**Why Lifetime is Experimenting with a Direct-To-Consumer Service**

Lifetime's new Movie Club service, which makes certain original movies available a year after they debut, isn't a potential pay-TV game-changer akin to HBO and Showtime's comprehensive over-the-top streaming services, Andrew Wallenstein writes. However, the service does give Lifetime a way "to stick an oar into the OTT waters" and "move toward a future in which there's a direct-to-consumer relationship," Wallenstein writes.

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<http://variety.com/2015/tv/opinion/lifetime-movie-club-ott-hbo-now-1201533338/>