

PRESS RELEASE

DER SPIEGEL, SPIEGEL ONLINE and Bergedorfer Zeitung put their money on payment platform provider LaterPay

Hamburg, June 30, 2016: DER SPIEGEL and SPIEGEL ONLINE along with Bergedorfer Zeitung have allied themselves with online payment system LaterPay to sell selected content, effective immediately. Integrated directly into supplier websites, LaterPay requires only two clicks for the purchase of individual articles and no prior registration.

SPIEGEL Plus (www.spiegel.de/spiegelplus/) is the new digital offering from DER SPIEGEL and SPIEGEL ONLINE, now available online, on the mobile site and on Spiegel Online apps. Under the SPIEGEL Plus label, texts from the SPIEGEL print edition are available in unbundled form and are supplemented by selected articles from SPIEGEL ONLINE. All SPIEGEL Plus investigations, reports, analysis, interviews, columns and essays are initially priced at 39 cents. To facilitate this process, Der SPIEGEL has deployed LaterPay's pay-per-use revenue platform. For SPIEGEL Plus content, the first 1,000 characters of text can be used for free until prompted to "read now, pay later" by the LaterPay dialogue box. With only two clicks, users can unlock for-fee articles and start reading them immediately. Readers will only be requested for registration and payment, once they have consumed content at a total value of EUR 5. Payments are made by credit card, bank transfer or direct debit. Also in the planning stages is the integration of limited time passes for SPIEGEL Plus which will grant access to content for a specified period.

Bergedorfer Zeitung (www.bergedorfer-zeitung.de/), a member of FUNKE MEDIA GROUP, utilizes pay-per-use and limited time passes by LaterPay. "To us, this payment scheme is a commitment and obligation at the same



time: we want to provide our readers on all channels with the quality journalism they've grown accustomed to," says Hans Pirch, CEO of Bergedorfer Zeitung. "Thanks to LaterPay, our digital content remains easily and quickly accessible after converting to the paid content platform."

Effective immediately, local content and archives are only available for a fee at Bergedorfer Newspaper. Non-local contents and services segments remain free of charge. Individual articles cost 20 cents; a one-day pass to access all content is 99 cents, a monthly pass EUR 9.99, a three-month pass EUR 26.99 and an annual pass is available for EUR 99.99. For print and e-paper subscribers, discounted access solutions are being planned for the future. As a result, readers of Bergedorfer Zeitung can choose the scheme that best fits their needs.

Various LaterPay payment schemes have already been adopted by Hamburger Morgenpost (mopo.de), Gruner + Jahr (geo.de, nice-wohnen.de, livingathome.de), VNR Verlag (Arbeitsrecht.org), Cornelsen Schullverlage GmbH (Oldenbourg -klick.de), WEKA Fachmedien, storlmedia (der-selbstversorger.de), Golem IT News (golem.de) and many other providers.

The concept behind LaterPay

LaterPay makes selling digital content easy by letting providers choose between different revenue schemes. By separating purchase from payment for small amounts, LaterPay sets the bar lower for entry with paid content. Users get immediate access to content with only two clicks without registration or pre-registration which lowers the barrier for impulse purchases. To that end, LaterPay sets up billing in a way that permits access across multiple sites and devices. Not until they've spent at least five euros are users prompted to register and make a payment using standard payment methods before their next purchase.

About LaterPay

LaterPay, a micropayment enabler headquartered in Munich, offers technology for content providers. Publishers and other content providers have the choice of complementing revenue schemes for their websites ranging from the sale of individual content (pay-per-use, single sale) to time-based flat-rate schemes (time passes, (micro) subscriptions). With all of its product technology being devel-



oped in-house, LaterPay devotes particular attention to privacy and security concerns. Read more at www.laterpay.net.

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