New Ways to Sell – Aggregated Content, Paywalls, Subscriptions, and More
Today we’re talking about
and
horrible
menacing
greedy
paywalls
Paywall means to users
and that used to be fine
until something happened
so, of course, the only way to react was
We are missing the point
We live in a world where everything can be copied
and that’s what it happens
naturally
We live in a world where people can publish content for free
and that’s what it happens
naturally
So what happens if we join the two?

1.- Everything can be copied

2.- Everyone can provide content
That rules are broken
Will people pay for your content?
NO
(sorry)
unless
Extremely high quality and differentiated content
Impressive brand recognition
Tough, ah?
Classic content-focused business model
Content is not enough
But it is still key
I (and some others 😊) have the solution
Freemium

READERS → FREE ACCESS TO CONTENT → WANT MORE?
Not enough
Let me repeat again
Content is not enough
BOOK AS A SERVICE

API

24symbols
1. Book on the cloud
2. Social Reading
3. Content aggregation
4. API access
BOOK AS A SERVICE

API

24symbols
24symbols = cloud + social + freemium
On the cloud
Social
Freemium
Freemium Business Model

**Free:** ability to read ebooks, free and with non-intrusive ads

**Premium:** ability to read ebooks ad-free and with no Internet connection

**Affiliation:** we redirect traffic to your e-commerce site or wherever you sell your printed books
Fear of free?
Understanding Freemium

Delayed subscription (test the service & engage)

Conversion Rate

users

time

free

premium
Price per page

Growth Phase

Consolidation Phase

Profit threshold
Why

1. Product
2. Marketing
3. Control
4. Income
Why > Product

- Multi-device (browser, iPad, HTML5)
- Cloud reader
- Cloud DRM
- Social capabilities
- Subscription service
- Offline read
- Internationalization & Localization
- Real-time reader usage statistics
Why > Marketing

- Edition, Author and Publisher Pages in 24symbols
- Sharable in Facebook, Twitter, Google+ (virality)
- Organic positioning in search engines
- Internationalized
- Recommendations
Why > Control

- Traffic and Social stats
- Real-time info
- Cloud DRM
- No exclusivity
- Flexibility
Why Income

- Additional revenue source
- One answer to cannibalization concerns
- Low risk
## Press Coverage

<table>
<thead>
<tr>
<th>FINANCIAL TIMES</th>
<th>THE IRISH TIMES</th>
<th>NYR</th>
<th>PUBLISHING PERSPECTIVES</th>
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<tbody>
<tr>
<td>“Spotify for books’, has launched.”</td>
<td>“24symbols unveils book-sharing site”</td>
<td>“Reading in the Cloud”</td>
<td>“A Cloud-Based Subscription Model for Books”</td>
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<td>24Symbol radar</td>
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<td>THE NEW YORKER</td>
<td>THE WALL STREET JOURNAL</td>
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<td>“24Symbols is counting on it”</td>
<td>“Spotify for books’, 24symbols gets a slick iPad app”</td>
<td>“Books in the Cloud”</td>
<td>“To Launch ‘Spotify For Books’”</td>
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<td>“Spotify pour les livres”</td>
<td>“The digital reading revolution”</td>
<td>“24symbols to launch ebook subscription service in June”</td>
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<td>The MoPR Blog</td>
<td>FICTION writers REVIEW</td>
<td>SKY NEWS</td>
<td>springwise.com</td>
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<td>“El spotify de los libros”</td>
<td>“Sidak invierte en 24symbols”</td>
<td>“24s to launch ad-supported e-books service”</td>
<td>“24Symbols is ook van plan de volledige leeservaring”</td>
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<td>“Acceso gratuito a libros en cualquier dispositivo con Internet”</td>
<td>“El spotify de los libros es español”</td>
<td>“Llega la biblioteca en red”</td>
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# Milestones

<table>
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<tr>
<th>2011</th>
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<td>iPad Apps</td>
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24symbols as a Service

Now you can have the 24symbols technology in your organization.

We offer our platform as a service so you can publish your content to your users.
Rowing constantly

- Multi-device, social cloud reader
- Brand recognition
- More than 50K users, on the way to 75K
- Number of pageviews up month after month
- Bestselling titles already in Spain, soon in UK
- Seedcamp London 2012 winners
Wanna know more?

- O'Reilly Radar - Getting the content out there isn't enough anymore
  - http://radar.oreilly.com/2012/01/subscriptions-paywalls-freemium.html

- O'Reilly Radar - Books as a Service: How and Why it works

- 24symbols
  - http://www.24symbols.com
Thanks

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