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# 30 way fi television company earn money

Adrian Dunkley | 2026-11-13

Di paper look pon footage weh di station have rights fi sell, production work an sponsor deal. Fi each test, di station haffi know who a go pay, how much di work cost an weh di buyer can do wid di footage.

Shorter reader edition a Adrian Dunkley paper, edition 2.0, 13 November 2026. It keep all thirty proposal, di finance example, controls an delivery timetable. Di English edition have di full pilot sheet fi each option.

## Weh fi approve first

Approve up to three small test. Give each one a buyer group, one person responsible an a written stop rule. Start wid archive licence (01), spare production time (06) or sponsored phone video (03). Require fresh approval before running a channel long term or investing inna studio.

## What evidence support di investment

Di original paper cite Reuters Institute online survey fi 2026. Across 48 market, 77% a respondent watch online news video weekly [1]. Dat sample cyaan size Caribbean demand. Di BBC studio show a technical use [8]. Roku an Shopify have territory rules [18]. Nielsen measure US viewing [23]. Get local price, buyer commitment an delivery cost before investing.

## Portfolio, budget an selection

Test 01–10 inna 0–90 day wid US$1,000–10,000. Build 11–25 inna 3–9 month wid US$10,000–75,000. Explore 26–30 inna 6–18 month wid a US$5,000–25,000 cap fi discovery only. Dem a planning assumption. Dem leave out existing salary, tax, major rights purchase an replacement equipment unless di budget include dem. Score buyer, contribution, delivery, rights an measurement from 1 to 5. A failure pon rights, safety or editorial control block approval.

## 01–10 · First test dem

01. Licence fi archive clip. Sell footage by use, territory an length a time. Show five buyer one collection pon one subject. Track paid licence an how long clearance tek.

02. Sponsor fi catch-up. Test one programme fi four week wid one sponsor. Compare money weh come in wid editing an hosting cost.

03. Sponsored vertical video. Use approved clip fi mek one phone series. Keep di commercial producer separate from di news editor.

04. Series wid local creator. Work wid somebody weh know di subject or district. Agree di fee, reuse rights an who check di facts.

05. Video podcast. Mek video an audio edition a one talk show. Change any part weh need a picture fi mek sense. Check how much listener come back.

06. Paid production. Sell spare studio, editing or event time. Price revision an equipment wear, an protect programme weh earn more.

07. Caption an translation. Speech software can draft. A bilingual reviewer check name, meaning an timing. Compare fee wid correction cost fi each language.

08. Programme ticket. Pre-sell seat fi a recording or a discussion. Set minimum booking, an plan fi access, security an refund.

09. Sell by screen code. Link a clearly labelled shopping segment to a phone page wid price an seller. Show any commission separate.

10. Automated sales proposal. Draft from approved stock an rate card. Salesperson check di promise, den link di order to di bill.

## 11–25 · Product fi build

11. Free streaming channel weh ads pay for. Test one subject wid a limited distribution deal. Measure net income per viewing hour an how much slot sell.

12. Diaspora subscription channel. Test a cleared catalogue wid paying viewer inna one overseas market. Check renewal, support an overseas rights.

13. Regional sports stream. Carry match wid written rights. Budget fi connection, accurate score, participant protection an bad weather.

14. Business briefing subscription. Sell team access to one sector briefing wid transcript an sources. Di fee cyaan buy favourable reporting.

15. Targeted ads. Sell by content context or customer data wid consent. Explain di measure an charge fi setup an reporting.

16. Virtual studio rental. Rent a set weh can use again wid a trained crew. Price rehearsal, graphics, calibration an support.

17. Augmented reality explainer. Show flood depth, fi example. Mark what come from measurement an what a illustration. Editor control di explanation.

18. Professional archive search. Sell by seat or use. Show source, date an licence fi each clip. Charge fi reuse separate.

19. Automatic highlights. Software suggest clip from approved event. Editor check context, rights an quality before delivery.

20. Match ad delivery wid invoice. Compare signed order, play log, replacement placement an bill. Investigate any difference before collection.

21. Licence programme format. Sell a proven format wid guide, brand material an training. Get a paid option before spending pon adaptation.

22. Education video licence. Sell institution access wid transcript, teacher note an update date. Clear classroom rights an protect student data.

23. Co-finance local documentary. Agree rights an distribution before filming. Mix commission fee, grant an later licence. Keep editorial conclusion independent.

24. Cross-media measurement. Set one goal fi TV, print, radio an digital. Use code or comparable area. Count di contract value once.

25. Remote production. Sell central editing wid secure link an tested backup connection. Compare travel money saved wid network an support cost.

## 26–30 · Idea fi explore

26. Interactive membership. Offer moderated question an backstage session. Check repeat use before commissioning a app. Keep news decision independent.

27. Branded digital world. Test a small interactive space tied to a show or culture event. Budget fi moderation, update an getting visitor.

28. Licence 3D performance. Start wid a buyer brief. Get performer consent, agree permitted use an price di technical delivery.

29. Live shopping production. Run a hosted event wid question an phone checkout. Disclose commission an keep selling separate from consumer reporting.

30. AI licence wid clear limits. Negotiate search, retrieval or training use separately. Set security, credit, deletion an expiry. Check di station can grant each right.

## Operations, technology an creator

Record source, owner, use, territory, expiry an consent fi each asset. Link order, delivery an collection to dat record. Check name, figure an quotation against di original. Keep news source separate from customer data. Limit access, test restoration an have backup fi payment or broadcast failure. Compare full cost fi buy, partner or build.

Choose creator by work an audience fit. Agree fee, deliverable, promotion, reuse, territory, likeness an exit. Label paid connection weh audience see di work. Di editor control news, correction an coverage a di sponsor [5, 10, 17].

## Revenue, contribution an payback

Keep separate account fi collected revenue, cash expense weh stop an staff hour weh free up. Tek out refund, commission, delivery, new fixed cost an contribution lost elsewhere. Fi ads, divide valid delivered impression by 1,000 an multiply by net price per thousand. Nuh count fee or cross-media contract twice. Include support, rights, failed collection an acquisition.

Example inna US dollar. Four monthly package at 1,500 bring in 6,000. Tek out 2,800 variable cost an 1,200 extra fixed cost, an 2,000 lef per month. Two package cover operating cost. Setup a 6,000 pay back inna three month if contribution hold. Three package (−25%) leave 1,200. Five (+25%) leave 2,800. Price, variable cost per package an fixed cost stay di same. Discount or capacity limit can change di answer. Add acquisition an rights cost if di sum nuh include dem. Tax an financing outside di sum. Dem a assumption fi di example.

## Controls an di first 90 day

Day 1–15, document demand, rights an baseline. Day 16–30, set price, test prototype an practise fallback. Day 31–60, deliver paid pilot an track cash, effort an defect. Day 61–90, expand, hold or close pon contribution, quality an repeat demand. Editor approve rights an release. Finance check cash. If a failure happen, stop di affected process, correct it an retest before restarting.

## Method an limits

Di original focused desk review close 13 November 2026. It use no local interview, technology trial or target company account. Supplier case explain a method an di supplier have a commercial interest. Test language, accessibility, rights an payment inna each territory. Keep urgent public warning free. Source number stay as inna di original.

## Suos dem

[1] Reuters Institute — Digital News Report 2026 executive summary

[2] New York Times Company — 2025 Form 10-K

[3] Edison Research at SSRS — The Infinite Dial 2026

[4] EBU — Leading Newsrooms in the Age of Generative AI

[5] Associated Press — Updated newsroom standards for artificial intelligence

[6] FT Strategies — Ask FT Your direct route to insight

[7] IAB Tech Lab — Podcast Technical Measurement Guidelines version 2.3

[8] SUMO — BBC News Studio laser scanning and 3D modelling

[9] NIST — Generative Artificial Intelligence Profile AI 600-1

[10] FTC — Disclosures 101 for Social Media Influencers

[11] C2PA — Content Credentials technical specification

[12] Jamaica Office of the Information Commissioner — Obligations of data controllers

[13] Associated Press — Introducing 5 AI solutions for local news

[14] Snap — Augmenting video with AR and its impact on attention

[16] Epic Games — Engagement Payout in Fortnite Creative

[17] IAB — 2025 Creator Economy Ad Spend and Strategy Report

[18] Roku — Using the Roku Ads app on Shopify

[19] Spotify — Partner Program

[20] YouTube — Partner Program availability

[22] Reuters Institute — News creators around the world

[23] Nielsen — The Gauge

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