

PRESS+

JOURNALISM ONLINE, LLC

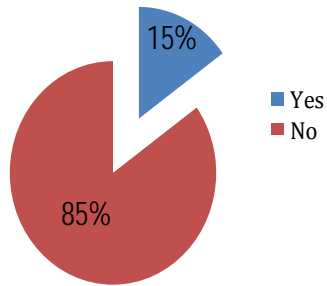
Paid Model: The Time is Now

- Publishers are urgently focused on reinstating the dual revenue model by adding consumer revenues to the advertising revenue that alone cannot sustain the business.
- Many categories of online display advertising are under pressure due to excess inventory.
- Recurring subscription revenues provide a stable revenue stream and mitigate structural and cyclical pressures on advertising.
- The “freemium” strategy retains advertising inventory while adding subscribers.
- Newspaper, magazine and online publishers can generate new revenues.

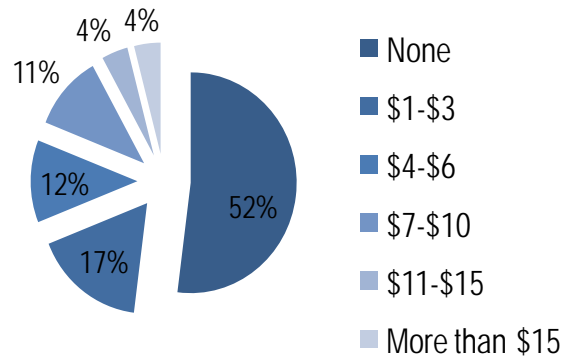
Consumers: Willing to Pay

Few American consumers currently pay to subscribe to news online, but if asked, 48% say they would pay.

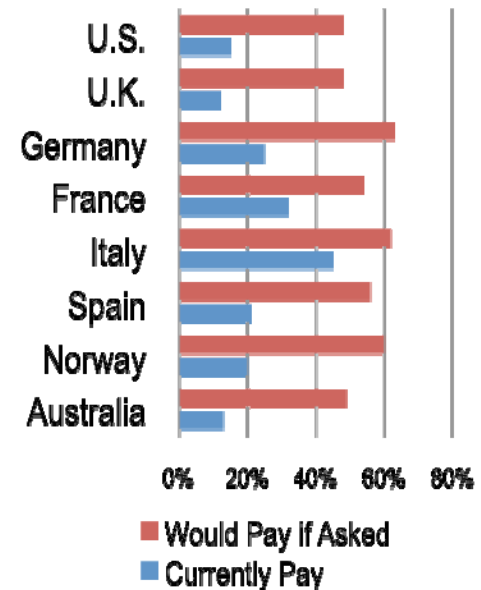
Do you currently pay to subscribe to any online news content?



How much would you be willing to pay for online news content if asked?



International markets show similar or better results



SOURCE: "WILLINGNESS TO PAY FOR NEWS ONLINE: KEY FINDINGS FROM AN INTERNATIONAL SURVEY," BOSTON CONSULTING GROUP, NOVEMBER 2009

Multiple Revenue Streams

- Traffic to many news sites continues to grow, but key categories of online advertising revenue are declining.
- News sites rely chiefly on display advertising, which is a declining share of advertising spending, especially versus search advertising.
- The slowed growth and even decline in online advertising revenue suggests that advertising alone cannot support journalism online.

“People who are looking for content are looking for content.
People who are looking for shopping are looking for shopping.”

– Sucharita Malpuru, Forrester Research

Why Press+?

1. Even the biggest publishers need a technology provider to enable them to maximize online subscription revenues, while retaining ownership of their customers.
2. For publishers, building their own commerce tools would be slower to market, far less flexible, and far more expensive than using Journalism Online's Reader Revenue Platform™.
3. Publishers will be able to cross-market access through our engine for "all you can read" packages.
4. Our Reader Revenue Platform™ platform will yield data for marketing intelligence to help publishers change consumer expectations that online access must be free.
5. As the transition to paid access occurs, consumers will benefit from having a single, convenient account for their online news.
6. We will help consumers discover content they value from among our affiliates, accelerating the acceptance of the paid model.

Our Services to Publishers

1. **A Common Platform.** Our e-commerce platform for publishers enables consumers to buy annual or monthly subscriptions, day passes or single articles from multiple publishers using the same account and password. The e-commerce engine resides on each publisher's site—we are not creating a competing destination site or aggregating and hosting publishers' content.
2. **Participation In Topic-Based Packages.** We aggressively market all-inclusive annual or monthly subscriptions for consumers who want to pay one fee to access common areas of content across the sites of Press+ affiliate members (such as by general topic, specific subject, country or region).
3. **Reports From the Front Lines.** As the industry is rebuilt, we provide reports based on consumer data to member publishers on which strategies and tactics are achieving the best results in building circulation revenue while maintaining the traffic necessary to support advertising revenue.
4. **Restoring a Balance of Power.** We will help establish improved terms with distributors such as with electronic readers and search engines.

An Unobtrusive Interface

Nov. 30, 2009

The Proto Times

Serving the Prototype community since 2009

Front Page | City News | National News | Business | Opinion | Arts | Sports | Classifieds | Advertising

LOCAL NEWS

Swelling need, shrinking aid test charities P+

5:21 pm by Author Name
Charities are scrambling to provide food, clothing, and other assistance for surging numbers of families seeking aid this holiday season.

20 years after accident, former classmates reconnect P+

4:58 pm by Another Reporter
They never forgot Jon Wrenn, but it took 20 years for some classmates to reconnect after he suffered a brain injury in a senior-year car accident.

Rolling back Taliban needed to defeat Al-Qaeda: Gates P+

4:42 pm by Third Author
Defeating Al-Qaeda requires turning the tide against insurgents in Afghanistan, Defense Secretary Robert Gates said on Wednesday.

Woods Apologizes for 'Personal Failings'

Yesterday by Boft Sall
Without being specific, Tiger Woods admitted transgressions on Wednesday in a rare and personal appeal on his Web site.



NATIONAL NEWS

White House Party Crashers Blame Dead Cell Phone P+

Copies of e-mails between White House party crashers Tareq and Michael Salahi and a Pentagon official negates the couple's story.

EXCLUSIVE: New field of inquiry: Salahi's polo cup P+

Mayoral candidates on attack during debate

Escape renews calls for prison agency shake-up P+

Chance of snow Friday is up in the air

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SMALL ICONS INDICATE PREMIUM CONTENT TO USERS AS THEY SCAN DAILY HEADLINES

PRESS+

Friction-free Paying

THE USER NEVER LEAVES THE SITE. REGISTRATION, AUTHENTICATION, AND PURCHASES ALL TAKE PLACE WITHIN A SINGLE DIALOG BOX

The screenshot shows the homepage of 'The Proto Times' with a subscription dialog box overlaid. The dialog box contains the following information:

- Logo: The Proto Times ONLINE EDITION
- Buttons: CANCEL, Back, Continue
- Text: Please choose a subscription plan below:
- Options:
 - Monthly subscription (\$5.95)
 - Annual subscription (\$59.95)
 - Discounted annual subscription for print subscribers (\$19.95)
- Text: Add additional access:
- Options:
 - iPhone (\$4.99/month)
 - Blackberry (\$4.99/month)
 - Kindle (\$16.99/month)
 - iPad (\$16.99/month)
- Text: Powered by PRESS+

The background website shows the date 'Nov. 30, 2009' and the title 'The Proto Times Serving the Prototype community since 2009'. Navigation links include Front Page, City News, National News, Business, Opinion, Arts, Sports, Classifieds, and Advertising. Local news headlines include 'Swelling need, shrinking aid test charities', '20 years after accident, former classmates reconnect', 'Rolling back Taliban needed to defeat Al-Qaeda: Gates', and 'Woods Apologizes for Personal Failings'. A sidebar on the right promotes social networks and classifieds.