

# ➤ How Publishers and Media Companies Are Monetizing New Digital Services

Leading publishers and media organizations are turning to Vindicia to meet monetization and recurring billing objectives

## The Challenge

With tech-savvy millennials and other consumers seeking on-line, on-demand media consumption, publishers today are exploring new digital strategies to leverage their sizable investments in content. To remain competitive and profitable in this agile, mobile environment, publishers and media organizations are looking to:

- ▶ Retain existing customers
- ▶ Reach a new generation of mobile consumers
- ▶ Grow predictable revenue streams through subscriptions and other forms of recurring revenue

However, media organizations typically face a number of critical challenges when trying to bring ideas for new digital products to market. Often, they find that their traditional monetization approaches and billing platforms simply lack the agility to support their new objectives. They need the flexibility to:

- ▶ Create subscription-based business models and product offerings that respond to today's changing customer demands
- ▶ Maximize recurring revenue through pricing, packaging, bundling, campaigns and promotions
- ▶ Retain customers longer by implementing friction-free payment strategies that reduce customer churn
- ▶ Leverage subscriber analytics to gain knowledge about customers and understand key trends, thereby enabling faster and improved decision-making
- ▶ Increase customer lifetime value

As a result, many publishers and media companies are turning to Vindicia® software-as-a-service (SaaS) solutions to meet their monetization and recurring billing objectives.

## Next Issue Media's Texture Service



Next Issue Media, the company behind the Texture service, is a joint venture formed by Condé Nast, Hearst, Meredith, News Corp., Rogers Communications, and Time Inc. The Texture app – available for iPad, iPhone, iPod touch, Android devices, and Amazon Fire tablets – is the only digital reading experience today that gives consumers an all-access pass to the world's leading magazines.

Next Issue Media relies on the Vindicia CashBox® cloud-based platform to manage subscription billing and payments for its Texture customers.

"Our goal is to be the Netflix of the magazine world," said Morgan Guenther, CEO Next Issue Media. "Next Issue Media will continue to amass the best collection of the most read and most-requested magazine titles available to subscribers today, and Vindicia enables us to bring our readers uninterrupted access to all the best magazines available."

## BBC Worldwide



BBC Worldwide is the main commercial arm of the British Broadcasting Corporation (BBC). Its vision is to build the BBC's brands, audiences, commercial returns, and reputation across the world.

BBC Worldwide selected Vindicia CashBox to manage ecommerce on its BBC Store, a new direct-to-consumer retail platform that enables consumers to buy and keep copies of their favorite BBC TV programs. BBC Store is integrated with the BBC's catch-up service, BBC iPlayer, enabling consumers to search, purchase and watch BBC content in one single journey.

“ BBC Store allows UK audiences to buy and keep digital copies of the BBC television programs they love. We're delighted to have a payment platform that will manage this effectively and enhance our customers' experience of BBC Store. ”

### David Gibbons

Director of Global Operations  
BBC Worldwide



BBC Worldwide decided to redesign its ecommerce platform in line with the new service launch. Vindicia CashBox forms the payment platform and ensures that BBC Worldwide can process payments, allowing customers to credit their e-wallet and view previous purchases.

“BBC Store allows UK audiences to buy and keep digital copies of the BBC television programs they love,” said David Gibbons, director of global operations at BBC Worldwide. “We’re delighted to have a payment platform that will manage this effectively and enhance our customers’ experience of BBC Store.”

### Lionsgate and Comic-Con International

**LIONSGATE** Lionsgate and Comic-Con International recently created Comic-Con HQ to provide a year-round destination for fans to experience their world-famous events and enjoy videos and other highly curated content. Available content includes daily entertainment news, exclusive original series, and an ever-evolving library of film and genre titles, sneak previews, and special features from the latest franchises across comics, entertainment media, and the popular arts.



Lionsgate and Comic-Con International trust Vindicia CashBox to power subscription payments and billing for the Comic-Con HQ media platform. The new service provides fans with seamless access to the Comic-Con experience 365 days a year. Through subscription billing and microtransactions, Comic-Con HQ can take advantage of digital payment best practices, making it easier for consumers to pay for their services with cash from their e-wallets or other means such as PayPal, Amazon Payments, Apple Pay, or store-bought gift cards.

For Comic-Con HQ, the net result is an effective subscription billing process that enables more paying customers and minimal churn.

### Vindicia Strategic Billing Solutions

Vindicia CashBox is a complete subscription billing and payment platform that offers marketing functionality and best practices to optimize customer retention, enhance acquisition rates, and minimize operational overhead. It provides publishers and media organizations with flexible options for subscription lifetime, pay-per-use, add-ons, multiple invoicing choices, payment aggregation, virtual currency support, and a full range of payment strategies and payment types.

For publishers and media organizations that already have an agile billing platform in place, Vindicia Select™ works in conjunction with existing billing solutions to increase subscriber retention and drive higher revenue and customer lifetime value. Vindicia Select mitigates failed payment transactions, thereby dramatically reducing involuntary churn. Media organizations using Select typically see an immediate 5% revenue uplift as a result of Vindicia Select’s ability to resolve up to 25% of failed payment transactions.

### About Vindicia

Vindicia brings enterprise-class innovation to consumer-facing subscription billing to help digital companies acquire and retain more customers by making payments seamless, secure and easy. Vindicia keeps customers connected to the subscription services they love, and companies connected to the subscription revenues they need. Vindicia has processed more than \$21 billion globally and generates over \$90 million in annual incremental revenue for clients. Clients include BBC, Lionsgate, Comic-Con International, TransUnion Interactive, Allrecipes, IAC, Vimeo, and Next Issue Media’s Texture service. For more information visit [www.vindicia.com](http://www.vindicia.com). Follow us on Twitter [vindicia](https://twitter.com/vindicia), “Like” us on facebook/vindicia, and read our blog at [www.vindicia.com/blog](http://www.vindicia.com/blog).

Copyright © 2016 Vindicia, Inc. All rights reserved. Vindicia, the Vindicia logo, Vindicia CashBox, Vindicia Select, ART Advanced Retention Technology, and the designated trademarks herein are trademarks of Vindicia, Inc. in the U.S. and/or other countries. All other brands or product names are the trademarks or registered trademarks of their respective holders. 1116

### Publishers and Media Organizations Are Turning to Vindicia CashBox for:

- ▶ Scale and reliability
- ▶ Go-to-market flexibility
- ▶ Agile campaign management
- ▶ Multiple currency and payment methods
- ▶ Finance, tax, and anti-fraud essentials
- ▶ Reporting and business optimization

### US Headquarters

Vindicia, Inc.  
303 Twin Dolphin Drive, Ste. 200  
Redwood City, CA 94065-1424  
**P** +1 650 264 4700  
**F** +1 650 264 4701  
[vindicia.com/contact-us](http://vindicia.com/contact-us)

### UK / European Headquarters

26-28 Hammersmith Grove  
London W6 7BA  
**P** +44 (0) 208 618 2066  
**F** +44 (0) 208 834 1100  
[vindicia.com/contact-us](http://vindicia.com/contact-us)

### Singapore / APAC Headquarters

Prudential Tower, Level 27  
30 Cecil Street, Suite 57  
Singapore 049712  
**P** +65 6631 2934  
**F** +65 6631 2880  
[vindicia.com/contact-us](http://vindicia.com/contact-us)

### Brazil / Latin America and Caribbean Headquarters

Nações Unidas Avenue 12.551  
17th Floor, Brooklin  
Sao Paulo, SP, Brazil 04578 000  
**P** +55 11 3443 7760  
[vindicia.com/contact-us](http://vindicia.com/contact-us)



[vindicia.com](http://vindicia.com)