Mark your calendar

World Publishing Expo 2013,
7–9 October, Berlin

www.wan-ifra.org/expo2013

Media Port

IFRA Expo & Conference
29-31 Oct, Messe Frankfurt, Germany

World Publishing Expo 2012

Session:
Digital Innovation

Title:
The importance of a flexible Paywall system in your digital product strategy

Speaker:
Håvard Angen Rye
CTO

Gyldendal Norsk Forlag AS

THE GYLDENDAL GROUP

Gyldendal ASA, the holding company of the Gyldendal Group.

- Listed on Oslo Stock Exchange.
- Annual turnover: **210 mill Euro**
- Number of employees: **800**

Business areas
- Publishing houses
- Book clubs
- Distribution
- Bookstores
- **Digital publishing/on-line information**

Background

Everything gets **digital**
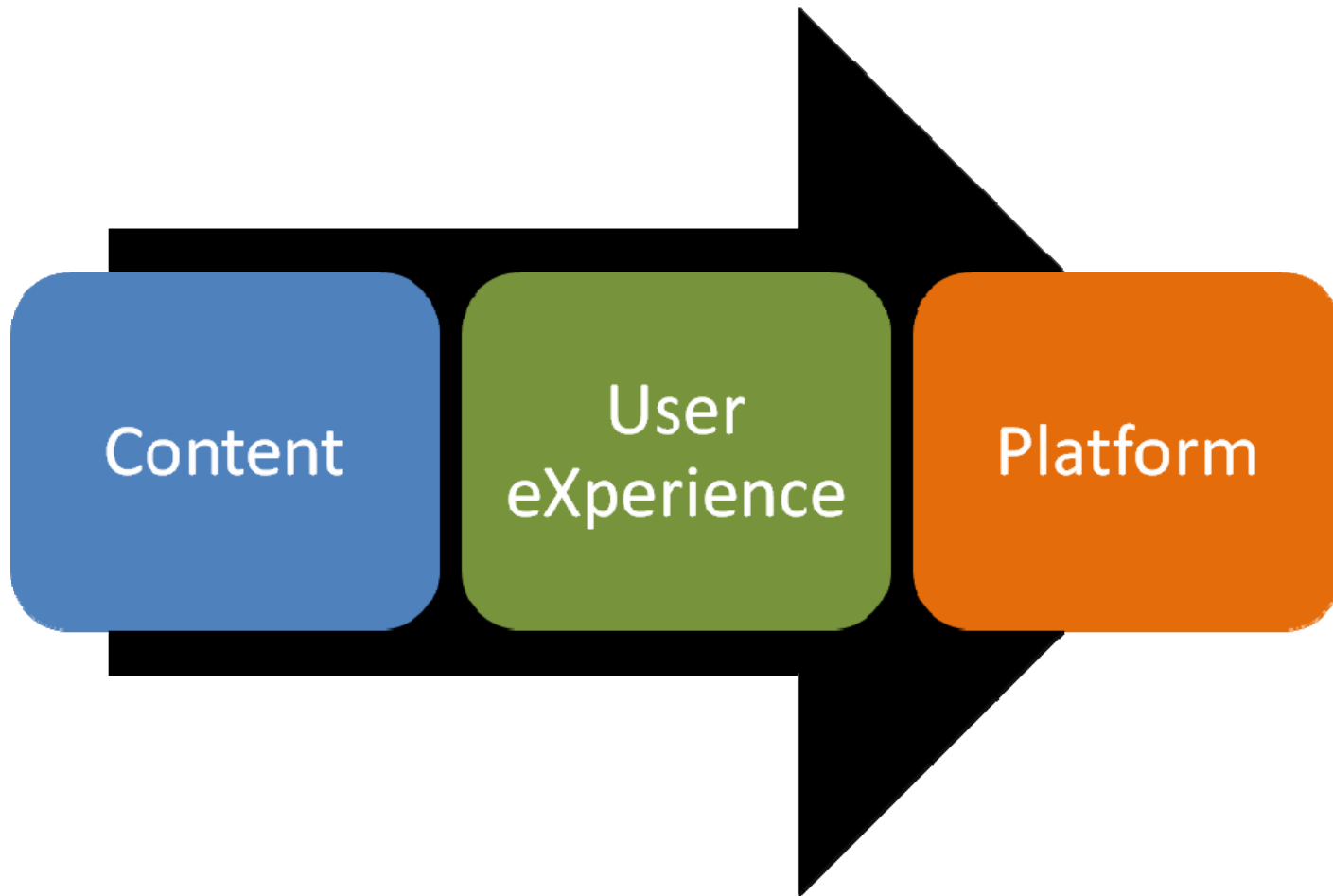
+

Everything gets **personal**

+

More sophisticated business models

System support?

The Digital Business Model

New markets

The winner takes it all

Scalability

New products and services

New Business Models
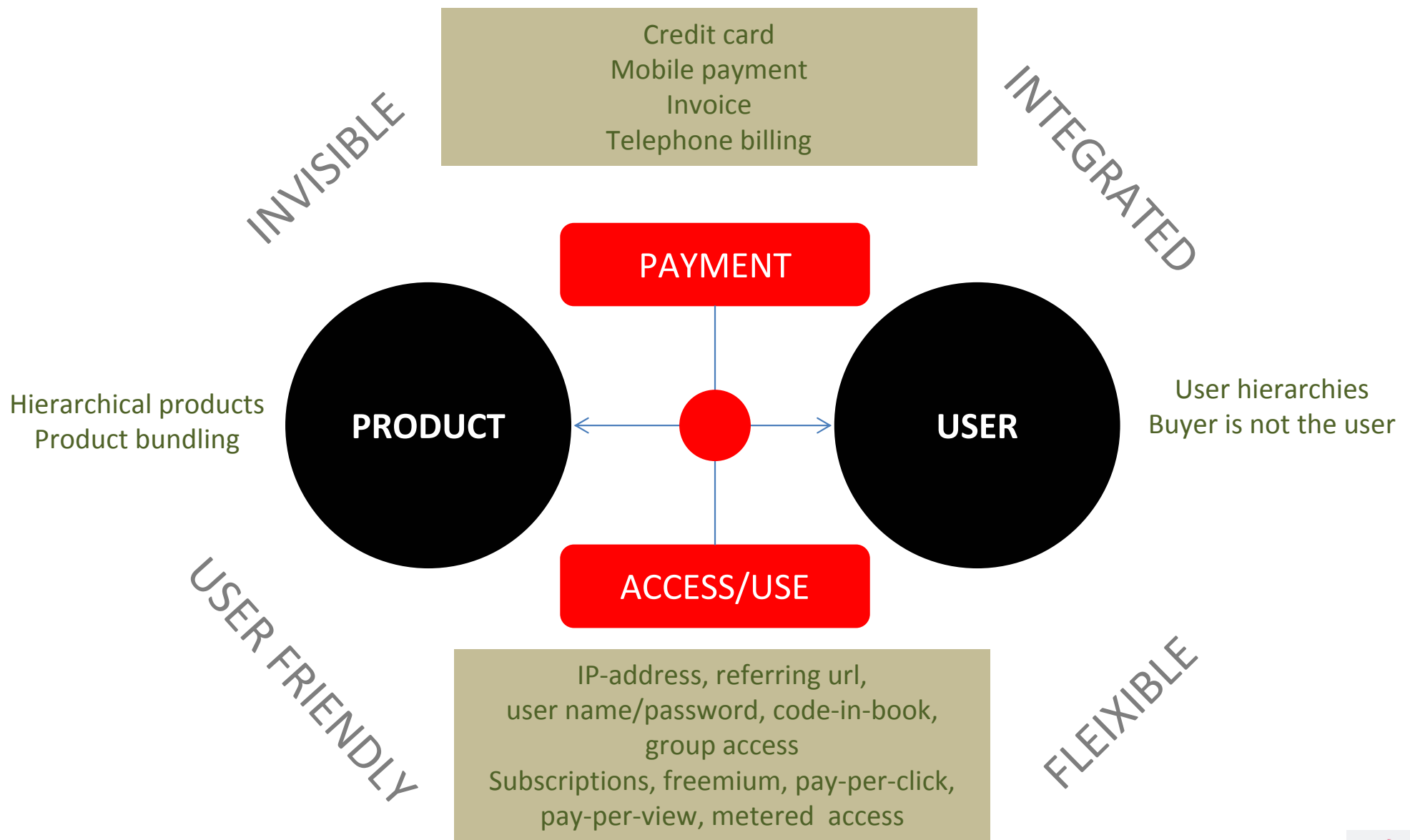
First Mover

Time-to-market

Architecture Platform → **Flexibility Agility**

PLATFORM AS A BUSINESS ENABLER

:CEFALO

ACCESS – COMPLEXITY AND IMPORTANCE

Credit card
Mobile payment
Invoice
Telephone billing

INVISIBLE

INTEGRATED

PAYMENT

Hierarchical products
Product bundling

PRODUCT

USER

User hierarchies
Buyer is not the user

ACCESS/USE

USER FRIENDLY

FLEIXIBLE

IP-address, referring url,
user name/password, code-in-book,
group access
Subscriptions, freemium, pay-per-click,
pay-per-view, metered access

:CEFALO

Gyldendal Access and Payment System

SALABY

24. oktober 2012

○ **Bokmål** ○ **Nynorsk**

Polish   polski ▼

Logg inn 🔒

📎 **Lærersider**

★ **Bestilling**   ★ **Om Salaby**

CIRKUS

SKOLEVEIEN

BYPARKEN

Kanal S

MORSMÅL

SKOLESTART

1-2

3-4

5-7

NYHET!

21. OKTOBER 2012

AMNESTY INTERNATIONAL

TV-AKSJONEN NRK

GÅ TIL SIDENE HER

Velkommen til Salaby!
– alle fag på ett sted

TV-aksjonen til Amnesty
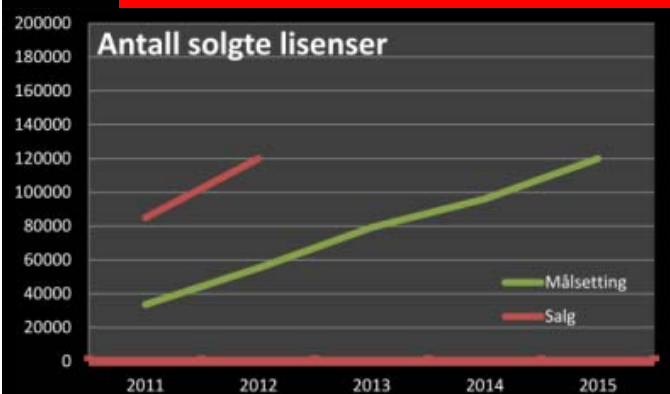Salaby og Amnesty har utviklet et nytt undervisningsopplegg om menneskerettigheter og demokrati til høstens tv-aksjon.

Onsdag 24. oktober er det FN-dagen.
Gå til sidene her >>

Utgitt med støtte fra Utdanningsdirektoratet.

/default.asp

60 %

More than every second a 6 to 9 years old child is using Salaby regularly

Antall solgte lisenser

200000	
180000	
160000	
140000	
120000	
100000	
80000	
60000	Målsetting
40000	Salg
20000	
0	

2011   2012   2013   2014   2015

SALABY
A successful digital product

A leading position in the printed book market

We moved the users to a fully digital platform

We had the content
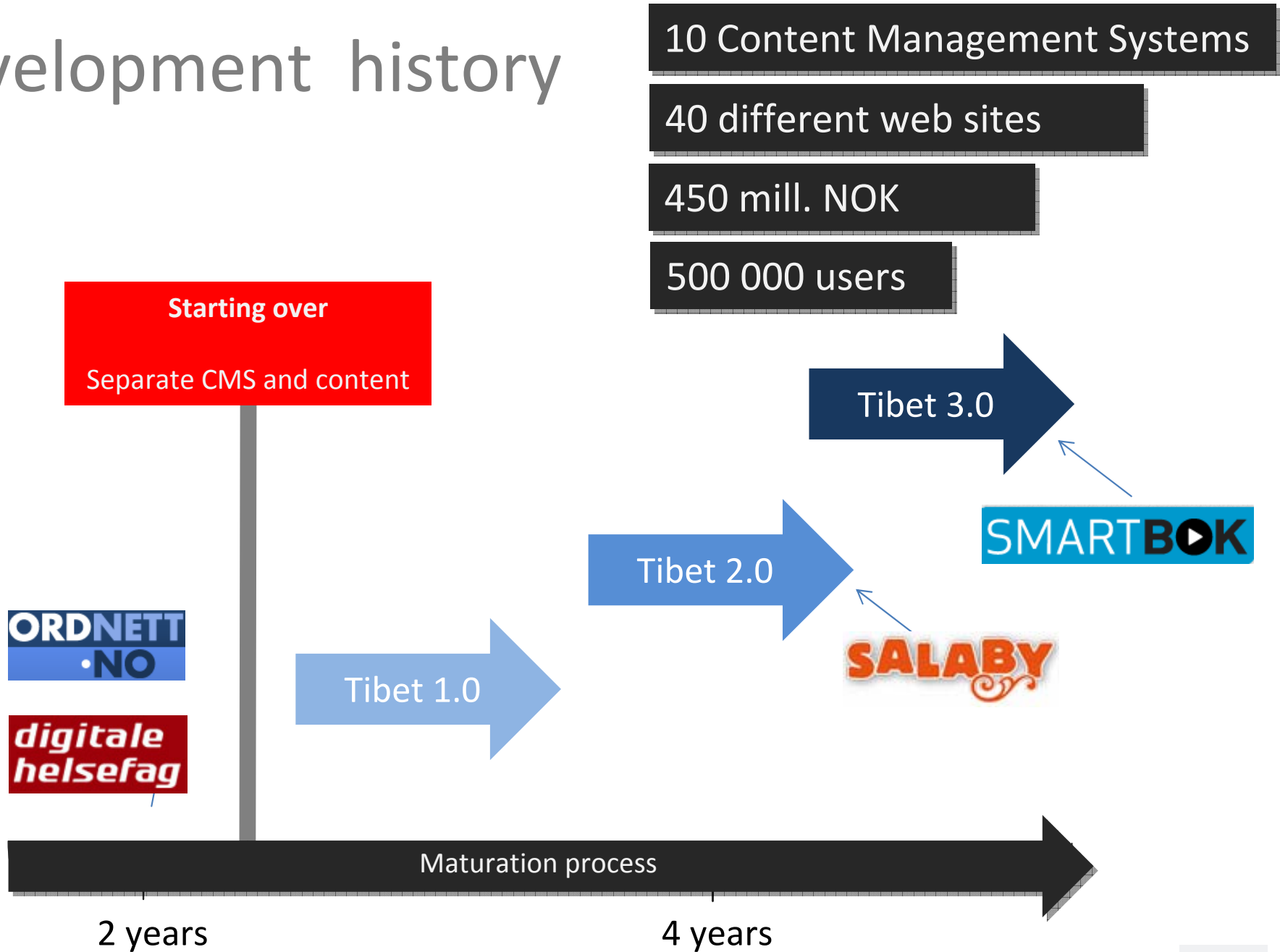The user experience was outstanding
We invested in a platform!
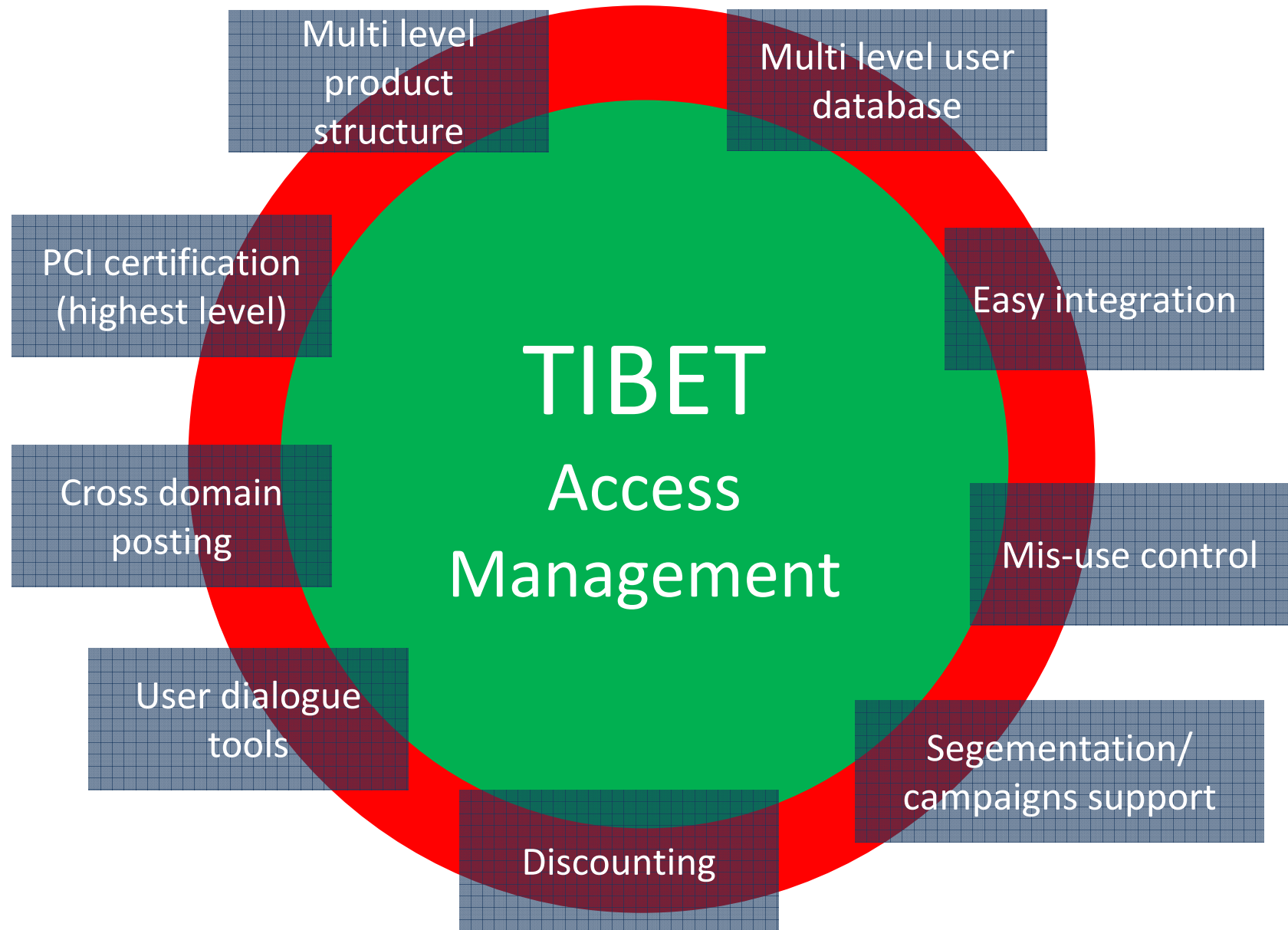
What we needed

A plattform for

- «Frictionless» business development
- Easy set up and configuration of products and pricing model
- Economics of scale
- Integration capabilities (by design)
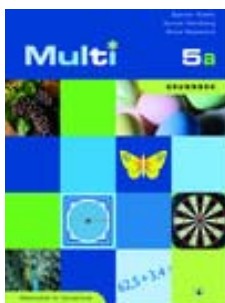
Development history

10 Content Management Systems

40 different web sites

450 mill. NOK

500 000 users

Starting over

Separate CMS and content

ORDNETT•NO

digitale helsefag

Tibet 1.0

Tibet 2.0

SALABY

Tibet 3.0

SMARTBOK

Maturation process

2 years

4 years

:CEFALO

Gyldendal Access and Payment System

FUNCTIONALITY

TIBET Access Management

- Multi level product structure
- Multi level user database
- PCI certification (highest level)
- Easy integration
- Cross domain posting
- Mis-use control
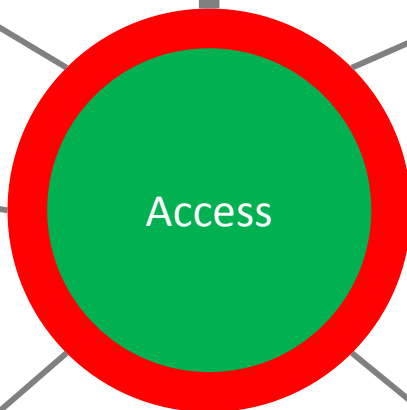- User dialogue tools
- Segementation/ campaigns support
- Discounting

Gyldendal Access and Payment System

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PRODUCTS

Test access
Pricing
Access rules

PRODUCT

Content
(e.g. Sports)

Article

Article

Content object

Content
(e.g. Culture)

Article

Article

Article

Gyldendal Access and Payment System

Lessons learned

Access management is a **strategic issue**, as well as technical

Access management is **complex**

Access management is also about organizational **maturation**

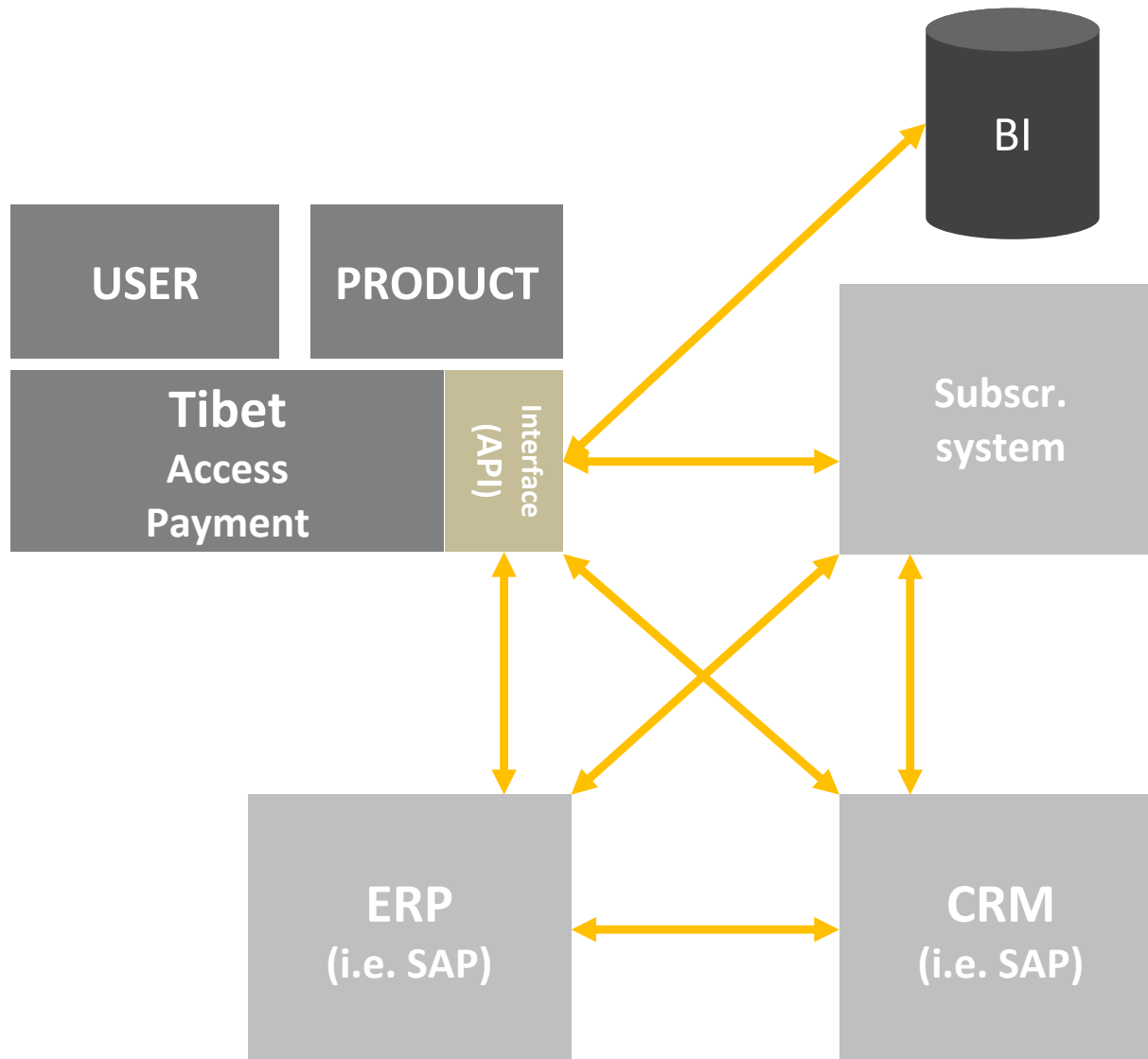The significance of access management is **hard to communicate**

Questions?

Thank you for your attention!

Extra…

THE SYSTEM LANDSCAPE

Gyldendal Access and Payment System

The Tibet Pay wall - Webservices in the templates

News web

Mobile sites

Streaming TV

BI

CMS
any CMS

API

USER

PRODUCT

Tibet
Access
Payment

API

Webshop

DB

Subscription
system

ERP
(SAP or other)

CRM
(SAP or other)

Gyldendal Access and Payment System