



Dear Creator,

Thank you for your interest in distributing your film through Digital Disc®. We built this platform to make physical media more useful in a streaming world. If you are looking for a simple way to let DVD customers watch their movie anywhere, this is designed for that purpose.

Digital Disc® allows you to include a single redemption code with your DVD that unlocks streaming access to your film in our app and on the web. Customers redeem once and can watch on supported devices without needing to keep a disc in a player.

## **Why Use Digital Disc®**

### **Simple distribution model**

You provide one film, one code, and one listing. There are no batches of unique codes to manage.

### **Entirely free to participate**

There are no fees to list your film.

### **Added value to physical media**

Including a Digital Disc® code increases the perceived value of your DVD by offering on-demand streaming access.

### **No complicated DRM system to manage**

You do not need to integrate external encryption systems or license additional playback technology.

### **Direct audience access**

Your viewers redeem through Digital Disc®, creating a consistent and streamlined user experience.

### **Watch anytime, anywhere**

Customers can access their digital movie anytime through their phone or computer using the official Digital Disc® website and app.

## **What You Need to Provide**

To list your movie on Digital Disc®, we require the following:

- Final film file in MP4 format
- Thumbnail image for the movie
- Official movie title

- Short description
- Long description

The MP4 file should be the final master version intended for streaming. Make sure audio levels and overall quality are finalized before submission.

## DVD Production Services

Through a partnership with a DVD manufacturer, Digital Disc® can also help get your DVDs produced. You provide:

- ISO of your movie with menu
- Design for the cover and insert with Digital Disc® code

We will get your DVDs printed at a good price, plus a small fee for our work. You can order bulk copies of your DVD to sell on your own website or in store, or we can list it through our platform.

For more information or submission specifications, contact: [digitaldisc@bobthecow.org](mailto:digitaldisc@bobthecow.org)

## Important Technical Notes

Please review these carefully before submitting:

- Your movie is streamed as a raw MP4 video file. It is not encrypted.
- There is no DRM wrapping or proprietary file protection applied.
- You are responsible for ensuring you are comfortable distributing your film in this format.

Digital Disc® is intended as a value-add companion to physical media, not as a high security studio-level DRM platform.

## Code Structure

Each movie is assigned one 10-character alphanumeric Digital Disc® code.

This single code can be printed on all of your DVD inserts. There are no separate or individually generated codes per unit. Every customer redeems the same code associated with that specific movie.

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If you are interested in moving forward, please prepare the required materials listed above and contact us at [digitaldisc@bobthecow.org](mailto:digitaldisc@bobthecow.org). We look forward to helping you bring your film to viewers in a more flexible and accessible way.

Sincerely,  
The Digital Disc® Team