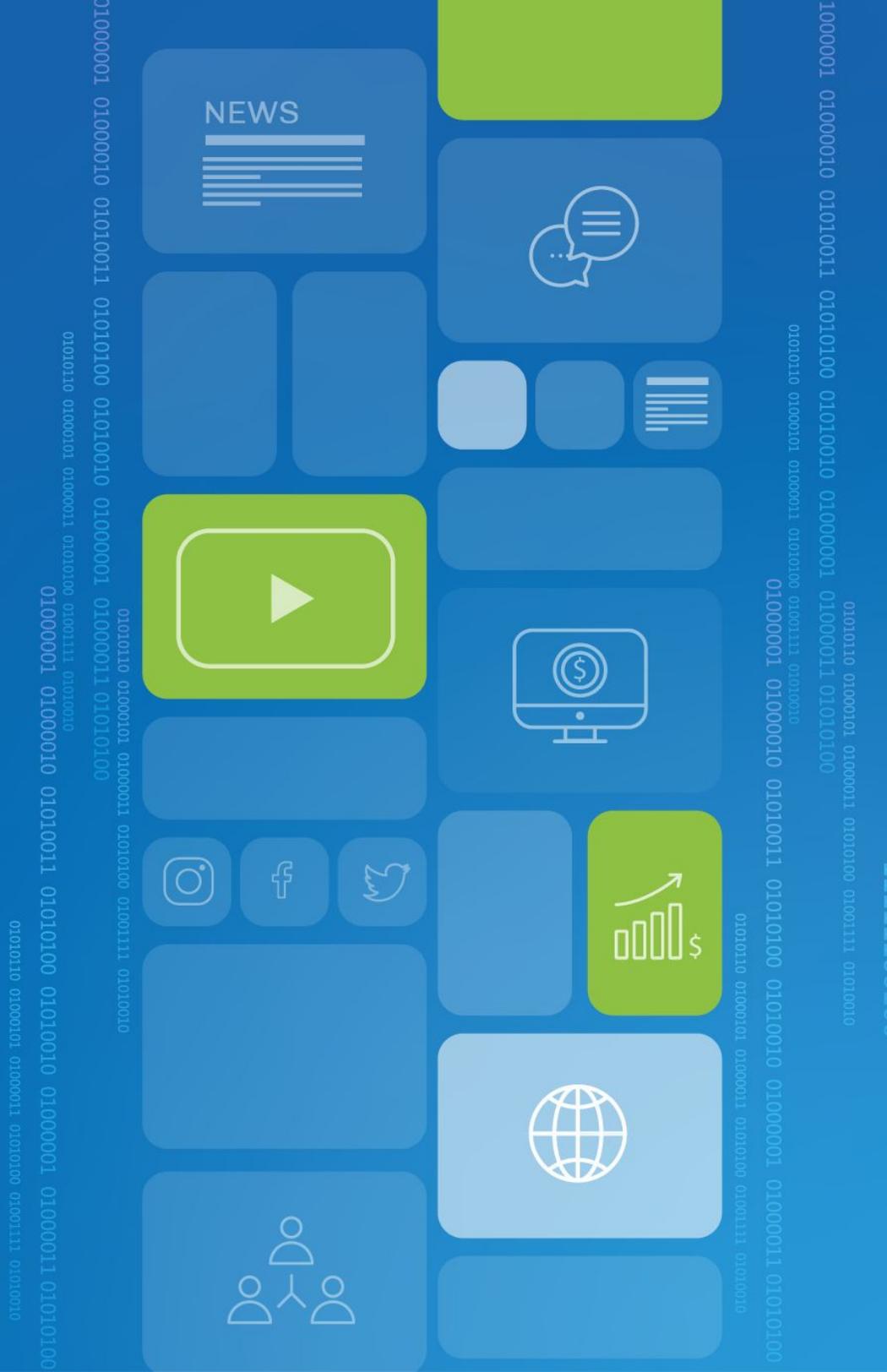




Conquering the Three Cs:

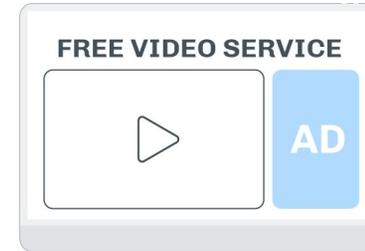
How Media Companies Can Use Billing to Gain and Grow a Competitive Advantage



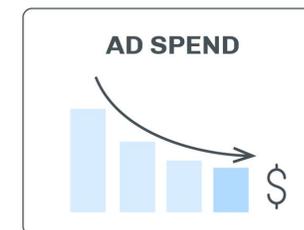
The digital economy has changed every aspect of our lives – most notably, the volume and methods by which we consume content.

For media, advertising and publishers, this new era would seem to represent countless opportunities for additional revenue streams and greater profit.

And it does. But it also creates great challenges, which have the potential to threaten these businesses' very existence if they're not equipped to adapt and respond.



For publishers: Subscriptions & content [47% of Americans](#) are watching at least 1 free ad-supported streaming video service, such as Pluto TV, Tubi, Roku Channel, eating into paid subscriptions.

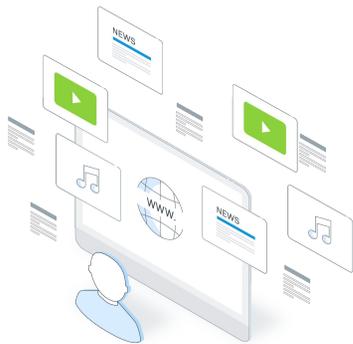


For media: Advertising space & branding [Most advertisers](#) (70%) expect COVID-19 to result in reduced ad spend in 2021.

Subscriptions remain one of the largest revenue streams for news/content publishers worldwide, ranking a close #2 behind display advertising.

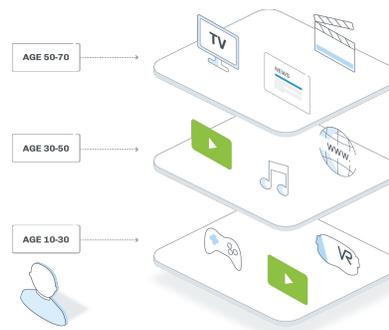
Media companies are finding it difficult to identify, innovate and monetize content to keep pace.

Conquering the Three Cs



Challenge #1:
Content is everywhere
 and so much is free.

How do you package & deliver it so that consumers to pay for it?



Challenge #2:
Consumption has changed dramatically.

How do you structure offerings for an omnichannel world?



Challenge #3:
Competition is growing more intense & varied by the day.

How do you acquire customers while maintaining existing ones?

The secret weapon is not in the quality/quantity of content
 → It's in the ability to monetize and, more importantly, *bill* for these things

Today's dynamic, on-demand world requires a billing strategy that is as agile and impromptu. One that gives businesses the ability to conquer "the three Cs" and turn them into an advantage.

Challenge #1: Content is everywhere, in every format... and so much is free.

There's so much free content available online, consumers are less likely to pay for it, meaning converting silent viewers/readers to paying customers requires more innovative billing models.

Today less than half of consumers are currently paying for news and entertainment, however, 53% are willing to pay in the future for news and 70% for entertainment.

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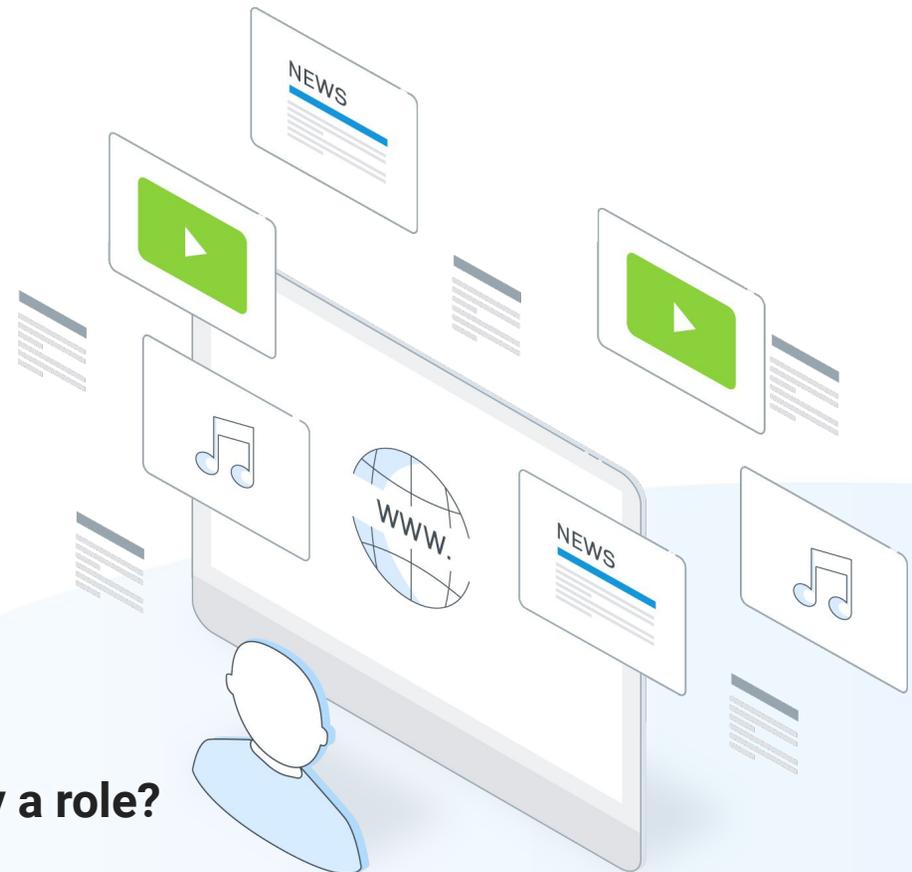
How do you package and deliver content in a way that gets consumers to want to pay for it?

?

How to convert passive viewers and readers into paying customers?

▼

What creative ways can billing play a role?





Try this*



The shift to digital

Ad-driven models are no longer sustainable for traditional print formats. Give customers flexible pricing options beyond annual subscriptions.

- Usage-based, tiered with overages, minimum commitments, and more



Freemium to Premium

Show readers what they can get.

- Launch paywalls and meter by time or # of articles read before sign-up



Bundling related content

Offer a combination of products.

- Print or on-line access plus podcasts
- Offer discounts and promotions



*Key takeaway:

With any pricing plan you offer, make it easy for customers to change their plan

Clear Channel

Customer example

SmartBike, a Clear Channel International company

The Need

- A flexible solution to support bicycle rentals across numerous international markets

The Challenge

- Manage multiple subscription offers per city and advanced payment options

The Solution

- BillingPlatform

The Results

- Fast deployment of consolidated global billing to efficiently monetize its unique ride-based business model

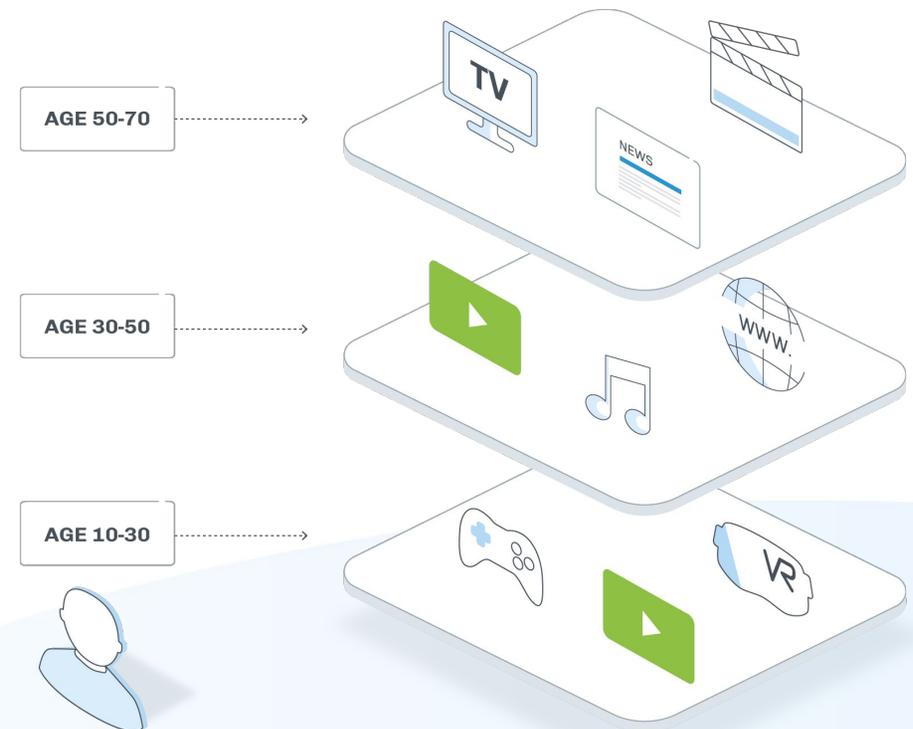
Challenge #2: Consumption has changed, but what will stay and what will go?

While content consumption was already evolving, COVID expedited that by orders of magnitude. From record increases in streaming and on-demand services with [38% of consumers trying a new digital service or activity for the first time](#) to the release of 'Wonder Woman 1984' in theaters and on HBO Max on the same day, consumer habits forever changed in 2020.

? How do media, advertisers and publishers leverage the range of available channels to reach different demographics?

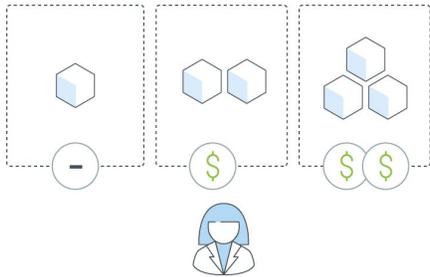
? How do you structure your offerings for an omnichannel world?

▼ What creative ways can billing play a role?



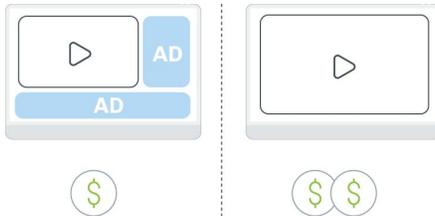


Try this*



Price & convenience make a difference

- Offer a wide range of bundle and package options with price points and consumption levels to meet as many customer interests as possible



Take pricing to the next level

- Add an ad-supported option, charging customers less for a service that includes a set number of ads per hour



Automate the renewal process

- With the cost of acquiring new customers as much as *10X* the cost of retaining existing customers, it's more important than ever to automate renewals to keep customers long term



*Key takeaway:

Offer flexible options such as being able to roll over unused content/time allotments

Customer example

Leader in digital advertising

The Need

- A modern and flexible solution to monetize millions of ad buys daily

The Challenge

- Support massive data volumes while monetizing complex buyer/seller relationships

The Solution

- BillingPlatform

The Results

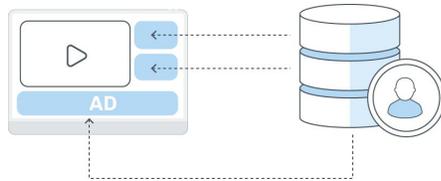
- Improved productivity
 - Billing & invoicing went from 2 weeks to less than 20 minutes
 - The time to spin up a new campaign - 1 day
- Massive cost savings
 - Automation is saving \$3-9M annually

Try this*



Sell globally

- Don't limit your customer base to 1 region or 1 language when you can sell to a global audience and support any language and any currency



Personalize content

- Armed with actionable customer data, deliver tailored recommendations, advertisements and services to create lasting customer relationships



Online customer access

- Give your customers the freedom to set-up and manage their accounts on their own – sign-up, upgrade, downgrade, pause and restart service



*Key takeaway:

Keep it simple - offer customers the most flexibility to overcome buying constraints

Customer example

Leader in educational content, technology & services market

The Need

- An agile solution to manage the transition from print to digital for global learning products to compete against the likes of Amazon

The Challenge

- Manage subscriptions & contracts across thousands of media products for students, instructors, librarians and business professionals

The Solution

- BillingPlatform

The Results

- Transform marketing and pricing from a 3-month IT lead process to a one-step process done by business users within minutes

Introducing Billing Platform

A foundational element of conquering the three C's is in having an agile billing platform that can keep pace with – and stay ahead of – customer preferences and competitive threats.

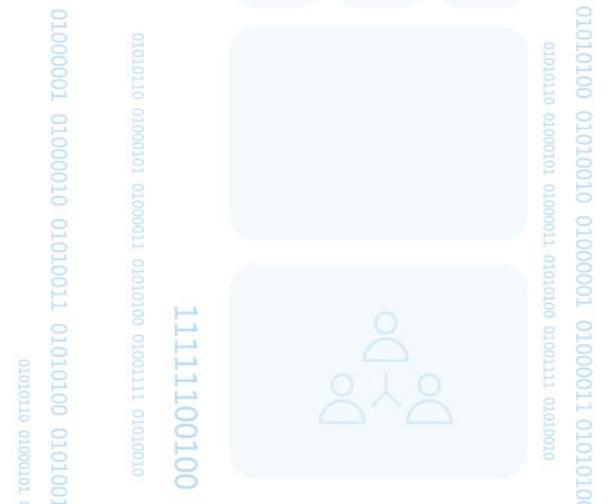
Purpose-built, [BillingPlatform](#) helps media companies and publishers easily handle massive transaction volumes and manage complex pricing scenarios, including usage-based, bundled, and subscriptions across all streaming platforms.

- ✔ Convert manual billing functions into [automated workflows](#)
- ✔ [Package, charge and invoice offerings](#) to meet and exceed customer expectations
- ✔ Monitor, administer and track usage to ensure customers are charged accurately
- ✔ Gather data from any source with [native mediation](#)

As digitalization continues to become increasingly pervasive, media and publishing companies need a way to increase market share and remain competitive. With the right billing solution, you're able to capture the lion's share of consumers and rise above the competition.



Contact us to learn more about how BillingPlatform can help you conquer the unique challenges facing media and publishing companies today. Learn more at billingplatform.com or email info@billingplatform.com.





About BillingPlatform, Corp.

BillingPlatform's agile billing software solution gives innovative enterprises the freedom to effectively monetize and deliver products and services resulting in growth and competitive differentiation. Our industry-leading, cloud-based platform adapts to every unique business model and pricing structure. With global customers across multiple industries including communications, transportation, manufacturing, banking, technology, energy, media, and software, BillingPlatform processes billions of transactions and dollars every year, enabling enterprises to grow revenue, reduce costs and improve overall customer experience. To learn more, visit billingplatform.com.

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