

Digital subscriptions/ Micro-payments

CNHI & Tecnavia

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In partnership with Tecnavia, CNHI launched a digital subscription product in mid-2013.

Fewer than 10% of newspapers in U.S. had any form of subscription model.

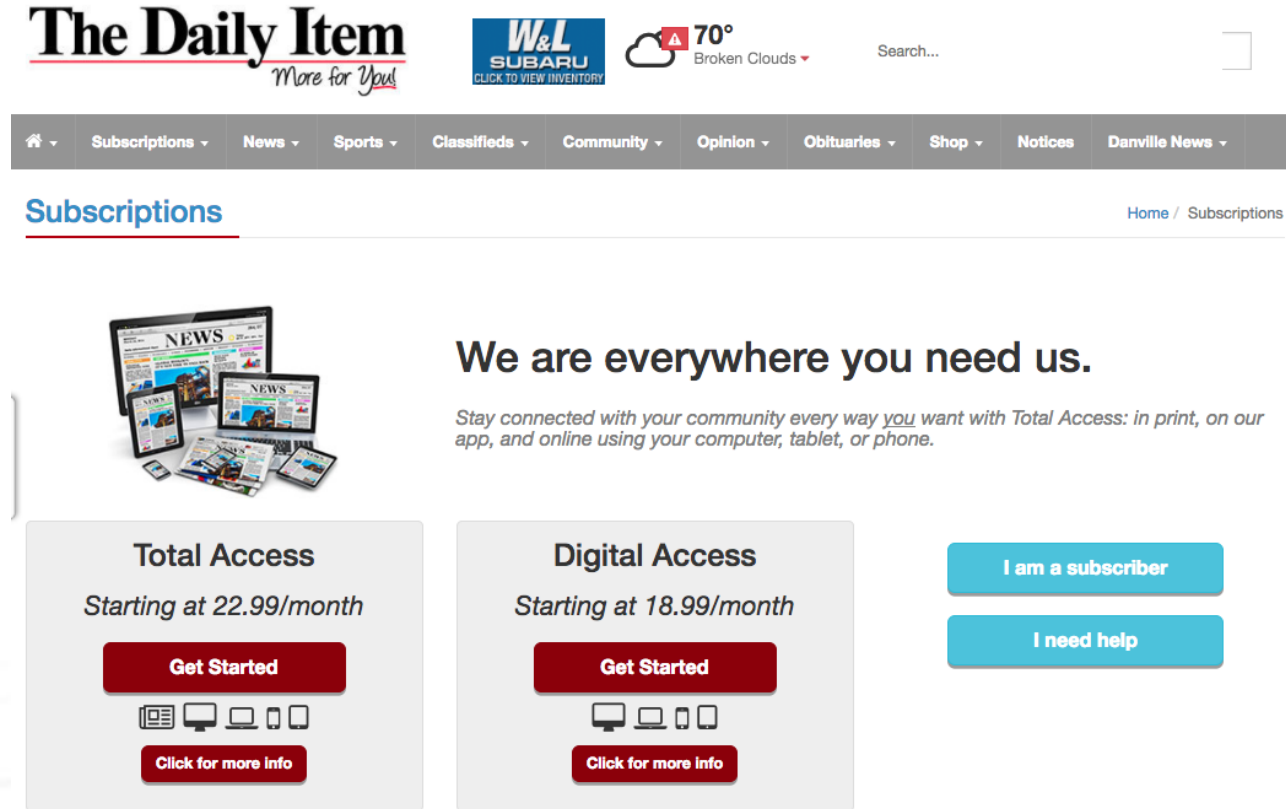
Some newspaper companies were openly critical of “paid content.”

**Tecnavia metering product
successfully integrated with
three (3) print circulation
systems .**

**Print & Digital subscription =
Total Access**

**Digital only subscription =
Digital Access**

**Meter set for 5 free pages per 30
day period on desktop.**



The screenshot displays the website for 'The Daily Item' with the tagline 'More for You'. The top navigation bar includes links for Subscriptions, News, Sports, Classifieds, Community, Opinion, Obituaries, Shop, Notices, and Danville News. A weather widget shows 70° and 'Broken Clouds'. A search bar is located on the right. The 'Subscriptions' page is highlighted, showing a collection of devices displaying the newspaper. Two main subscription options are presented: 'Total Access' starting at \$22.99/month and 'Digital Access' starting at \$18.99/month. Each option has a 'Get Started' button and a 'Click for more info' button. On the right, there are buttons for 'I am a subscriber' and 'I need help'.

The Daily Item
More for You

W&L SUBARU
CLICK TO VIEW INVENTORY

70°
Broken Clouds

Search...

Subscriptions

Home / Subscriptions

Total Access
Starting at 22.99/month

Get Started

Click for more info

Digital Access
Starting at 18.99/month

Get Started

Click for more info

I am a subscriber

I need help

Implementation took 18 months for 72 dailies and 6 weeklies.

We standardized rates and in some cases implemented rate increases.

Roughly a third of all dailies had not enacted rate increase since mid-1990's.

Total and Digital Access was extremely successful.

Uniques and pageviews were down, but all engagement metrics were up.

Engaged users are more likely to subscribe.

More than 50% of newspapers have a digital subscription model in place.

Paid content is slowly passing advertising as a revenue source.

Digital subscribers still tend to skew older (40 to 50).

Data shows Millennials view subscriptions warily.

Working with Tecnavia, we developed Day Pass and Buy Article.

Product uses micro-payments via credit cards and digital wallets.

