



## Amazon Announces Amazon Video Direct, Giving Video Providers a Self-Service Programme to Reach Amazon Customers, Including Millions of Prime Members in the UK

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*Creators and storytellers from around the world can now make their videos available to customers as part of Prime Video and earn royalties based on hours streamed*

*Videos can also be made available to rent or own, to view free with ads, or packaged together and offered as an add-on subscription*

*Customers in the United States, United Kingdom, Germany, Austria and Japan now have access to new movies, TV shows, docu-series and music videos from content creators*

*The Amazon Video Direct Stars programme also launches today, giving video providers the opportunity to earn a monthly bonus based on customer engagement*

**London – 10 May 2016**—Amazon today announced an enhancement to Amazon Video: introducing Amazon Video Direct (AVD), a new self-service programme for creators and storytellers to make their video content available to Amazon customers, including millions of Prime members in the UK. Amazon Video is the only streaming service to offer customers unlimited access to thousands of movies and TV episodes, including award-winning Amazon Original Series like the BAFTA-winning *Transparent*, through Prime Video; and thousands of titles including new-release movies and current TV shows to rent or buy. With AVD, starting today, video providers have flexible self-service options for distributing their content:

- Included in Prime Video at no additional charge to tens of millions of Prime members
- Offered as a one-time rental price or a one-time purchase price
- Available to all Amazon customers ad-supported
- Available as an add-on subscription through the Streaming Partners Programme (US only)

Specific benefits of Amazon Video Direct, include:

- **Access to Amazon's most engaged streaming audience**—video providers can distribute their content directly to millions of Prime members in the UK, and tens of millions worldwide, and earn royalties based on minutes streamed
- **Choice of how to share titles**—video providers can utilise the different options Amazon Video uses to share content to customers
- **Expanded customer reach**—video providers can choose to make their titles available in any country where Amazon Video is available—the United States, Germany, Austria, United Kingdom and Japan; with support for all the devices Amazon Video is available on—Fire TV, Fire and other iOS and Android tablets, connected TVs, game consoles, iOS and Android phones, and laptops
- **Insightful performance metrics**—video providers are given performance metrics, such as number of minutes a title was streamed, projected revenue, payment history, or number of subscribers, so they can optimise the way they offer and promote content to customers; video providers have full control and the flexibility to make changes based on these metrics

"It's an amazing time to be a content creator," said Jim Freeman, Vice President of Amazon Video. "There are more options for distribution than ever before and with Amazon Video Direct, for the first time, there's a self-service option for video providers to get their content into a premium streaming subscription service. We're excited to make it even easier for content creators to find an audience, and for that audience to find great content."

Also launching today is the AVD Stars programme, which gives creators a share of one million dollars per month based on customer engagement of their title. Here's how the fund works: Amazon will distribute a monthly bonus from the one million dollar monthly fund, based on the Top 100 AVD titles in Prime Video, in addition to the revenue they earn. Video creators and providers who use AVD to make their titles available in Prime Video will automatically be enrolled. The fund launches today and is eligible to providers who stream content starting on 1st June.

"We are thrilled to bring a selection of our premium original series, including Emmy nominated *Vanity*, to one of the premiere ad-free subscription services," said Mia Goldwyn, Chief Content Officer, StyleHaul. "We believe Amazon Prime members will enjoy the unique female voices featured in our content and be inspired by the fashion and beauty that our brand embodies."

"Amazon Video Direct helps us reach fans of our beloved preschool brands, including classic *Thomas & Friends*, *Barney & Friends*, *Angelina Ballerina*, *Fireman Sam* and *Pingu*, and get the content in front of Prime members faster than ever and into new territories," said Andrea Carpenter, Senior Director, Global Content Marketing and Distribution, Mattel. "The upload and publishing process is easy and fast, and we can directly monitor our streaming performance through our online dashboard."

"As a major, independently owned and operated motion-picture company, we're excited to have the ability to distribute our films to Amazon customers around the globe," said Peter Goldwyn, President of Samuel Goldwyn Films. "With Amazon Video Direct, we have the control to create the unique

distribution strategies that reflect the changing ways in which our audiences discover our films. We can seamlessly make all our movies like *Hyena Road*, *Somm: into the Bottle*, *Havana Motor Club*, available to watch when and where our audiences want them. With Amazon Prime Video we have found an amazing home for films like *The Benefactor* with Richard Gere and Takeshi Miike's *Yakuza Apocalypse*."

AVD launch partners include: The Guardian, Conde Nast Entertainment, How Stuff Works, Samuel Goldwyn Films, Mashable, Mattel, StyleHaul, Kin Community, Jash, Business Insider, Machinima, TYT Network, Baby Einstein, CJ Entertainment America, Xive TV, Synergetic Distribution, Kino Nation, Journeyman Pictures, and Pro Guitar Lessons. Content from these providers can be found now on Amazon Video.

To learn more about Amazon Video Direct, visit <http://videodirect.amazon.com>. Content creators and storytellers can start distributing their premium content today.

#### About Amazon Prime Video

Amazon Video is a premium on-demand entertainment service that offers customers the greatest choice in what to watch, and how to watch it. Amazon Video is the only service that provides all of the following:

- **Prime Video:** thousands of popular movies and TV episodes, to stream or download. As well as exclusive TV and film content, such as *Outlander*, *Vikings*, *Mr Robot*, *Black Sails*, *Paddington* and *The Imitation Game*, Prime Video is the only place to watch must-see Amazon Original shows such as 2016 BAFTA winning *Transparent*, 2016 Golden Globe® winning *Mozart in the Jungle*, Ridley Scott produced *The Man in the High Castle*, *Bosch*, based on Michael Connelly's best-selling books and all series of *Ripper Street*.
- **Rent or Own:** thousands of titles, including new-release movies and current TV shows available for on-demand rental or purchase for all Amazon customers.
- **Instant Access:** Instantly watch anytime, anywhere through the Amazon Video app on smart TVs, mobile devices, Amazon Fire TV, Fire TV Stick, and Fire tablets, on Xbox, PlayStation, Wii and Wii U, and through the web at [www.amazon.co.uk/primevideo](http://www.amazon.co.uk/primevideo).
- **Premium Features:** Top features like 4K Ultra HD, High Dynamic Range (HDR) and mobile downloads for offline viewing.

Prime Video is available at no extra cost to Amazon Prime members, who also benefit from unlimited One-Day Delivery on millions items, more than a million songs available to stream and download through Prime Music, unlimited photo storage in Amazon Cloud Drive, access to a million Kindle books to borrow, and 30-minutes early access to select Lightning Deals on [www.amazon.co.uk](http://www.amazon.co.uk). Amazon customers who are not already members can start a 30-day free trial of Amazon Prime by visiting [www.amazon.co.uk/prime](http://www.amazon.co.uk/prime).

#### About Amazon

Amazon.com opened on the World Wide Web in July 1995. The company is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit [www.amazon.com/about](http://www.amazon.com/about).