

Where Thought Leaders Broadcast

A platform comparison for business owners, professional practitioners, and entrepreneurs weighing where to build an audience.

\$350 / mo Broadcast Partner
\$1,500 pilot, then \$1,250 / mo EP/P Partner

	DX VIRTUAL TV	YOUTUBE	LINKEDIN LIVE	FACEBOOK LIVE
Cost to the creator	\$350 / mo, or \$1,500 pilot then \$1,250 / mo	Free	Free	Free
Where it sits in the books	Marketing & sales line item. Budgeted, renewed, deductible	Personal hobby expense	Personal hobby expense	Personal hobby expense
Ad revenue share	Yes, from episode 1. No audience threshold	Only after 1,000 subscribers plus 4,000 watch hours	No general ad revenue share. BrandLink is invite only	Content Monetization program is invite only
Executive Producer / Production (EP/P)	Included: concept, direction, recording, editing	None	None	None
Show branding & identity	One-sheet, market analysis, graphics, intro / outro, original music	None	None	None
Dedicated virtual studio	Assigned Riverside studio with direct guest link	Bring your own	Bring your own	Bring your own
Connected TV distribution	Roku, Apple TV, Fire TV, iOS, Android, web TV	YouTube app only	None	None
Show landing page & VOD library	Dedicated page, built and hosted	Channel page only	None	None
Scheduled broadcast slot	Yes. Your show airs	No. Upload and hope	Live event, then it is gone	Live event, then it is gone
How viewers find you	Curated network lineup and cross promotion	Recommendation algorithm	Feed and connections	Feed and connections
Demonetization risk on race, faith, economics	None. Built for these conversations	High. Advertiser-friendly rules apply	Not applicable, no revenue to lose	High. Policy enforcement is strict
Who owns the audience relationship	You. Direct audience data	Platform	Platform	Platform
Who the audience is	Purpose built: Black business owners, practitioners, entrepreneurs	General consumer	General B2B professional	General social
Who works on your show	A producer, an editor, a designer, a broadcast team	You	You	You

What The EP/P Tier Replaces In A Marketing Budget

Line item you are already budgeting	Typical annual cost
Regional trade show booth, 2 events	\$10,000 to \$30,000
Entry level PR retainer	\$36,000 to \$60,000
Podcast production agency	\$24,000 to \$60,000
Brand identity and graphics package	\$5,000 to \$15,000
Video production, per episode	\$1,500 to \$5,000
DX Virtual TV EP/P Partner, 12 month term	\$15,000, all of the above

Not a platform. A production company with a network attached.

YouTube, LinkedIn, and Facebook hand you a publish button and take a share of whatever happens next. None will produce your show, brand it, staff it, or put it on television. DX Virtual TV is the only one where somebody's job is to make your program good.

That is why there is a fee. The fee is the proof the service exists.

Start with a pilot. The EP/P partnership opens with a \$1,500 pilot month: one-sheet, market analysis, branding, studio setup, and a produced pilot episode. If it works for both sides, the 12 month term begins at \$1,250 a month and the show landing page is built.

And you keep the others. Every program simulcasts to YouTube and Facebook Live. You are not choosing between us and your audience. You are giving that audience something worth watching.