

PRESS RELEASE

Successful paid content schemes: Hamburger Morgenpost, Golem.de and Flassbeck- economics relate their experiences with LaterPay

Munich, February 26, 2016: To publishers, putting paid content to effective use seems like a quest for the Holy Grail. Hamburger Morgenpost, Golem.de and Flassbeck-economics have pinned their hopes on LaterPay to help them make money with digital content. Find out below which one of LaterPay's revenue schemes they have used and how they've fared so far.

Since November 2014, Hamburger Morgenpost (Mopo) has offered selected background stories, sequels and the events calendar "Plan7" at rates ranging from 10 to 40 cents per article. Its website www.mopo.de utilizes LaterPay's pay-per-use functionality. That way, content can be offered starting at 5 cents, and initial registration and billing doesn't start until a user has spent EUR 5 across several sites.

On average, three paid articles are offered on www.mopo.de on any given day. Remarkably, the conversion rate from an article being clicked on to actual sale is at around 70 percent. Only about 30 percent of users decide against purchasing an article, following LaterPay's mini sales pitch ("Read now, pay later"). Exclusive stories about Hamburg and sports celebrities sell particularly well on Mopo. Some of the paid articles have daily sales in the four digits. Based on average unique user profiles on www.mopo.de, the conversion rate of exclusive content hovers between 10 and 30 percent. According to Mopo, LaterPay has had no adverse effect on traffic and search engine ranking.

Henning Langer, Head of Digital at Mopo, is happy with the results: "We are pleased with the cooperation both in terms of number of articles pur-



chased and with LaterPay as a partner. Having completed an extensive trial period, we're setting our sights on expanding the volume of paid content."

Golem.de started offered its own subscription scheme in 2014. With a 'Golem pure' subscription for one month (EUR 4), six months (EUR 18) or one year (EUR 30), users can enjoy the site without ads but with additional benefits. In addition, Golem offers the option of a trial subscription. Using limited period passes, LaterPay users have either three days (EUR 1) or seven days (EUR 2) to try out the "Golem pure" subscription.

Says Benjamin Sterbenz, editor of Golem.de: "We've used LaterPay period passes since May 2015. Judging by the enthusiastic feedback from our readers, we can say that 90 percent of our users have opted for purchasing a long-term 'Golem pure' subscription, following prior use of three and seven-day passes."

Heiner Flassbeck is a contributor to www.flassbeck-economics.de, providing critical commentary and analysis on business and politics. In April 2015, he took the leap to paid content and teamed up with LaterPay: "To many suppliers, technical integration is a big hurdle to overcome. Fearful of losing customers, they shy away from offering paid content solutions. On the other hand, we've worked with LaterPay for almost one year and had very few teething problems. Paid content can make money on the internet if you produce content that stands out from the crowd and makes for a painless experience."

Besides limited period passes, Flassbeck-economics also puts its faith in pay-per-use by LaterPay. Users can read a portion of an article free of charge and then decide whether to buy the whole article. Moreover, www.flassbeck-economics.de uses dynamic pricing functionality that allows for automatic price adjustment. Articles that may have cost 50 Cents



at the time of publication are automatically reduced to 20 Cents after two weeks.

To reach target groups and their user habits through paid content administered by LaterPay, publishers and other content providers can choose between different revenue models for their websites. In addition to the already described pay-per-use functions (selling content per use for a small fee) and period passes (selling access to content for a limited time), LaterPay also offers (micro) subscriptions (individual pieces of content or segments or all of a website's content distributed through a subscription scheme), single sale (direct sale of individual digital content ranging in price from EUR 1.49 to EUR 149.99) and AdVantage (Users are monetized when paying for the activated AdBlocker) thus offering a full range of solutions that turn users into buyers. One prerequisite for each website is LaterPay connector which can be added using one line of code.

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



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