
Pregled možnosti reklamiranja sadržaja

Dimention analiza

Novembar 2013



Forme	Definicija
Klasični oglas	Sami prikazi ili klikovi koji su paralelni sa sadržajem i nisu povezani sa ponašanjem korisnika.
Transakcioni oglas	Korisnik može da upravlja procesom i / ili da odabere odgovarajuću p ^{Definicija korišćenih} (klik, pažnja, podaci, aset, ...) za ono što je ponudio p ^{formi} sadržaja.
Plaćeni sadržaj ili direktna transakcija	Korisnik ili treće lice direktno plaća za sadržaj, za pristup sadržaju ili za pristup pratećim opcijama uz sadržaj.
Kooperacija	Upotreba transakcije od treće strane za generisanje prihoda.

Kvalitet brenda, poslovanje i kvalitet sadržaja definišu vrstu modela prihoda. Ali tržište se stalno menja iako je ta promena spora.

	Samo jedan model	Hibridni modeli
Klasičan oglas	1---	3++
Transakcioni oglas		2+++
Plaćeni sadržaj	6+	3++
Kooperacija		5+ 4+

Br.	Primer	Razvoj	Opis
1	gesuendernet.de	---	Ponuđač sadržaja (PS) koji finansira poslovanje samo sa oglasima.
2	YouTube	+++	PS koji dodaje plaćene račune na postavljene klasične oglase.
3	NY Times	++	PS koji dodaje plaćene račune na postavljene klasične oglase.
4	Bild	++	PS koji može ostvariti potencijal svih modela.
5	maxdome	+	PS koji ima posebno plaćen sadržaj i ima posebne ugovore sa partnerima.
6	Netflix	+	PS koji se fokusira samo na model direktnog plaćanja.

Od jednosmernih do dijalog modela

Glavna promena do koje će doći je da će sadržaj biti razdvojen po potrebama ciljne grupe. Preko različitih ponuđača ali i na jednoj zasebnoj platformi.

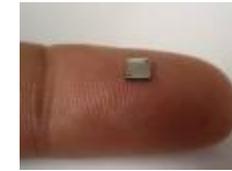
Competitors and Other Areas	Transakcioni oglas	Povećanje prostora (klasični i transakcioni oglasi) 	Uključuje korisnika 
	Plaćeni sadržaj	Implementira i uči 	Omogućuje mala plaćanja i granuliše ih 
	Integracija / Kooperacija među partnerima	Integracija posebno aktivnih kooperacija 	Povezivanje i kooperacije za sve oblasti života korisnika 
		Status kvo	Sledeća generacija

Transakcioni oglasi



Competitors and Other Areas	Transakcioni oglasi       	Klasični i transakcioni oglasi su slični B2C <ul style="list-style-type: none">• Veliko polje gde je fokus na baneru i generisanju klikova• Glavni cilj je da se poveća prostor za transakciju i procesiranje• Korisnik je sad manje uključen• Pre i inter oglasi• Call to Action baner - tekst• Korišćenje pretrage• Generisanje podataka i praćenje ponašanja• Prodaja hardvera za nove kanale• Glavno pitanje je koja reklama zadovoljava potrebe mušterije B2B <ul style="list-style-type: none">• Prodaja klikova na lak način• Aukcija	Sledeći korak je da se oglasi razdvoje i da se korisnik više uključi B2C <ul style="list-style-type: none">• Automatsko klasifikovanje pitanja sadržaja i mogućih reklama• Načini najboljeg podešavanja oglasa prema sadržaju ili potrebama korisnika• Pružiti napredan tip transakcije korisniku• Uključiti korisnika (gamifikacija, oglasni zidovi, selektor oglasa)• Crossover korišćenje više portala - životni ciklus B2B <ul style="list-style-type: none">• Analiza radi prodaje• Bolja pretraga za pravim sadržajem• Ekskluzivna mogućnost kupovine sadržaja• Zarađivanje sa sadržajem
	Status Kvo	Sledeća generacija	

Plaćeni sadržaj



Competitors and Other Areas

Plaćeni sadržaj



B2C

- Prvi ponuđači usluga su pokazali da ima potencijala
- Većina prati
- Pokušaji i greške da bi se naučilo koja strategija je dobra za koji sadržaj i koji sistem se kada koristi
- Metered Freemium
- Jak Paywall – premium računi – sadržaj
- Premium računi - osobine
- Digitalno plaćanje
- Plaćanje preko kanala distribucije

B2B

- Paketi da se sadržaj koristi za komercijalne svrhe
- Paketi za upravljanje na platformi

B2C

- Strategija koji model i koja struktura sadržaja dobija koji plaćeni model.
- Dalja diferencijacija modela
- Korišćenje mikro plaćanja za članke i brendove lošeg kvaliteta
- Više usluga za Premium račune
 - Paywall koji se bazira na sadržaju
 - Negativni Freemium – ako sadržaj dostigao x € besplatan je posle 20 dana
 - Negativni paywall – prvih 10.000 besplatni
 - Kombinacija između paywall i coins
 - Saradnja sa kompanijama koje koriste digitalno ili mikro plaćanje
- Multi Device cene
- Integracija modela prikupljanja sredstava putem interneta

B2B

- Odluka oglašivača koji sadržaj je besplatan a koji nije
- Trgovina pravima

Status Quo

Sledeća generacija

Prometno orijentisana integracija se susreće sa Interfejsom komandne linije

Kooperacija



Competitors and Other Areas

Integracija / Partnerska saradnja



- U fokusu su kooperacije sa visokim prometom gde dobavljač sadržaja izgrađuje poverenje u proizvod
- Najvažniji koncepti trgovine su bazirani na elektronskoj trgovini
- Prodavnice brendova
- Prodavnice sa proizvodima sličnim brendovima
- Kao partnerske (Affiliate) kooperacije za osiguranje
- Device kooperacije za aplikacije
- Kao brendiranje proizvoda za pripejd kartice
- Kao White label parnerstvo za pripejd kartice, kreditne kartice ili video na zahtev i muziku

- Životni ciklus i potrebe klijenta su u fokusu
- Svaka kompanija zna da svaki klijent ima mnogo online dobavljača sadržaja za svaki period i potrebu tokom života
 - Zabava
 - Potreba za lekarom
 - Učenje
 - Potraga za poslom
 - Potraga za osiguranjem
 - ...
- Kooperacija na lancu snabdevanja
- Reč „Growalition“ potiče od odane klijentele i objašnjava trend da se koriste ponude različitih grupa za jedinstveno rešenje i bolje iskustvo.
- Primer Lufthansa i Sixt

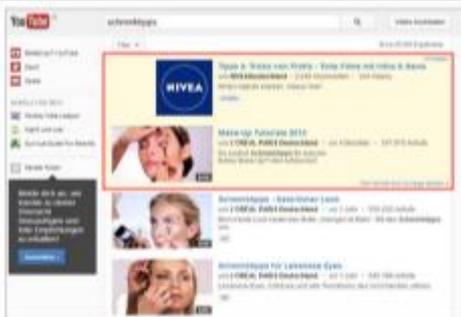
Status Kvo

Sledeća generacija

YouTube Ad Integration in Search

Using the search YouTube increases its given ad space with new possibilities to generate revenues

Example: Search I/II - Video



Für den Rest der Nutzer, die bereits ein Video nach ihren Vorlieben gefunden haben, sind 10 Vide... auf der Wiedergabeseite vorgesehen.



Description

illustrative

Business Model

- Connecting the search with ads
- On the first site and on additional sites
- The Deals can be CPI; CPC ore Sales



Call to Action Banner in Video

Best Call to Action enables the monetization of the content issue itself. The conversions are higher because of the relation of the issue and the ad.

Example: Call to Action i/II YouTube Banner



Description

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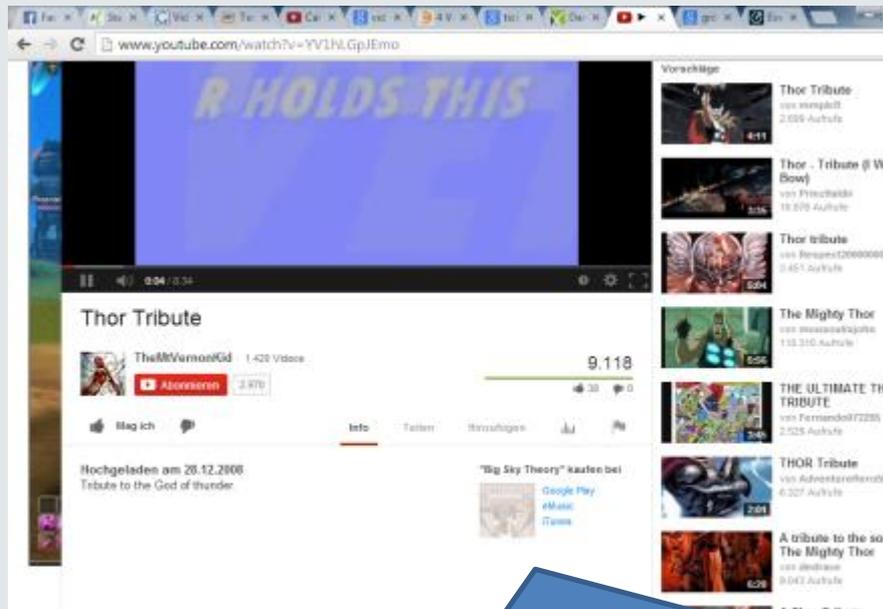
Business Model

- Using additional space in the Video
- In the best case: connecting the issue of the video with the issue of the ad
- But also Paid Content could be provided in the CTA.



YouTube is connecting the music of the private videos with the possibility to buy it instantly.

Example: Call to Action i/iI Music YouTube Buy / Download the music



Find the Music
used in the Video and buy it



Description

illustrative

Business Model

- Connecting the music of the video with the opportunity to buy it.



Text-Advertising are integrated in front, in between and at the end of Search Results

Example: Search II/II - AdSense

The screenshot shows a search results page for the keyword 'Verbrennen'. The page features a navigation bar at the top with categories like 'THEMEN', 'NEUE FRAGEN', 'FRAGEN STELLEN', 'OFFENE FRAGEN', 'ANTWORTEN', 'VIDEOS', 'TIPPS', and 'AUSZEICHNUNG'. Below the navigation bar, there are several search results and advertisements. The search results include 'Wunschfigur dauerhaft', 'Fitness all in 1 29,99', and '18 Kg schnell abnehmen'. The advertisements include 'Einfach, hilfreich, kostenlos!', 'Fan werden!', and 'ALLNET-FLAT JETZT BEIM TESTSIEGER!'. The page is designed to integrate text advertising seamlessly into the search results.

Description

illustrative

Business Model

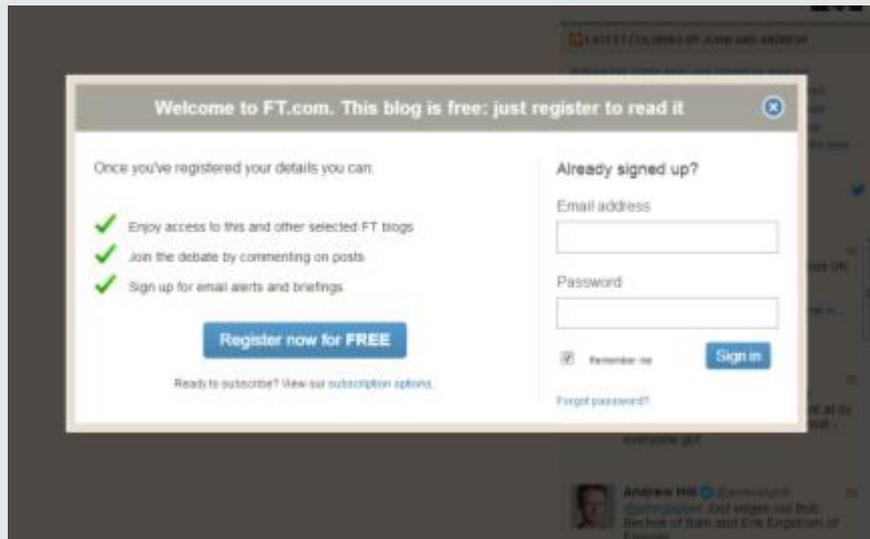
- Connecting the search with Text-Ads
- On the first site and on additional sites
- Increasing the chances for the user to find something
- And increasing the revenue
- The Text links could also lead to paid content



Financial Times: Blog Usage in return for Data

To get access to special areas the customer has to make an account. A new opportunity for publishers but it has a long tradition in the gaming area.

Example: Financial Times



Welcome to FT.com. This blog is free: just register to read it

Once you've registered your details you can:

- ✓ Enjoy access to this and other selected FT blogs
- ✓ Join the debate by commenting on posts
- ✓ Sign up for email alerts and briefings

[Register now for FREE](#)

Ready to subscribe? View our subscription options.

Already signed up?

Email address

Password

Remember me [Sign in](#)

[Forgot password?](#)

Description

illustrative

Business Model

- The Usage of the blog is free
- But to use it the user has to register



Free games for Data

A well known transaction for games, is to give personal data for the permission to use a game.

Example: Bigpoint

The screenshot shows the registration page for 'Rising Cities' on Bigpoint.com. The main heading is 'Ein Account und alle Spiele kostenlos!'. Below this is the 'ACCOUNT ERSTELLEN' section with the following fields and options:

- Username:
- Password:
- Password bestätigen:
- E-Mail:
- Geburtsdatum:
- AGB und Datenschutzerklärung gelesen und akzeptiert
- Spieleinformationen empfangen

A red 'Registrieren' button is at the bottom of the form. The page also features a 'Logg' button and a 'Connect' button for social media.

Description

illustrative

Business Model

- The Usage of the games needs an account so the user has to sign up and give his e-mail address and other data.
- The upselling goes with the ..



Ad selector for the user

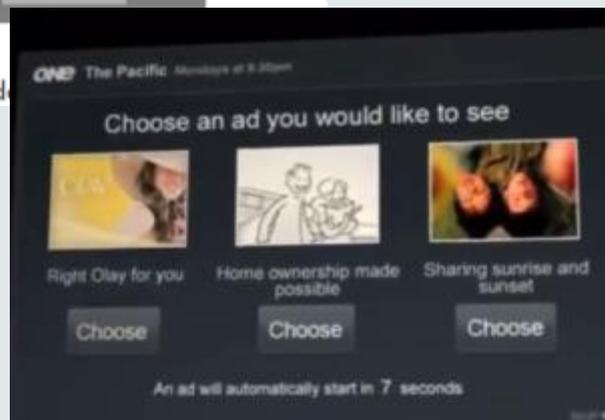
The user can choose, witch ad he wants to see.

Example: HULU

Specs: Ad Selector



Deliverables to Hulu include



Description

illustrative

Business Model

- Combine the advertising with an action from the customer.
- Lowers the impact of advertising before the content usage.



Gamification for higher revenues

Example: Gamification



Paige Petersen 95 Myn
Nivå 1 poäng
Uppdrag Min sida Belöningar

Topplista Total

Din placering: 95788 av 1553563

1	Ben Johansson	161900 P
2	Anton Björkman	26622 P
3	Martin Mohage	22764 P
4	Mikael SkEtmeister	14948 P
5	Billy Claesson	13881 P

Description

illustrative

Business Model

- Using Games with Questions and other activities to increase usage and loyalty

Result

- The book of mormon: Valuable site actions have increased by 10X and participants in the program view 2X as many pages.



Captcha and Points for more features

Captcha can be Used to Answer Commercial Questions and gets so more Points that can be used.

Example: Gamification and Points Lokalisten



Description

illustrative

Business Model

- Access to Paid Content with Learning about the Products
- Getting Points for the right usage and possibility to buy points.



Premium Accounts and Paywalls

The main issue of a Premium Account or hard paywall is the separation of low and high quality or short and long content.

Example: Premium Content / Account BILDplus

The screenshot shows the BILD.de website with a prominent advertisement for BILDplus. The main headline reads "Erfahren Sie jetzt alles über BILDplus". Below this, it states "BILDplus-Abonnenten erleben unbegrenzten Zugriff auf alle BILD-Inhalte - immer und überall." A section titled "Was genau ist BILDplus?" explains that the subscription includes access to all digital platforms, the printed BILD, and three variants: stationery, mobile, and apps. A call to action says "JETZT AB 0,99 € TESTEN".

Description

illustrative

Business Model

- Share of free Content and high value exclusive content.
- High Value Content is in the Plus package
- 0,99 € 1'te month then 4,99 € to 14,99 €
- Online, APP, Digital Paper, Daily Paper at a kiosk
- Partner CeleraOne

Data

- First statement of Axel Springer is that the visits haven't fall after inventing BILDplus



Premium Account – Aftonbladet Plus

For the NYT the paywall was a huge success and the model for other companies

Example: Aftonbladet Plus



AFTONBLADET PLUS

Prova Aftonbladet Plus!

Du får tillgång till:

- ✓ Alla lästa artiklar på aftonbladet.se.
- ✓ Just nu: Tidningen i din platta eller mobil varje dag.
- ✓ Klick, Härligt hemma och Söndag digitalt varje vecka.
- ✓ Över 200 resguider.
- ✓ Unika erbjudanden.

Tidningen i din platta eller mobil

Välj:

Logga in	För dig som har Plus	>
29 kr	Löpande månadsprenumeration	>
174 kr	6 mån för 174 kr	>
299 kr	12 mån för 299 kr - spara 49 kr!	>

Tillbaka till Aftonbladet.se

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Description

illustrative

Business Model

- Share of free Content and high value exclusive content.
- High Value Content is in the Plus package



Premium Account - maxdome and netflix

Both Content Supplier run since several years a Paid Content Strategy

Example: maxdome and netflix



Description

illustrative

Business Model maxdome

- Separate 3 Models
 - Free
 - Pay per View
 - Subscription

Netflix

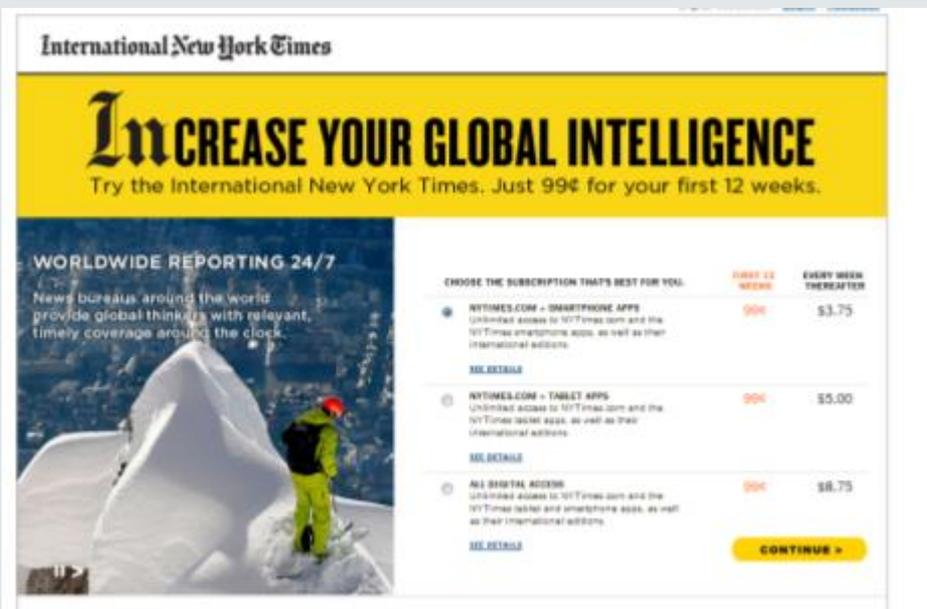
- Separates 2 models
 - Subscription for VoD with different price points
 - Subscription for DVD Rental



Paywall with Premium Account - NY Times

For the NYT the paywall was a huge success and the model for other companies

Example: Paywall with Premium Account – NY Times



Description

illustrative

Business Model

- NY Times started 2011 with the Paywall
- 10 article for free per Month (cut down from 21 Articles)

Data

- Till now they have 640.000 Digital Paying Users
- Turnover of 133 Mio. \$ net revenue
- Other Data from 2011
 - Wall Street Journal: 537k
 - New York Daily News: 165 k
 - Newsday: 112k



Paywall with Premium Account - Welt.de

A paywall focuses to generate revenues from the heavy users and to avoid the loss of mass traffic.

Example: Paywall with Premium Account – Welt.de

DIE WELT * Zurück zu Welt.de
Sind Sie WELT DIGITAL Abonnent oder Zeitungsubskribent der WELT?

Jetzt testen und iPhone 5s gewinnen!

Vielen Dank, dass Sie diesen Monat Ihre 20 freien Artikel gelesen haben. Lesen Sie nächsten Monat weiter oder testen Sie jetzt die neuen Angebote der WELT und gewinnen Sie ein iPhone 5s.³

MUSTEGKAUFTES ANGEBOT

DIGITAL Basis	DIGITAL Komplett	DIGITAL Plus WELT am SONNTAG
 10 Artikel	 20 Artikel	 20 Artikel
im 1. Monat 0,99 €	im 1. Monat 0,99 €	im 1. Monat 0,99 €
danach mit 4,49 €¹	danach mit 12,99 €¹	danach mit 14,99 €¹
monatlich kündbar	monatlich kündbar	monatlich kündbar
Dieses Angebot auswählen	Dieses Angebot auswählen	Dieses Angebot auswählen
<small><input type="checkbox"/> Inklusive PDF der WELT Kompakt und WELT am SONNTAG Kompakt für mit 2,69 € extra</small>	<small><input type="checkbox"/> Inklusive PDF der WELT Kompakt und WELT am SONNTAG Kompakt für mit 2 € extra</small>	<small><input type="checkbox"/> Inklusive PDF der WELT Kompakt und WELT am SONNTAG Kompakt für mit 2 € extra</small>

Alle Produkte einschließlich MwSt und Versandkosten.

Description

illustrative

Business Model

- After 21 articles/month the Pay wall will be activated
- Payment model with 3 different offers

Data

- Till June 2013 - 47,000 Subscribers



Example: badoo



Guthaben aufladen

Je mehr Punkte Du bestellst, umso günstiger wird diese:

550 Punkte (inkl. 50 gratis!) - 9,99€

Badoo Punkte automatisch aufladen, wenn mein Konto unter 200 Punkte fällt. Entferne bitte das Häkchen, wenn Du das automatische Aufladen nicht nutzen möchtest.

Punktekonto aufladen!

Dein PayPal Konto wird mit 9,99€ belastet. Servicebedingungen

Description

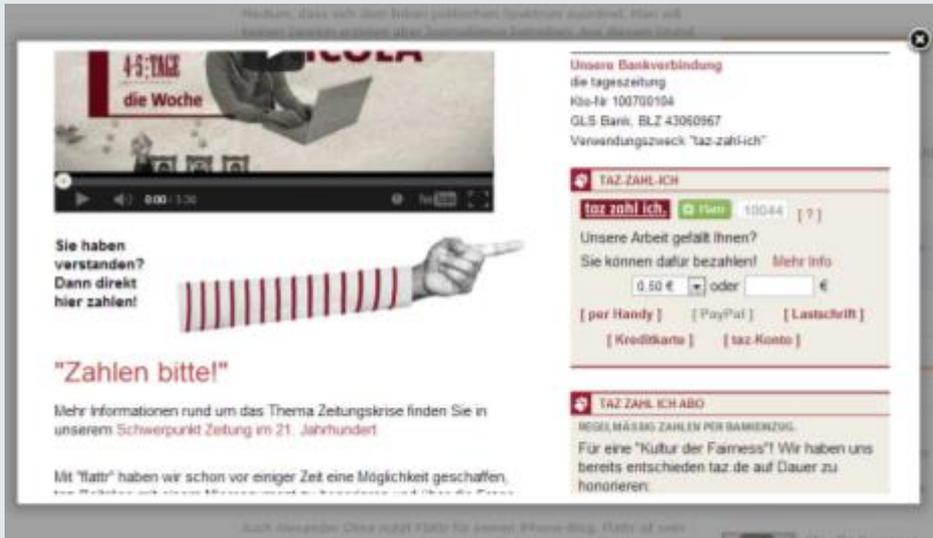
illustrative

Business Model

- The User can buy or get points with actions
- The points can be spend for different activations



Example: Micropayment TAZ



Description

illustrative

Business Model

- Users can donate a amount of 0.3 € to 5 € for the usage of the site
- Or make a subscription to donate every month.
- Or take a Premium Account
- Partner is Flattr for Mircopayment

Data

- In January 2013 spending's were **12.209,45 Euro**
- Myvideo is 8 to 12 times bigger than taz



Premium Accounts - Features - Runtastic

A common model for applications is to run to versions of an app. The Pro Version has more features.

Example: Premium Features

The image shows a comparison of features between Runtastic BASIC and Runtastic GOLD, along with a screenshot of the Runtastic website's premium upgrade page.

Vergleich zwischen Basic und GOLD Mitgliedschaft:	Runtastic BASIC	Runtastic GOLD
Online Sporttagebuch	✓	✓
Social networking	✓	✓
Unterstützung: pro Expert	✓	✓
Statistiken	basic	✓
Trainingsverhalten	basic	✓
Geschichtsmanagement	basic	✓
Trainingspläne	Regulärer Preis	-50%
Routen als Favoriten markieren	begrenzt	✓
Synchronisation von markierten Routen zur Runtastic	begrenzt	✓
Fähige Streckenabschnitte	begrenzt	✓
Neue Werkzeug am Portal	✓	✓
Premium Support	✓	✓

sockshare.com
Upgrade Your Account Today
As a Pro member, enjoy our premium features!

- Full Pro access and no ads
- Ability to download original Pro
- Unlimited partner downloads
- Upgrade from Pro to the next level up in Pro
- Custom content links to track 4x2%
- System recovery
- Mobile access
- Special feature Pro sports club
- Pro never allowed due to instability
- Other cool features

Pro Accounts (182)
Do I have to purchase a long term contract?
No. Although your payment method will be set up for recurring monthly payments to avoid any gaps in your subscription, you can easily cancel them at any time.
What payment methods do you accept?
We accept payments via credit cards (Visa, MasterCard) as well as bank transfers.

Description

illustrative

Business Model

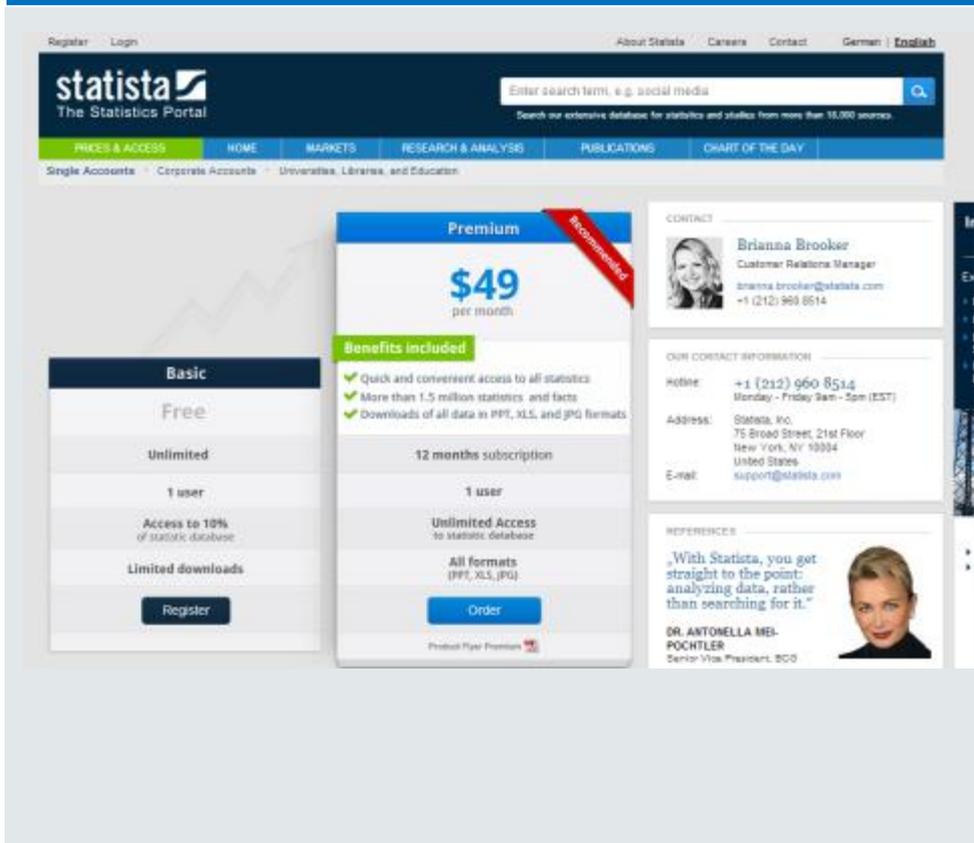
- Two Applications are offered.
- A free one to win users
- A Pro with more features to earn money
 - Without advertising
 - and more features



Case: Premium Content and Features - Statista

A Premium Account can deliver revenues in addition to the ad revenues. It focuses on the high users and that the content can be separated.

Example: Premium Content and Features - Statista



The screenshot shows the Statista website's pricing page. It features two main subscription options: Basic and Premium. The Basic plan is free and includes unlimited access to 10% of the database and limited downloads. The Premium plan costs \$49 per month and includes quick access to all statistics, more than 1.5 million statistics and facts, and downloads of all data in PDF, XLS, and JPG formats. A red banner on the Premium plan says 'Recommended'. To the right, there is contact information for Brianna Brooker, Customer Relations Manager, and a testimonial from Dr. Antonella Mel-Pochtler.

Plan	Price	Access	Downloads	Format
Basic	Free	Unlimited	Limited	PDF, XLS, JPG
Premium	\$49 per month	Unlimited	Unlimited	All formats (PDF, XLS, JPG)

Description

illustrative

Business Model

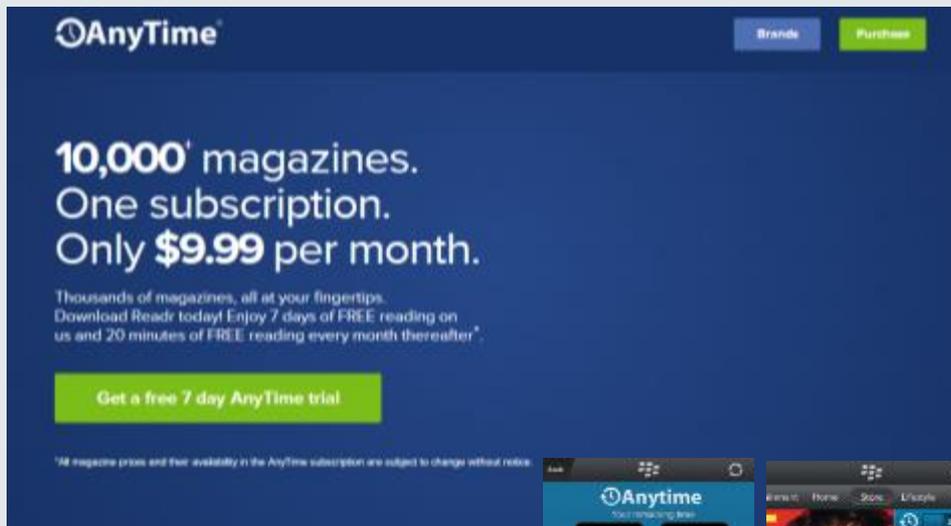
- Split of Content
- A Share of Data is Free
- All Data can be searched via internet
- The major content is for the premium members
- The data can be Download by ppt, xls or jpg



Case: Paywall based on time - Anytime for Paid Content

A Premium Account can deliver revenues in addition to the ad revenues. It focuses on the high users and that the content can be separated.

Example: Anytime



AnyTime Brands Purchase

10,000' magazines.
One subscription.
Only **\$9.99** per month.

Thousands of magazines, all at your fingertips.
Download Reader today! Enjoy 7 days of FREE reading on us and 20 minutes of FREE reading every month thereafter*.

Get a free 7 day AnyTime trial

*All magazine prices and their availability in the AnyTime subscription are subject to change without notice.



Description

illustrative

Business Model

- With anytime customer buy Time to read and search in 10.000 Magazines
- First 7 days free reading than 20 minutes free reading every month
- And a lifetime offer of 599 \$

Data

- Fundraising of 10 Mio. € buy Rocket Hub



Case: The Guardian Premium APP

A Premium Account can deliver revenues in addition to the ad revenues. It focuses on the high users and that the content can be separated.

Example: The Guardian



Description

illustrative

Business Model

- News Available for the APP
- Easy Premium Subscription
 - Ad Free
 - Exclusive Content
 - Special Features
 - Offline available Content



Case: Own Device Kindle

Ensure a permanent channel to the customer and the placement of the own Content Store

Example: Kindle and Samsung App Store



Description

illustrative

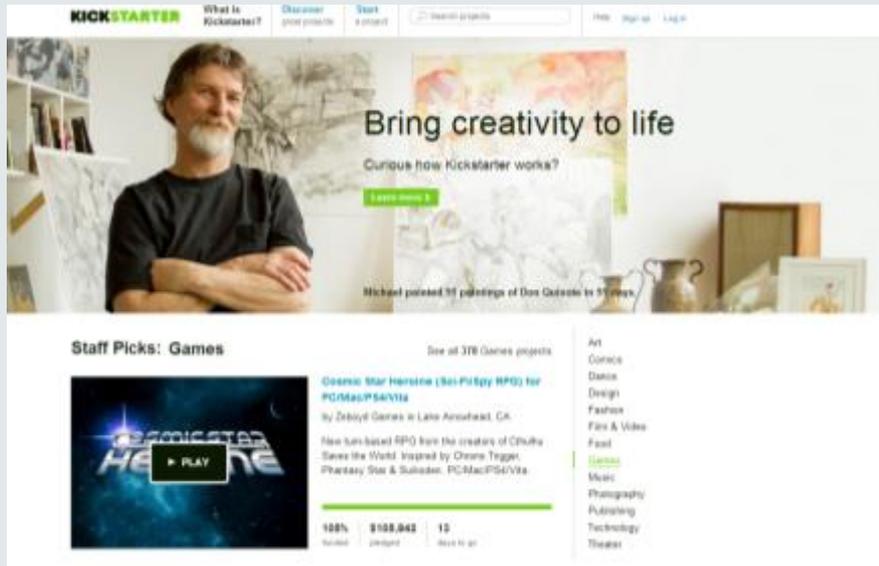
Business Model

- Getting a permanent connection to the customer for my content
- Pay by Usage
- Pay by month
- Also not as a Hardware but also as a free APP
- Other companies have followed
 - tolino shine
 - Spiegel eReader
- Use a Device and Combine it with an own app
 - Hugendubel with Trekstore



Ensure a permanent channel to the customer and the placement of the own Content Store

Example: Crowd founding Kickstarter



Description

illustrative

Business Model

- Crowd founding for new Content
- The Users themselves finance a new content release and reduce so the financial risk of the content supplier
- Example
 - Tim Schäfer and Double Fine
 - 15 \$ for the game
 - 50.000 \$ for the own character
 - 20.000 \$ evening with the team
 - Raised Sum: 1 Mio. \$
 - Interest: no



Content Provider Use the Shops to get an additional revenue from shopping articles the target group likes.

Example: Premium Content



Description

illustrative

Business Model

- Appropriate articles are offered in a price range from 1 to 100 € in average.
- The offers try to fit the target group



Integration of other life areas like insurance

Bild integrates deals and comparisons with the technology of a third party. The integration is easy and the models are fix and performance based.

Example: Premium Content

RATENKREDIT VERGLEICH

Kreditvergleichsrechner - online vergleichen und sparen

Zinssatz	Bank	Wichtige Informationen
86,91 € inkl. 2,79% je 100 €	Bank	Kreditwürdigkeit: ★★★★★ 97% Empfehlungen: ★★★★★ 97% 7.333 Bewertungen
87,06 € inkl. 2,90% - 6,89%*	Bank	Kreditwürdigkeit: ★★★★★ 97% Empfehlungen: ★★★★★ 97% 2.244 Bewertungen Testberichte
87,90 € inkl. 3,35% - 6,30%*	Bank	Kreditwürdigkeit: ★★★★★ 97% Empfehlungen: ★★★★★ 97% 2.293 Bewertungen Testberichte

Privatpflichtversicherung - online vergleichen und sparen

Vericherungsgesucht Ergebnis

Wer soll versichert werden?

Ihr Geburtsdatum

Öffentlicher Dienst ja nein

Versicherungssumme

Hand mitversichern ja nein

Description

illustrative

Business Model

- Integration of Partners with contract comparison or deals for
 - Insurance
 - Credit
 - Phones
- The Comparison is integrated in the Site of the Paper but the Partner runs the comparison

Data

- Example: Bild earns with Bild Deal - 522.660 Euro



Multiple Cooperation's in the advocate shop

Example: the advocate shop



Description

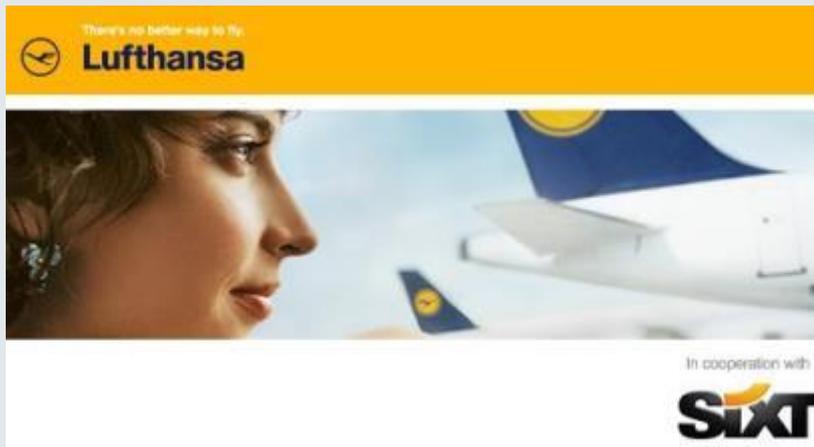
illustrative

Business Model

- The Shop Integrates different possibility
 - Insurance
 - Deals
 - Merchandising
 - Specials



Example: Cooperation Lufthansa and Sixt



Description

illustrative

Business Model

- Lufthansa offers their customers at the end of the booking additional services like to rent a car
- Therefore the customer gets a special price
- Lufthansa gets a share of the revenues from sixt.



Digital Customer Live Cycle

The full Customer Live Cycle is not yet reached but its obvious that the coverage has grown in the last years

Example: Axel Springer



Description

illustrative

Business Model

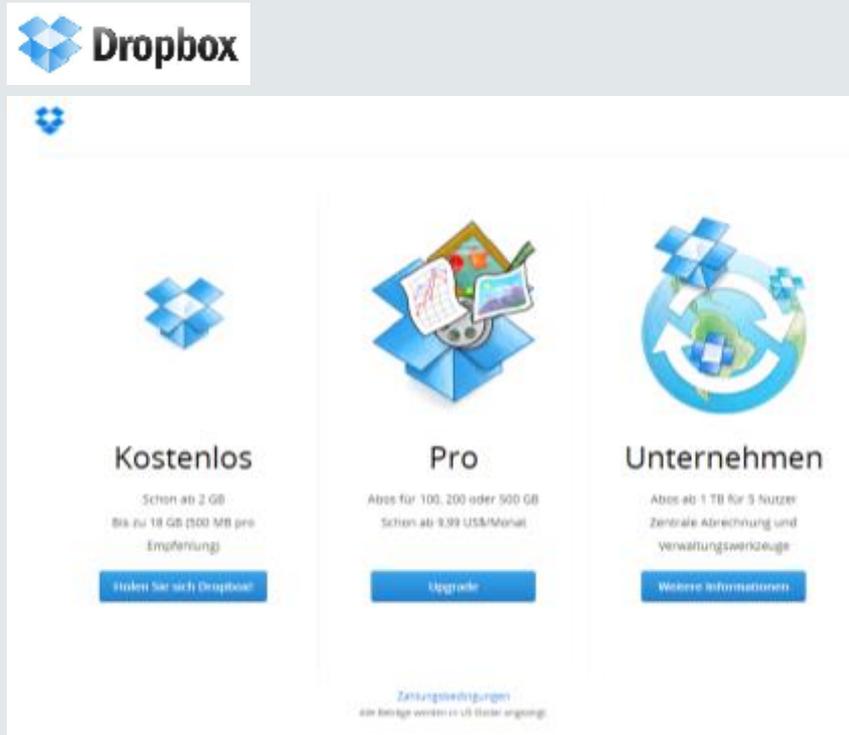
- Axel Springer try's to offer a full range of digital services that fits the need of the user in different areas of his live



Integrating Dropbox to rent Space

The Users can download the Content to their storage or get an Access to Dropbox and download it there.

Example: Dropbox



Dropbox

Kostenlos
 Schon ab 2 GB
 Bis zu 18 GB (500 MB pro Empfehlung)
 Holen Sie sich Dropbox!

Pro
 Abos für 100, 200 oder 500 GB
 Schon ab 9,99 USD/Monat
 Upgrade

Unternehmen
 Abos ab 1 TB für 5 Nutzer
 Zentrale Abrechnung und Verwaltungswerkzeuge
 Weitere Informationen

Zahlungsbedingungen
alle Beträge werden in US-Dollar angezeigt

Description

illustrative

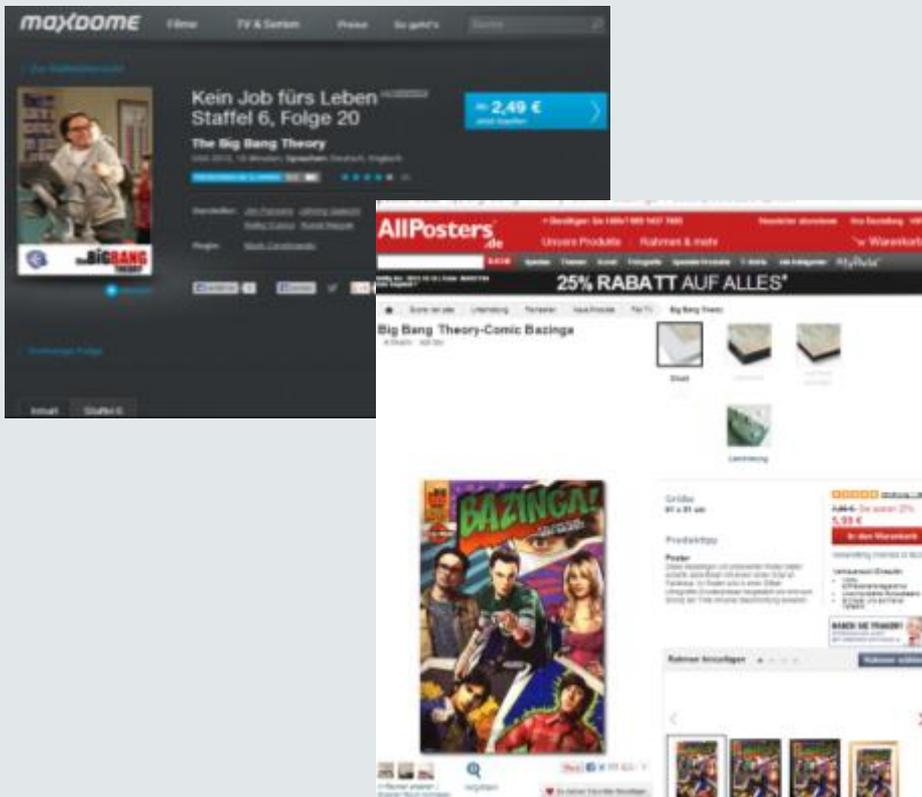
Business Model

- Integration new Supplies for the customers
- Partners enable the supply



Combine the CTA with a exclusive Partner

Example: Sell the copyright of the content



Description

illustrative

Business Model

- Cooperation with allposters
- Watch the Movie and get the Poster
- 6 Months a Customer → Voucher for a Poster



Buy and Sell Copyrights of the Content

All User generated content can be purchased on the portals. As an Example on my video.

Example: Sell the copyright of the content

The screenshot shows a video upload form on the MyVideo.com website. The form includes fields for title, description, keywords, category, and video quality. A red overlay box on the right side of the form contains the text:
 Ja ich möchte Angebote für mein Video erhalten

Description

illustrative

Business Model

- Purchase rights of the Videos.
- So other can use them on their portals.
- ProSieben gets an Share of the purchased content.

