

Reader Revenue Platform™

MAXIMIZE CONVENIENCE WITH A UNIVERSAL ACCOUNT

1. **A single, protected account** allows users to access content across multiple sites on multiple platforms with one username and password.

MAXIMIZE PAYMENT FLEXIBILITY WITH A 16-DIAL PUBLISHER CONTROL PANEL

2. **High Activity Pay Points (HAPP)™**: Allow users to view a certain number of free articles per time period before charging. Number can be changed at any time.
3. **Selected Content Pay Points (SCPP)™**: Designate certain pieces or types of content as free and others as paid. Designations can be changed at any time.
4. **Time-Based Pay Points (TBPP)™**: Charge users for content based on how long it has been posted. (Example: Paid access for first 6 hours after content posts, free access afterward.) Time periods can be changed at any time.
5. **Enhanced Service Pay Points (ESPP)™**: Allow users to pay for more frequent updates, comment board access, ability to share content with friends or other special services. Adjustments can be made at any time.
6. **Market Access Pay Points (MAPP)™**: Adjust payment points and amounts based on whether users are in- or out-of-market.

7. **Preview Activity Pay Points (PAPP)™**: Decide how much of each article users can view before paying; make changes by “turning the dials” at any time.

OPTIMIZE REVENUE BY MAXIMIZING SUBSCRIPTION OPTIONS

8. Single-article **micropayments**.
9. Multiple-article or timed-based **micro-subscriptions**
10. Weekly, monthly or annual **subscriptions**.
11. Bulk subscriptions across **multiple publications**.
12. Print/online **subscription bundles**.

MAXIMIZE UP-SELLS WITH ELASTIC SUBSCRIPTIONS

13. Allow users to **convert micropayments** into monthly or annual subscriptions.
14. Option to **allow users to ‘return’ articles**, with fraud protections to limit abuse.

MAXIMIZE RETAIL AND OTHER ANCILLARY REVENUE

15. Earn extra revenue by **allowing users to purchase products** related to content, such as a book mentioned in a book review.

MAXIMIZE ALTERNATIVE REVENUE

16. Allow readers to become “members” of a publication-based **premium group** or to **make “donations”** to support the publication’s public interest journalism.