short video ads that play before, during, or after a video - or you can serve overlay ads that pop up in front of the video at predetermined intervals. The Flowplayer platform supports all of the most important ad standards in use today, including VAST 4, VPAID2, and VMAP specifications.**

Advertising is no slouch when it comes to revenue. According to a TV Technology report, ad-supported AVOD platforms are projected to see a revenue increase of $39 billion between 2020 and 2026, for a whopping $66 billion and 32% share of the market by 2026.

Most importantly, Flowplayer has built-in tools to maximise your ad fill rates, as well as detailed advertising analytics to maximise monetization return. You can learn more about this in Flowplayer's **ad fill rate guide**.

However, as powerful as advertising is, we know that not every business wants to monetize their content through advertising alone. Many viewers don't love having to sit through ads. In addition, you may not want all of your videos publicly available, which is where a paywall can help you protect and monetize your video content.

So, if your business wants even more flexibility in monetizing your videos and live streams, read on to learn more about the Flowplayer + InPlayer partnership.

The 4 InPlayer Paywall monetisation methods.

> **Founded in 2010, InPlayer is the world's leading video monetization platform, and a perfect solution for Flowplayer users who need a pay-per-view or subscription model for their content.**
> **InPlayer is a paywall solution designed to boost content owners' profitability while maintaining a seamless experience for viewers.**

Here are the 4 main monetisation methods available from InPlayer:

1. Pay-Per-View (TVOD)

The single pay-per-view (PPV) option allows you to accept a one-time payment from viewers in exchange for access to premium video content. It's like renting/buying a movie or paying for a sports match.

Essentially, this method enables you to sell tickets for your live stream event or VOD content direct-to-consumer. This means you can bypass any middleman and keep more of the proceeds of video ticket sales from your audience.

You can set the ticket to expire after a predetermined period of time or allow the viewer to retain permanent access to the video they paid for.

NOTE: Pay-per-view is sometimes referred to as transactional video on demand (TVOD).

Pay-Per-View (TVOD) Use Cases
The PPV or TVOD model is one of the most flexible for businesses and publishers. It gives you the ability to offer videos for rent or purchase, and it's excellent for live events, one-off presentations, concerts, and more. TVOD isn't just for an individual video - it can also work for feature-length productions, series, and more.

It works best for:

- ▸ **Live events**
- ▸ **One-off presentations or lectures**
- ▸ **Concerts**

2. Subscription (SVOD)

Another key option for businesses is to accept recurring pay-per-view payment in exchange for access to premium video content. This is usually assessed monthly, but can also be an annual fee.

The subscription-based payment method gives your viewers continuous access to videos until they cancel the subscription. It's similar to a Netflix-style model, where you allow viewers to consume any content while they pay for the subscription.

NOTE: Subscription is also referred to as subscription video on demand (SVOD).

Subscription (SVOD) Use Cases
This model is great for creating a recurring stream, and often works well for a niche audience that can't find similar content for free. You'll get the best results from SVOD if you release content on a consistent schedule and keep your subscribers notified so they know to return.

It works best for:

- ▶ **Online classes and ongoing courses**
- ▶ **Membership sites with a library of content**
- ▶ **Premium content for coaching or groups**

3. Registration Only

The "registration only" option gives you the ability to capture first-party fan or user data in exchange for content access. InPlayer gives you a lot of flexibility in the data you can ask your users for, with custom dropdown fields, text fields, checkboxes, and radio buttons. This allows you to collect opt-ins in your email database with the information you need.

While the registration method doesn't necessarily result in immediate revenue, it does give you the ability to monetize users through emails outreach for future sales opportunities.

Registration Only Use Cases
This model is great for both B2B and B2C businesses, but for different reasons. Not every piece of content can or should generate revenue today - instead, it sets you up for future success.

For example, if you're a SaaS company with a high-ticket solution and you're creating content for a business audience, you can use InPlayer's registration feature to easily gate a webinar or video presentation and collect opt-ins that your team can follow up with. For a B2C business, the same is true, but you could enter those prospects into an email nurture campaign.

It works best for:

▸ **A teaser for premium paid content (i.e. a freemium asset)**
▸ **Lead generation for businesses with a more complex sales cycle**
▸ **Nurture campaigns for B2C business customers**

4. Access Codes

The unique access voucher option gives viewers the ability to access premium content via a pre-defined access code. For example, a gym may give new members a code to access their live streamed classes for a 6-month period.

These InPlayer vouchers can specify which video assets the code gives viewers access to, as well as an end date or period of time during which access is granted.

Obviously, access codes can be sold a la carte, if you like, but they're also useful as a way to include your premium content within a bundle, or as a bonus on top of another purchase.

Access Code Use Cases
This model is simply another way to provide access to your premium content for customers. It's also a way to gate content so that only registered account users with the code can access it - no other payment will be possible. Rather than have them pay for your content directly, you can offer an access code for limited access to your videos through InPlayer.

It works best for:

▸ **Providing a bonus or extra on top of another purchase**
▸ **Selling transferable access to certain videos**
▸ **Making some content exclusive to those with the access code**

How InPlayer and Flowplayer work together?

We've just described four monetization methods and their use cases. But how does all this work in practice?

Well, it starts by having a video or live stream to host. Inside of Flowplayer, you can easily add a new video or schedule a live stream event.
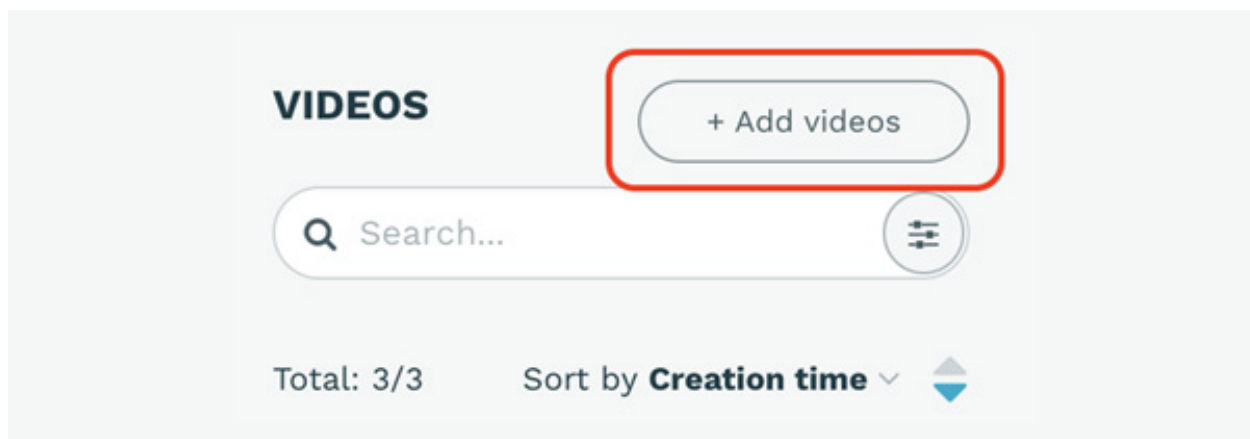
> **Once a video is uploaded to Flowplayer, you will need to sync it with your InPlayer account and embed the Paywall code on the page where you want to sell the content. The Paywall could be placed on any website content management system or inside your own InPlayer Landing Page.**

In all cases, InPlayer plays well with any DRM-encrypted options built into your video player of choice, such as social media sign-up, OAuth & SSO, and access codes.

Top 5 InPlayer selling points.

There's a lot to appreciate about InPlayer, but we wanted to point out a handful of the most important features that Flowplayer customers will love.

1. White Labeling

Another key feature of InPlayer is the ability to completely white label your Paywall solution. You get full customisation of both the Paywall and notifications, allowing you to present your professional brand across the board for a seamless user experience.

2. Pricing Control

With InPlayer, you also have the ability to fully control your PPV and subscription pricing, and collect revenue directly from your audience with no intermediaries. The platform works with Stripe Connect so that you receive any collected funds right away. This gives you the flexibility to test different price points, making your Paywall low and accessible to a broader audience, or higher-ticket and more exclusive. Best of all, you can secure more revenue by providing several payment options for your viewers or customers.

3. Subscription Tiers

There are a lot of publishers and content owners familiar with the Patreon model. Wouldn't it be nice to take that approach and control the whole thing yourself? Well, along with pricing control, InPlayer allows you to create a range of packages and subscription tiers. Some common examples include Season Passes, VIP Access, and more.

4. Geo-Specific Features

InPlayer makes it possible to create localized buying experiences for fans across the globe. InPlayer offers a multi-language interface with multi-currency support. This is a significant benefit that opens up your content to monetization across the world and expands your potential audience. Plus, with geo-pricing, you can display custom pricing depending on the users' location, including USD in the US, EUR in Germany, and so on. In addition, geo-blocking allows you to block the Paywall in certain territories or regions. This gives content owners more flexibility in regions where they don't have exclusive distribution deals, or where risk and compliance may come into play in certain areas.

5. First-Party Data Capture

If you've been in the online marketing world for any length of time, you know that first-party data is often more valuable than a one-time sale in the long run. With InPlayer, you have the ability to capture and own all first-party user registration/fan data, which is huge for maximizing the value of your video content for your business.

Top 5 Flowplayer selling points**.**

1. Performance Player Focus

Optimize your video experience with one of the most flexible HTML5 video players on the web today. With a small footprint and a powerful architecture, you can expect faster delivery speed, fewer errors, and more revenue for your business. Fully customize the player to your specification with ready-made templates, or make more detailed tweaks with custom CSS or Web Components.

2. Feature-Rich Platform

Focusing on performance, Flowplayer has built an open architecture and extensive API that enables a wide range of plugins, such as accessibility, events, monetizing, analytics, and much more.

3. Live Streaming

Flowplayer offers an efficient workflow that is optimized for busy media producers. The ability to re-use fixed sources, instant live clipping, and power UI with shortcodes drives efficiency in the live workflow. Flowplayer makes it easy to keep track of your streams through real time QoS analytics - paired with our powerful webhooks, you will get your notifications where and when you want them.

4. Protect

With the ever-changing digital economy, it has never been more important to protect your videos online. Flowplayer offers you full control with protection features to make sure you get the most out of your content. As standard, you can find domain locking and geo-blocking to ensure content doesn't fall into the wrong hands. Additionally, there are advanced options for enterprise customers including DRM encryption with support for Widevine, Fairplay plus Playready and also the qualified user limiter to protect against password sharing and multiple users sharing one session.

5. Support

Get support from experienced professionals. Our enterprise plans include highly customized support with deep knowledge of anything video.

Why Flowplayer and InPlayer?

Flowplayer is proud to partner with InPlayer because the two companies represent a best-of-breed technology combination, utilizing true specialists in both streaming and monetization.

> **Partnering with InPlayer is a logical step for Flowplayer. Extending our monetization possibilities will empower our customers to leverage TVOD or SVOD and grow their revenue streams. We are delighted to now offer this robust integration which makes paywall interaction simple for end-users and gives content owners complete control."**
>
> Henrik Lovén, CEO Flowplayer

You'd be hard-pressed to find two companies that are more experienced in helping companies distribute and monetize their video content.
Here are a few other advantages of the two platforms for your business.

Pricing Flexibility

Both Flowplayer and InPlayer provide a lot of pricing flexibility based on the features you need, so you can get an all-around OVP and paywall solution that meets your unique use case.

High Touch Customer Support

We provide high touch customer support for both our joint clients and their users. This means not only can you get help from us when you need it, but you also don't need to hire out an additional customer support team for any events, tickets, and subscriptions that you sell.

Tokenised-Based Integration

Thanks to tokenised-based integration between InPlayer and Flowplayer, you enjoy increased security for video streams, which in turn helps content owners to maximise transactions without worrying about piracy or security issues.
In a nutshell, tokenisation means that a viewer gets access to the video with a one-time use token so if they try to reproduce or access the video outside of that browser session, it will not be possible to do so.

How to connect Flowplayer with InPlayer?

If you're ready to get started with InPlayer, we recommend that you visit the **Flowplayer integration page** on InPlayer's partner page for the full step-by-step process.

But in a nutshell, you'll find Flowplayer within their list of online video platform (OVP) integrations. Then, you'll enter the Site ID found in your Flowplayer account and click Save. You can find the Site ID in your workspace Settings screen.
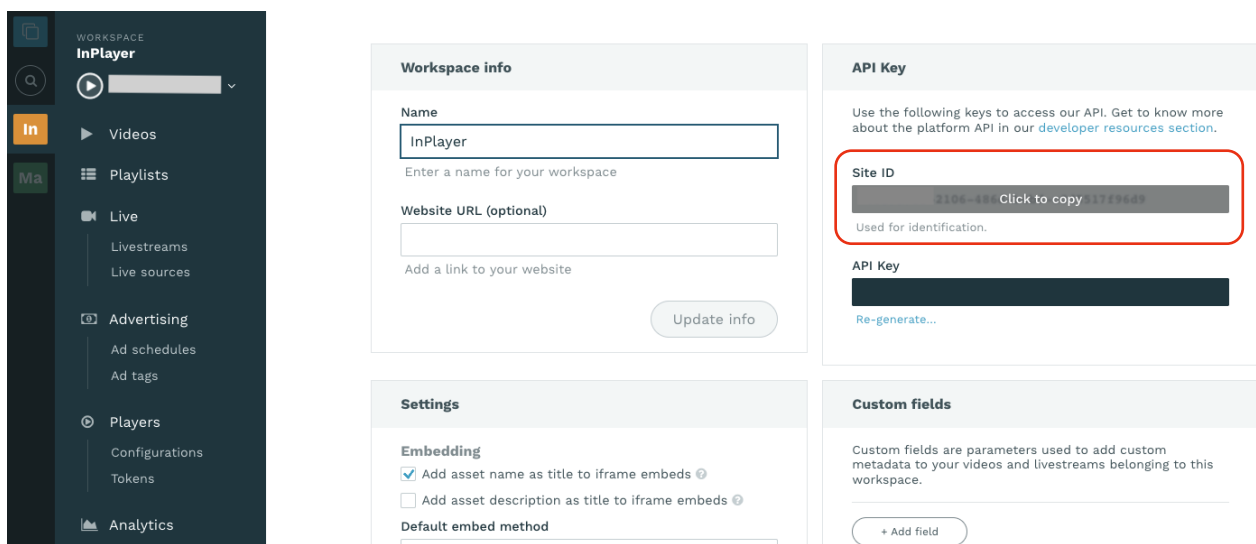
Note that you can sign up for a free **InPlayer account**, or you can contact **sales@inplayer.com** for a demo account with a demo credit card to test the functionality before switching over to a live account. For further questions about InPlayer, you can also visit their **Client Support Center**.

If you have further questions about Flowplayer, you can also reach out to us on **our contact page**.

Corrigan Sports case study.
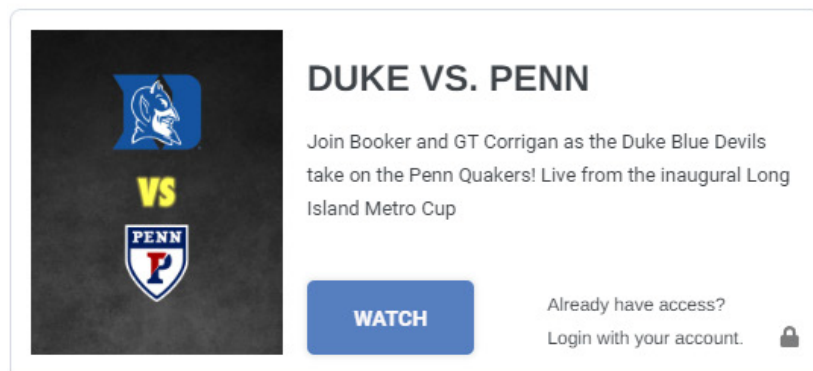
It's one thing to learn about the features of our two tools for distributing and monetizing video content - it's another to actually see it in action!

That's where Corrigan Sports comes in. This sports marketing and event management company produces and broadcasts lacrosse games and were delighted with our technology combination.
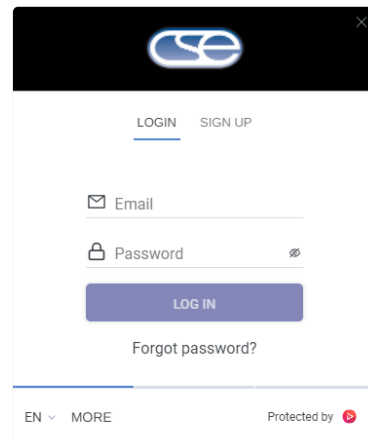
" **Corrigan Sports broadcasts high school and college lacrosse games across the United States - we've had a great experience working with InPlayer and Flowplayer to deliver a quality product to our thousands of viewers. The integration between the two platforms was seamless, the customer support teams for both organizations was fantastic leading up to our games."**

Ryan Corrigan, VP of Production, Corrigan Sports Television

You can find one example here at **UnderArmour Lacrosse Live**.

As you can see on that page, some of the games are publicly viewable. However, many games are locked behind a paywall and only available to those with a paid account (note the small "Protected by InPlayer" badge).

Want to learn more about our mutual client, Corrigan Sports?
You can check them out on Twitter **@CSELax**.

Conclusion.

We hope this guide has helped you wrap your head around the monetization possibilities for your video content. There's a lot to learn about the world of VOD, but Flowplayer and InPlayer can take a lot of the guesswork out of it!

So, now you understand how to create video assets and monetize them. What's next?

> **If you're new to Flowplayer, we encourage you to visit our pricing and plans page to find the right solution for you. You can try our Explorer plan for free.**
>
> **Then, head over to InPlayer's site and register for a free account.**