

Consume to Cash

The digital newspaper kiosk



Are you earning money from your digital content? What has become standard procedure in many industries is still a major challenge to newspaper publishers. Even though a number of payment models for the publishing industry exist, none of them have really succeeded on the market. With a new approach for publishers – the Paid Content platform Consume to Cash (C2C) – ppi Media offers a solution which integrates a customized webshop in the publisher's website. The integration of this webshop in the publisher's environment is incredibly simple. So let's put an end to the all-for-nothing mentality for premium content!



How it works

Step 1

CONTENT

The layout of your editorial articles can still be done in your Content Management System.

Step 2

PRICING

You define the prices for your regional and national news.

Step 3

WEBSITE

A ppi plugin is integrated in your publisher's website.

Step 4

PURCHASE

The publisher's customer sees a preview of the priced articles and can purchase the full version.

The digital kiosk for publishers

C2C turns your website into a digital kiosk in just a few steps. The only prerequisite is: you must be or become a customer of SAP.

SAP provides the booking system for the C2C payment system, which Apple incidentally also uses for its iTunes Store. So small transactions every few seconds do not present a challenge to C2C, but are everyday routine.

Your customers will remain yours

C2C is always a customized add-on for the SAP IS-M/AM system installed at the publisher's. You will therefore still be in charge of all your customer data – in fact even more so, since the data of new prospective customers and that of regular and one-time visitors to the webshop is entered in your system.

Trustworthy webshops based on strong print brands

With C2C, the main focus is on the publisher. With the integration of the

publisher's webshop in the website and a high brand recognition due to the publisher's own corporate design, this strong print brand retains its identity even on the internet.

A newspaper's C2C webshop therefore provides many more options than classic websites: subscriptions, ads, reader trips, but also content, marketing forms such as Groupon and Qype or a sales gateway for its own products and services for advertising customers. Of course it's also possible to combine free and paid content, loyalty benefits and bonus programs for all these offers.

One article – different prices

Prices can be assigned to all or just selected articles either in the existing shop system or directly in the editorial system (see datasheet on Content-X). Individual articles can be given different prices for different target groups – ranging from subscribers to one-off readers –, which can then be automatically retrieved using the stored customer data.

From CMS to webshop

The webshop is equipped with a number of intelligent modules that enable articles to be published in the digital kiosk directly from the Content Management System. The entire processes – from pricing and preparing offers to invoicing and cashing – are integrated in the publishing solution via a simple technical interface.

Software operation and costs

The software, including updates, maintenance and support, is operated by circlT and ppi Media as Software as a Service (SaaS) providers. In contrast to other payment solutions, no licensing fees are required. C2C is independent and is financed solely by low transaction costs based on revenue.

ppi Media GmbH
Hindenburgstraße 49
22297 Hamburg
Deutschland

Tel: +49 40 22 74 33-60
Fax: +49 40 22 74 33-666
info@ppimedia.de
www.ppimedia.de

ppi Media US, Inc.
800 East Oak Hill Drive
Westmont, IL 60559
USA

Phone: +1 630 920 2093
Fax: +1 630 920 9847
ussales@ppimedia.com
www.ppimedia.com



a company of manroland AG